



รายงานวิจัยฉบับสมบูรณ์

โครงการปัจจัยชี้วัดความสำเร็จของการพัฒนาการท่องเที่ยวโดยชุมชน
ของชุมชนบ้านบางพลับ จังหวัดสมุทรสงคราม ประเทศไทย

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สังกัด

มหาวิทยาลัยหอการค้าไทย

สนับสนุนโดยสำนักงานคณะกรรมการการอุดมศึกษา และสำนักงานกองทุนสนับสนุนการวิจัย

(ความเห็นในรายงานนี้เป็นของผู้วิจัย สกอ. และ สกว. ไม่จำเป็นต้องเห็นด้วยเสมอไป)

ACKNOWLEDGEMENT

This research on “Determinants of success for community-based tourism development in Baan Bang Plub community, Samut Songkhram province, Thailand” has been fully supported by the Thailand Research Fund, Office of the Higher Education Commission, and the University of the Thai Chamber of Commerce. The researcher, hereby, would like to express sincere gratitude to those organizations for their funding throughout the project.

Appreciation is extended to Professor Dr. Surasit Vajirakachorn for his guidance and encouragement as a mentor from the beginning to the completion of this research project. In addition, the researcher would like to express special thanks to all participants in this study who kindly volunteered their time and provide invaluable personal and community information. Many residents offered accommodation, meals, and transportation during the data collection period as well as guided for the directions around the communities. Moreover, the researcher wishes to express sincere appreciation to other related organizations such as Samut Songkhram Provincial Office, Samut Songkhram Office of Tourism and Sports, and Tourism Authority of Thailand Samut Songkhram Office for opportunities to interview and acquire useful information.

In addition, I would like to express my gratitude to the University of the Thai Chamber of Commerce, in particular Research Support Office and School of Tourism and Services, for providing support and kindly took care of all administrative matters during this research project.

EXECUTIVE SUMMARY

Several approaches to tourism development have been discussed in the literature including the system approach, sustainable development, and community-centered approach. The Community-based tourism (CBT) has been introduced as practices contributing to sustainable development by focusing on achieving sustainable community development goals encompassing economic, environmental, socio-cultural, and political aspects. CBT not only seeks to provide economic benefits to the local community, conserve natural resources and local culture, improve quality of life, and empower the local people in order to meet the needs of the present and future generations, but also encourages communications and interactions among stakeholders in order to increase mutual understanding, solidarity, and productivity. In fact, many current tourism development practices have focused on promoting local involvement and empowerment, cultural and environmental conservation, and sustainable community development. Community support and participation are essential for the success of tourism development.

Although CBT has been a popular topic in terms of its conceptual development, the practice of CBT is relatively less researched, and therefore the indicators of its success less conclusive. While there are studies that strongly suggest research needs in many areas of CBT, only a few studies have addressed the issue of local community involvement in tourism development projects. In particular, these studies have highlighted the need for: Identifying the types and levels of involvement practiced in CBT development, and the stages of development that people are involved. Very limited attention has been paid to tourism management at the

community level. A substantial gap exists between the practice of community tourism and the guidelines or principles leading to successful CBT. The critical question is how do we plan for optimal CBT development which could sustain the local community? In general, there is an absence of a comprehensive CBT development theory and the lack of proven methodologies to evaluate the success of its development. While it is very common to find tourism studies in which the success of tourism development is mentioned, those studies fail to clarify what exactly is meant by success or what lead to the success.

This study examines the degree of success of community-based tourism initiatives at the community level, which is where tourism development is practiced. In other words, there is a need to investigate whether or not those suggested success factors from the literature are considered important by people who actually practice the business of community-based tourism. The following research questions are the focus of this study.

1. What practices of community-based tourism exist in Baan Bang Plub?
2. How are the predetermined criteria for success (as gleaned from the literature) evaluated by the local stakeholders as to their relevance and importance to the community?
3. What are the key variables influencing the success or failure of CBT?
4. Which factors are more important from the local perspectives?

A comprehensive analysis of the development of CBT in a community is conducted in Samut Songkram province which is located 72 kilometers southwest of Bangkok and is situated in the coastal area of the Gulf of Thailand (Chantarangkul,

2005). The small villages of “Bang Plub” is selected as the study site because of the well-known reputation of its community-based tourism development. Applying the sustainable tourism principles, this study determines the factors critical for successful development and implementation of community-based tourism, as perceived by key stakeholders of the tourism industry at the community level. The key objectives are to understand the practice of CBT in the community, identify the determinants of success as perceived by local community of CBT destination, and provide community-based tourism development strategies and guidelines for other communities and related organizations such as Ministry of Tourism and Sports. Moreover, knowledge in these matters would help policy makers and tourism developers to understand the local needs and gain strong support from local communities.

Using the concurrent mixed methods design, this research put together two types of data collection tools: 1) survey questionnaire, and 2) in-depth interview. Both qualitative and quantitative data were collected simultaneously during the data collection period, mainly depending on the availability of participants (especially for in-depth interviews).

- Face-to-face in-depth interviews with key informants were conducted in order to examine their roles in CBT development as well as to determine the CBT success factors. An interview guide was developed, which consisted of three parts: 1) respondents' background information, 2) background and nature of CBT development, and 3) success factors. Nine key informants were purposively chosen for in-depth interviews which included five at the provincial level, and four at the community level.

- Household survey using questionnaire was conducted with household heads. The survey aims to investigate the residents' understanding of CBT, the nature of CBT development in the community, and their perspective of what characterizes a successful CBT. Due to the relatively small number of total population, a census method will be employed in quantitative data collection.

The quantitative data analysis consists of four parts which were conducted using SPSS software version 16.0: 1) descriptive statistics such as means, frequencies, and standard deviation, 2) exploratory factor analysis to examine and develop a set of construct variables (key success factors), 3) Pearson's Correlation Coefficient in order to assess whether the ten CBT success factors are positively related to one another, and 4) stepwise multiple regressions to explore how different success factors contributed and explained the level of success in CBT development. The qualitative data (from interviews and participant observations) was analyzed and interpreted based on qualitative data analysis approach. Interview transcriptions and field notes were coded with keywords to identify commonalities and variations within each group and across groups. The results from both types of data acquired through the empirical study were combined which allowed triangulation in findings to develop a richer understanding of the factors associated with the success of CBT development.

The result of exploratory factor analysis (EFA) using a principal component analysis (PCA) approach details the ten-dimensional CBT success as follows:

1. Community Participation consists of two factors: "direct participation and decision", and. "citizen commitment".

2. Benefit Sharing consists of two factors: “distribution of benefits”, and “improvement in jobs/economy”.
3. Tourism Resources Conservation consists of three factors: “environmental and cultural protection”, “positive affirmation”, and “negative affirmation”.
4. Partnership and Support from within and outside of Community consist of two factors: “government support” and “community support”.
5. Local Ownership of Tourism Related Businesses consists of three factors: “local management”, “local ownership” and “non-local ownership”.
6. Management and Leadership consists of two factors: “planning efficiency” and “management efficiency”.
7. Communication and Interaction among Stakeholders have only one factor.
8. Quality of Life consists of two factors: “positive impacts”, and “negative impacts”.
9. Scale of Tourism Development consists of two factors: “large scale” and “small scale”.
10. Tourist Satisfaction has only one factor.

Respondents were also asked to rank the success factors according to the importance of each factor as they perceived. The survey results show that community participation and quality of life are the hallmarks of success in Baan Bang Plub community. A series of stepwise multiple regressions is conducted to explore how each success factor contributed to the overall success of CBT. The final regression

model where the dependent variable is the level of CBT success includes only management and leadership as a sole independent variable.

The results from qualitative analysis indicate several key findings. The majority of people in the community in the past engaged in agricultural practices. At the beginning, the tourism activities in this community are simply a visit to experience village life. Many visitors notice that the lifestyle and activities in this community differ from others, such as riding the boat to see fireflies at night. Many visitors from other areas who have never seen fireflies before were very excited and would like to visit again. This community has started to develop more activities including having Homestay accommodation for tourists. Later, the Tourism Authority of Thailand got involved and help promote tourism activities officially by selecting representatives from the province to visiting other provinces and learning best practices from them. After the group was established, the agricultural development began to have an important role in the community's tourism. The community was appointed as an agricultural technology transfer center of sub-district, which can be called "the learning center of Samut Songkhram local wisdom school". Many agencies from different sectors were involved in this activity, including The Ministry of Foreign Affairs that took farmers in Thailand and other ASEAN countries to visit and learn from this community. The visitors usually spent a few days in the community.

Tourism in Baan Bang Plub community has been changed and developed constantly to better reflect community context as well as visitors can better experience the local lifestyle. However, the highlight of Baan Bang Plub community is "agricultural tourism" that is the tourism was developed from the community

context. This concept of tourism best fit with the community context, because agricultural tourism emphasizes the importance of natural resources and lifestyle of the community members. Moreover, community members also believe that their community has knowledge, experiences, way of life that are unique and worth learning. As urbanization is playing out across the country, many communities tried to catch these changes and neglected the traditional way of life. However, this is not the case for Baan Bang Plub community, though some may change, but an overall traditional way of life still well preserved. Agricultural tourism helps Baan Bang Plub community to preserve its traditional way of life and helps facilitate the outputs from their farms. Instead of a need to transport their outputs to various markets, they can sell them to visitors who visit their community. This reduces the cost of transportation and promoting the community to outsiders.

Agricultural tourism of Baan Bang Plub community not only emphasize the uniqueness and identity of the community, but also add value to natural resources and agricultural farmer career. This type of tourism that emphasize sustainable agriculture helps improve the quality of the agricultural products, which can compete with others. Baan Bang Plub community provides opportunities for visitors to experience how to do non-chemical farming, and learn how much effort, patience, and dedication require to get these high-quality agricultural products. Then the visitors will value and appreciate the importance of agriculture. For example, people usually feel that coconut sugar is expensive and always bargain for a lower price. However, this practice changes, after they learned about the origin and the process of coconut palm sugar, which came from coconut only without adding other ingredients, and also have to go through many complex processes. The learning and hands-on experiences in

real-life situation at Samut Songkhram local wisdom school helps visitors and learners understand and value the benefits of agricultural tourism, which can be applied in other areas and communities. Agricultural tourism in Baan Bang Plub community develops and drives by groups of people under the local wisdom school. This makes Baan Bang Plub community an outstanding self-reliant community. Self-reliance is a key principle of this group, which also applies to their community-based tourism as well. The community agrees that helps from external agency can be partly beneficial, however; this is not sustainable if the community keeps waiting for helps from others. To truly develop the community, members need to come together, starting with changing attitudes toward community development. Then when helps from external agencies available, these can impel, encourage, or support the community. Therefore, a key principle of agricultural tourism in Baan Bang Plub community is to be able to develop self-reliance agricultural conservation tourism without waiting for help from external agencies. With this principle, tourism of Baan Bang Plub community became successful in no time and became an outstanding self-reliant prototype community in agricultural conservation tourism.

The challenges in developing CBT of Baan Bang Plub community are changes in economic, social, cultural, and environmental dimensions, which usually happen constantly and rapidly. For examples, changes in the economy can affect people's incomes. Changes in environments that impact natural resources, which tend to decrease rapidly. Baan Bang Plub community has to be ready for these challenges and prepared solutions to overcome these challenges, especially natural resources. Because Baan Bang Plub community focusing on agricultural tourism, natural resources and environmental factors are crucial to the community-based tourism.

Another challenge is to build a culture of participation in the community in order to develop and support community-based tourism together. Even though, the majority of the community members understand and see the importance of the community-based tourism development and cooperation, some community members are not involved in the development at all. If Baan Bang Plub community can gather cooperation from all members in the community, their community-based tourism will definitely be more successful, and also make people to love and cherish their own community.

For the future tourism development plan, this need to focus on finding people who would be able to inherit the community's knowledge and culture and capable of passing on knowledge and culture to others. Because older generations with local wisdom will gradually vanish, it is crucial to have younger generations carry on these local wisdoms and not let them disappear with older generations, as well as, be able to pass on these knowledges to others as well. Baan Bang Plub community needs to identify its strength and weakness, the future direction it would like to move toward. Also, what can be done or what new learnings can be applied in the community development or can be exchanged with visitors. Tourism in Baan Bang Plub community has to have a clear concept and may develop as a model of agricultural tourism for other communities, which they can learn from and can be applied practically; and ultimately may push forward as a development model at policy level. Moreover, the development of tourism by community should not be only in their own community, the communities should help each other. Especially the communities around Baan Bang Plub community need to collaborate, adapt, and learn from each other to be able to identify the common ground which can link each community together. Baan Bang Plub community is continuing to change and develop, in order to

better reflect the community context and visitors can better experience the community way of life. Because Baan Bang Plub community is full of trees, fruit farms, learning center of local wisdom, etc., the majority of tourism activities in this community are to provide the opportunities for visitors to experience and learn more about the community lifestyle. This might be a normal community for people who do not know and never visit; however, many people would like to revisit once visited.

The Success of CBT Development

Tourism development of Baan Bang Plub community always mainly focuses on agricultural tourism. This community-based tourism is possible because of good collaboration between community members; and support from various sectors that makes community members appreciate their traditional way of life, local wisdom, and natural resources. The community would be able to successfully and sustainably utilize their resources into community-based tourism. In the past, modernization had so many negative impacts to community such as changes in the traditional way of life, cultural traditions gradually disappear, create conflicts within the community, people tend to move to big cities, and so on. But Baan Bang Plub community uses community-based tourism to make members appreciate and value what they have in the community. The community brilliantly uses their natural resources to draw visitors into the community. No doubt that the community need to adapt to a changing world, but they can manage to change while still can conserve their traditional way of life. This requires support from both internal and external partners and networks. Also, this would not be possible without a support from Samut Songkram Provincial Office at a policy level. With the abundance of natural resources in Baan Bang Plub community, they believe that this community has

potential to push forward as a prototype of agricultural tourism. With all these, Baan Bang Plub community would be able to carry on community-based tourism successfully and sustainably. The Deputy Governor of Samut Songkhram emphasized the importance of Baan Bang Plub community as agricultural tourism destination that “Tourism in Baan Bang Plub community is agricultural tourism, which is one of the three areas that Samut Songkram province would like to encourage as our vision in B.E.2560.”

ABSTRACT

Community involvement has been promoted and studied in diverse disciplines including planning, geography, community development, and others. In terms of tourism development, the shift from conventional tourism toward sustainable forms of tourism which emphasizes community-based practices in planning, development, and management has been broadly encouraged, especially in the developing world. Community-based tourism (CBT) is a form of tourism which is considered essential for community development, with an ultimate goal of sustainable development. Although many destinations have attempted to translate the CBT concept into practice, its appropriateness and success has been questioned and debated among practitioners and scholars.

This research explores how members of local community evaluate the CBT success factors discussed in the tourism literature. These factors include: 1) community participation, 2) benefit sharing, 3) tourism resources conservation, 4) partnership and support from within and outside of the community, 5) local ownership, 6) management and leadership, 7) communication and interaction among stakeholders, 8) quality of life, 9) scale of tourism development, and 10) tourist satisfaction. The main objectives of this study are: 1) to understand the practice of CBT in the community, 2) to identify the determinants of success as perceived by local community of CBT destination, and 3) to provide community-based tourism development strategies and guidelines for other communities and related organizations.

This research employed mixed methods, combining questionnaire interviews, in-depth qualitative interviews, and participant observation as data collection tools. The study site, Baan Bang Plub, is located in Samut Songkhram province, Thailand. Baan Bang Plub community was evaluated based on the ten factors. Based on the ranking scores of each success factor, all of the factors are not equally important as the highest rating went to community participation and quality of life and the scale of development which are the top three among the ten factors. Findings also indicated that the ten factors are important determinants of the success of tourism development in the community. The integration of success factors reported in this study is recommended as a guideline for improvements in CBT development and evaluation.

KEYWORDS: Community-based tourism, Success factors, Tourism development, Baan Bang Plub community, Thailand

บทคัดย่อ

การมีส่วนร่วมของชุมชนได้รับการสนับสนุนและศึกษาค้นคว้าในหลายสาขาวิชา ได้แก่ การวางแผน ภูมิศาสตร์ การพัฒนาสังคม และศาสตร์อื่น ๆ ในการพัฒนาการท่องเที่ยวที่มีการสนับสนุนให้เกิดการปรับเปลี่ยนจากการท่องเที่ยวรูปแบบเดิมไปสู่การท่องเที่ยวแบบยั่งยืน ซึ่งมุ่งเน้นการมีส่วนร่วมของชุมชนทั้งในการวางแผน การพัฒนา และการจัดการ โดยเฉพาะในประเทศที่กำลังพัฒนา การท่องเที่ยวโดยชุมชน เป็นรูปแบบของการท่องเที่ยวที่มีความสำคัญต่อการพัฒนาชุมชน โดยมุ่งไปสู่เป้าหมายของการพัฒนาที่ยั่งยืน ถึงแม้ว่าแหล่งท่องเที่ยวหลายแห่งพยายามที่จะนำแนวทางการท่องเที่ยวโดยชุมชนไปปรับใช้ ความเหมาะสมและความสำเร็จนั้นยังไม่ชัดเจน และยังมีการถกเถียงกันทั้งในส่วนของปฏิบัติและนักวิชาการ

โครงการวิจัยนี้ต้องการศึกษาว่าสมาชิกของชุมชนประเมินการท่องเที่ยวโดยชุมชนของตนอย่างไร โดยใช้ปัจจัยที่มีผลต่อความสำเร็จของการท่องเที่ยวโดยชุมชนจำนวน 10 ปัจจัยที่ได้จากการทบทวนวรรณกรรม ได้แก่ 1) การมีส่วนร่วมของชุมชน 2) การแบ่งปันผลประโยชน์ 3) การอนุรักษ์ทรัพยากรทางการท่องเที่ยว 4) ความร่วมมือและการสนับสนุนจากภายในและภายนอกชุมชน 5) ความเป็นเจ้าของธุรกิจท่องเที่ยวของชุมชน 6) การบริหารจัดการและภาวะผู้นำ 7) การสื่อสาร และการมีปฏิสัมพันธ์ระหว่างผู้มีส่วนได้ส่วนเสีย 8) คุณภาพชีวิต 9) ขนาดของการพัฒนาการท่องเที่ยว 10) ความพึงพอใจของนักท่องเที่ยว วัตถุประสงค์หลักของการศึกษานี้ได้แก่ 1) เพื่อศึกษารูปแบบการท่องเที่ยวโดยชุมชนของชุมชนบ้านบางพลับ 2) เพื่อระบุปัจจัยชี้วัดความสำเร็จของการท่องเที่ยวโดย

ชุมชนในมุมมองของชุมชนในพื้นที่แหล่งท่องเที่ยวโดยชุมชน 3) เพื่อเสนอกลยุทธ์และแนวทางการพัฒนาการท่องเที่ยวโดยชุมชนสำหรับชุมชนอื่น ๆ และหน่วยงานที่เกี่ยวข้อง

งานวิจัยชิ้นนี้ใช้ระเบียบวิธีวิจัยแบบผสม เก็บข้อมูลโดยใช้แบบสอบถาม การสัมภาษณ์เชิงลึก และการสังเกตแบบมีส่วนร่วม ในพื้นที่ศึกษา ชุมชนบ้านบางพลับ ซึ่งตั้งอยู่ในจังหวัดสมุทรสงคราม ประเทศไทย ชุมชนบ้านบางพลับได้รับการประเมินโดยใช้ 10 ปัจจัยที่มีผลต่อความสำเร็จของการท่องเที่ยวโดยชุมชน จากผลการจัดอันดับแต่ละปัจจัยพบว่า ทั้ง 10 ปัจจัยนี้มีความสำคัญในระดับต่างกัน โดยปัจจัยที่ได้รับคะแนนสูงสุดสามอันดับแรก ได้แก่ การมีส่วนร่วมของชุมชน คุณภาพชีวิต และขนาดของการพัฒนาการท่องเที่ยว ผลการวิจัยยังพบว่า ทั้ง 10 ปัจจัยล้วนมีความสำคัญต่อความสำเร็จของการพัฒนาการท่องเที่ยวในชุมชน ดังนั้น งานวิจัยนี้จึงเสนอให้มีการนำปัจจัยทั้ง 10 ปัจจัยไปใช้เป็นแนวทางในการพัฒนาและประเมินการพัฒนาการท่องเที่ยวโดยชุมชน

คำสำคัญ: การท่องเที่ยวโดยชุมชน ปัจจัยชี้วัดความสำเร็จ การพัฒนาการท่องเที่ยว ชุมชนบ้านบางพลับ ประเทศไทย

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CHAPTER I

INTRODUCTION

Tourism has been employed as an economic strategy at all scales of development, i.e., local, regional, and national, for many decades. In fact, governments and authorities have used tourism to generate revenue and provide benefits for local communities. Inskeep (1991) identified three reasons that allure communities to tap into this industry. First, tourism offers both direct and indirect economic benefits. Second, tourism creates various socio-cultural benefits. Third, tourism can lead to environmental conservation. Due to the global expansion of tourism development, communities have been involved in tourism regardless of their willingness (Häusler & Strasdas, 2003). As a result, communities have to confront the negative impacts from tourism, especially from the development projects that are poorly planned. Thus, appropriate planning is needed in order to prevent the negative impacts of tourism development (Chhabra & Phillips, 2009).

Several approaches to tourism development have been discussed in the literature. These include the system approach (Gunn & Var, 2002; Leiper, 1990; Mill & Morrison, 2002), sustainable development (Mowforth & Munt, 2009), and community-centered approach (Haywood, 1988; Murphy, 1985; Simmons, 1994). The Community-based tourism has been introduced as practices contributing to sustainable development (Lee and Fan, 2019). Many current tourism development practices have focused on promoting local involvement and empowerment, cultural and environmental conservation, and sustainable community development.

Community support and participation are essential for the success of tourism development (Inskeep, 1991; Jamal & Getz, 1995; Laws, 1995; McIntyre, 1993; Murphy, 1985; Sofield, 2003). It has been argued that members of the community should involve as partners in tourism development project or as a salient attraction for tourists (Al-Oun & Al-Homound, 2008). Having community members involved in making decisions in development plans can ensure community benefits as well as respect for their traditional lifestyles and values (Li, 2006; Timothy, 1999). Therefore, communities are often included in tourism planning and development processes which have been variously referred to as community-based, community involved, community participated or community collaborated approaches (Jamal & Getz 1995; Joppe, 1996). The concept of community involvement in tourism has gained increasing interest from researchers and practitioners focused on sustainable tourism development. However, community-based tourism (CBT) has become a buzzword in the context of tourism development and planning.

SIGNIFICANCE OF THE STUDY

Community involvement in development has been promoted and studied in diverse field of studies including planning, geography, community development and others. In the tourism field, the shift from conventional tourism toward sustainable forms of tourism which emphasizes community-based practices in the planning, development and management has been promoted in many countries, particularly in the developing world (Jamal & Stronza, 2009; Timothy, 1999; Tosun, 2005). Although many destinations are interested in this approach to tourism planning and development, its appropriateness and success have been questioned and debated.

The focus of this study is on community-based tourism (CBT), based on the sustainable development framework. The main thrust of CBT is the involvement of local communities in sustainable tourism planning and development processes (Beeton, 2006; Inskeep, 1994; Kiss, 2004), with primary interest in community control over its development and management (Hatton, 1999; Häusler & Strasdas, 2003; Mowforth & Munt, 2009) so that the benefits would remain in the local community (Blackstock, 2005; Häusler & Strasdas, 2003; Inskeep 1994).

According to the literature, CBT encourages communications and interactions among stakeholders in order to increase mutual understanding, solidarity, and productivity (Wearing & Neil, 1999). CBT also aims to achieve sustainable community development goals encompassing economic, environmental, socio-cultural, and political aspects; for example, CBT seeks to provide economic benefits to the local community, conserve natural resources and local culture, improve quality of life, and empower the local people in order to meet the needs of the present and future generations (Kontogeorgopoulos 2005; McMinn, 1997; Pongponrat & Pongquan, 2007). Throughout this study, community-based tourism is referred to as a form of tourism development that focuses on community involvement in (or control over) the process of tourism development -- from initiating, managing, evaluating, to benefit sharing. Partnership and support from agencies outside of the community are also possible.

Although CBT has been a popular topic in terms of its conceptual development, the practice of CBT is relatively less researched, and therefore the indicators of its success less conclusive. While there are studies that strongly suggest research needs in many areas of CBT (Hiwasaki, 2006; Li, 2006), only a few studies have addressed the issue of local community involvement in tourism development

projects (Kiss, 2004; Kontogeorgopoulos, 2005; Pongponrat & Pongquan, 2007; Reed, 1997; Sebele, 2010). In particular, these studies have highlighted the need for:

- 1) identifying the types and levels of involvement practiced in CBT development, and
- 2) the stages of development that people are involved (Rocharungsat, 2008). Very limited attention has been paid to tourism management at the community level (Kaae, 2006).

A substantial gap exists between the practice of community tourism and the guidelines or principles leading to successful CBT. The critical question is how do we plan for optimal CBT development which could sustain the local community? In general, there is an absence of a comprehensive CBT development theory and the lack of proven methodologies to evaluate the success of its development. While it is very common to find tourism studies in which the success of tourism development is mentioned (Hipwell, 2007; Hiwasaki, 2006; Pongponrat & Pongquan, 2007), those studies fail to clarify what exactly is meant by success or what lead to the success. This study examines the degree of success of community-based tourism initiatives at the community level, which is where tourism development is practiced.

Previous research (e.g. Jamal and Getz (1995)) has suggested that CBT studies should include community stakeholder perspectives in order to understand their needs and interests and sustain their support for tourism development. This research attempts to incorporate the success factors mentioned in the current literature on CBT and empirically test the merits of these factors from a local standpoint. Being able to identify which CBT success factors are practical is essential to improve CBT implementation and sustainable local community development. Thus, there is a need to investigate whether or not those suggested success factors from the literature are

considered important by people who actually practice the business of community-based tourism.

This study provides a comprehensive analysis of the development of CBT in a community in Samut Songkram province which is located 72 kilometers southwest of Bangkok and is situated in the coastal area of the Gulf of Thailand (Chantarangkul, 2005). As the smallest province in the country, Samut Songkhram occupies an area of only 416 square kilometers. It is administratively divided into three districts: Muang Samut Songkhram, Bangkhonthi, and Amphawa. The Mae Klong River runs through the central part of the province into the Gulf of Thailand. It is one of the main rivers in central-west basin of Thailand around which a rich water-based cultural lifestyle has been established. Agriculture is the main source of revenue to support the local economy. The major agricultural products are palm sugar, palm juice, orchids, coconut, and craved coconut shells (Pookpakdi, 1994).

The way of life in Samut Songkhram has been related to tidal flats and waterways. The canal system consists of 366 canals and about 2,000 rivulets and streams throughout the province (Provincial Public Relation Office of Samut Songkhram, 2008). After the decline of canal usage in Bangkok, Samut Songkhram declared itself as the “Last Venice of the East”. Most dwellings are located alongside the canals and riverbanks streaming toward the Gulf of Thailand. As a result, the economy of Samut Songkhram is driven by aquaculture, salt production, fisheries, and agriculture (Chantarangkul, 2005). Tourism is relatively new to the province, beginning only in the early 2000, and much dependent on the floating markets. Samut Songkhram Provincial Office of Tourism and Sports (2019) reported that a total of 2,039,073 tourists had visited Samut Songkhram in 2018 (5.37% increase from 2017). As a result, tourism in the province generated about one billion dollars in 2018.

The small villages of “Bang Plub” is selected as the study site because of the well-known reputation of its community-based tourism development. Bang Plub is located in Bang Prom sub-district, Bang Konthi district, Samut Songkhram province. Originally, Bang Plub is an old agricultural community located next to Maeklong River. There are several canals commuting to the river. The canal is lined on both sides by wooden row-houses. Community-based tourism is relatively new to the area, beginning in 2001 with the support from the Tourism Authority of Thailand (TAT). Since then, the local people begin to accept the tourists into the area and provide them with homestay typed accommodation and have created many tourist activities with related to local agricultural knowledge. In 2010, Bang Plub village received the excellent award under the category of community-based tourism attraction from the Tourism Authority of Thailand (TAT). Having a good understanding of what actually occurs at the community level could provide valuable insights to community tourism guidelines specific to local needs and interests. Therefore, the findings of this research would assist CBT stakeholders, e.g. national and local government, local community, and tourism-related business owners in many ways. For example, the results of this study could help the stakeholders to improve their practices, facilitate and encourage community members to participate in planning and decision making processes, and perhaps lead to the success of CBT development in other area in the near future.

OBJECTIVES

Applying the sustainable tourism principles, this study determines the factors critical for successful development and implementation of community-based tourism, as perceived by key stakeholders of the tourism industry at the community level.

The following research questions guide this study:

1. What practices of community-based tourism exist in Baan Bang Plub?
2. How are the predetermined criteria for success (as gleaned from the literature) evaluated by the local stakeholders as to their relevance and importance to the community?
3. What are the key variables influencing the success or failure of CBT?
4. Which factors are more important from the local perspectives?

These research questions guide to fulfill the following three objectives: 1) to understand the practice of CBT in the community, 2) to identify the determinants of success as perceived by local community of CBT destination, and 3) to provide community-based tourism development strategies and guidelines for other communities and related organizations such as Ministry of Tourism and Sports. Moreover, knowledge in these matters would help policy makers and tourism developers to understand the local needs and gain strong support from local communities.

SCOPE OF RESEARCH

1. Area of the study: The geographical area of the research covers Baan Bang Plub community in Bangkhonti district of Samut Songkhram province.

2. Population of the study: The population of this study consists of three groups, including:

2.1 Local residents; residents of Baan Bang Plub community and the community leaders.

2.2 Government sectors; central and local government officials whose works are related to tourism development in the area.

2.3 Private sectors; tourism related business owners, occupational group members, and NGOs.

3. Content of the study: This research focuses on finding the nature of tourism development in the community, local perspectives of what characterizes a successful CBT, and future direction for CBT development in Thailand.

EXPECTED BENEFITS FROM THE STUDY

Tourism is one of the key strategies in Thailand's economic development. Tourism development with strong community support will lead to the sustainability of tourism destination. The results of this study firstly provide insights into complexities of local perspectives toward CBT development practices. Secondly, the measurement of CBT success used in this study can be used as a tool to evaluate the success of CBT development in other communities when adjusted to suit a particular local context. Lastly, recommendations from this study would benefit tourism stakeholders within and outside of the area. Local people would learn about their strengths and be aware of their weaknesses according to the CBT success factors. For government sectors and tourism policy planners, this research provides a guiding framework to encourage CBT development and gain support from local communities in order to improve quality of life of local residents in other communities and at the same time enhance tourist satisfaction.

CHAPTER II

LITERATURE REVIEW

This chapter provides an integrative review of literature related to the notion of community-based tourism development. Guided by the sustainable tourism development, the first part reviews the discourse of sustainable tourism development as the key concept related to community development. The next part discusses the participatory planning and collaboration. The last part examines the concept of CBT and its critical components.

SUSTAINABLE TOURISM

Sustainable tourism (ST) is generally perceived as a philosophical approach to tourism practices which is aimed at enhancing a positive public image by reducing negative impacts to the local community and the environment where it is practiced. ST is viewed as anti, or as alternative to, mass tourism (Liu, 2003; McMinn, 1997). It is a concept based on a philosophical discourse about moral implications of travel and tourism (Butcher, 1997). Liu (2003) defined sustainable tourism as “all types of tourism that are compatible with or contribute to sustainable development” (p. 461). The United Nations Environment Programme (UNEP) and World Tourism Organization (WTO) (2005, p.2) states that “Sustainable tourism is not a discrete or special form of tourism. Rather, all forms of tourism should strive to be more sustainable.” Hence, sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations.

Sustainability in tourism concerns the socio-cultural, environmental, economic, and institutional implications of development (Edgell, 2006; Saarinen, 2006; Shen & Cottrell, 2008; UNEP & WTO, 2005). The UNEP and WTO (2005) suggested that sustainable tourism should make optimal use of environmental resources, for example, by preserving and maintaining ecological systems and natural heritage resources. According to Edgell (2006), the key elements of tourism sustainability include satisfying the needs of host communities and guests, as well as enhancing and protecting the natural, cultural and social resources critical for tourism. Sustainable tourism should also value the socio-cultural traditions of host communities, and ensure the long-term economic steadiness and benefits to all stakeholders. In addition, sustainable tourism development should call for strengthening people's participation in tourism development processes (Shen & Cottrell, 2008). The UNEP and WTO (2005) has emphasized that the balance between the three aspects, i.e. environment, economy, society, should be maintained in order to secure the long-term sustainability of tourism destinations.

Lately, many researchers have been focusing on the development of indicators for ST with the aim to better translate the concept into practices (Choi & Sirakaya, 2006; Hughes, 2002; Miller, 2001). Some researchers have addressed community concerns and involvement as indicators in ST planning and evaluation (Moscardo, 2008; Simmons, 1994; Sofield, 2003; Timothy, 1999; Wearing & McDonald, 2002). Community participation is often regarded as one of the most essential tools for tourism development at the local and national levels (Sebele, 2010). Tosun and Timothy (2003) argued that community participation contributes to ST in many ways. Host communities play important roles in implementing the plan; therefore, their

involvement in the planning process is vital to sustainable tourism planning (Sofield, 2003).

PARTICIPATORY PLANNING AND COLLABORATION

Community involvement in tourism development has become an ideology of ST planning, akin to the participatory ideologies of the 1970s in urban and regional planning (Prentice, 1993). Murphy (1985) has been the primary advocate of community engagement in tourism planning. Many researchers advocate for a participatory approach to ST because they believe that it makes the planning process more effective, leads to community economic development, promotes public education (Sebele, 2010), increases tourist satisfaction, helps satisfy local needs, and strengthens democratization process in the community (Tosun & Timothy, 2003). In addition, local knowledge obtained from resident's involvement could benefit tourism planning and implementation and help sustain the community in the long run (Sebele, 2010). Also, community participation may decrease residents' opposition to tourism development and lessen the negative impacts of tourism through collaboration and consensus building (Jamal & Getz, 1995).

Tosun and Timothy (2003) stated that the participatory approach to development was employed as a modern tool for development since the 1950s. In the tourism planning process, community participation generally means "the involvement of individuals within a tourism-oriented community in the decision-making and implementation process with regard to major manifestations of political and socioeconomic activities" (Pearce, Moscardo, & Ross, 1996, p. 181).

Timothy (1999) suggested that participation should be viewed from at least two perspectives in the development process, namely participation in decision-making

and in benefit sharing. Involvement of the community in decision making is essential to empower local people so that they can determine their own goals according to their wishes and concerns. Involvement in benefit sharing includes increasing incomes, employment, and improved education. Tosun (2006) pointed out that community participation is a categorical term which can be divided into a variety of forms depending on the purposes of the study. The levels of participation can broadly range from non-participation, some degree of external inducement or forces, and active and direct citizen participation (Arnstein, 1969; Pretty, 1995; Tosun, 1999). The top end of the participation ladder is where members of a community are active agents to change, and they have the ability to find solutions to their problems, make decisions, implement actions, and evaluate their solutions (Cole, 2006).

As community members are one of the key stakeholders in tourism development, it is worthwhile to discuss the merit of collaborative approaches to tourism planning. Writing in 1995, Jamal and Getz observed that the application of collaborative approach in tourist destinations planning and management is relatively new. They defined collaboration in tourism planning context as “a process of joint decision-making among autonomous, key stakeholders of an inter-organizational, community tourism domain to resolve planning problems of the domain and/or to manage issues related to the planning and development of the domain” (1995, p. 188). Collaborative planning is perceived as a strategic approach, through interactive, complex, dynamic, and flexible process for incorporating the diverse views of interdependent stakeholders (Friedman, 1973; Healey 2003, 2006; Jamal & Getz, 1995). Collaborative planning aims to draw together all stakeholders both in a particular controversial issue and build consensus through discussions (Innes, 1996) as well as to develop their own approach to sustain their community (Innes & Booher,

2000). Therefore, tourism planners should benefit from applying collaborative planning and consensus building approaches in order to gain support from stakeholders and mitigate possible conflicts.

BARRIERS TO COLLABORATION

With respect to the sufficient amount of benefit brought by participation, Zakus and Lysack (1998) reported some costs associated with participatory activities, such as time and costs of training, and information collecting process. Similarly, in a study of barriers to community involvement in tourism development in India, Dogra and Gupta (2012) found that high cost of community participation may limit the capacity of poor people to participate in tourism development.

In the study of consensus building and collaborative process in tourism planning, Ladkin and Bertramini (2002) teased out several barriers hindering collaboration, for example, “lack of expertise and training of tourism planning authorities, political traditions that favor centralization of authority, lack of funding, lack of interest or commitment by stakeholders, competition for the same resources, lack of long-term strategic planning and lack of consensus on specific structure and processes” (p. 75). Power differentials among participants involved in consensus building was also an important issue to be considered (Berke, 2002; Kibicho, 2008).

According to Tosun and Timothy (2003), there are four major problems hampering the development goals, i.e. functional fragmentation of public administration, centralization of local government, professionalization of service provision, and increasing remoteness of government from people. They suggested that community participation in development could help mitigate those obstacles. In addition, Cole’s study (2006) of tourism development in rural communities in

Indonesia has found that the villagers' lack of education and the belief that the government knows best prevented them from exercising any control on development processes. Therefore, the local people agreed that the government should have social and political control without any challenges from the locals. Cole concluded that the barriers to participation in Indonesia include lack of knowledge, confidence, capital, skills, and self-belief.

Another major concern regarding collaborative process is the lack of trust among participants (Daniels & Walker, 2001). Hallsmith (2003) argued that improving social networks would more likely strengthen a sense of community, which, in turn, can build trust among stakeholders. In the same manner, Innes (1996) has suggested that offers of incentives and disincentives are critical to encourage local community's interests in and strong commitment for development plans. Lack of participation in the planning process may cause some unexpected impacts to the local communities. For instance, local people may lose their ability to recognize the potential costs and benefits of tourism, and overlook the benefits of tourism development in their communities (Simpson, 2001). Therefore, government should take a leading role in creating awareness among local residents about the possible benefits of involvement in tourism development from the early stage (Dogra & Gupta, 2012; Simpson, 2001; Sofield, 2003) and allow them to express what forms of development is sustainable to their livelihood. For instance, in a study of protected area management in a marine national park in Indonesia, Elliott et al. (2001) found that while marine-based tourism development in the park was strongly emphasized by the park management plan, only a few tourism facilities were present in the park. Tourism activities were limited to the high price and all-inclusive dive trips, in which the tourists stayed on a large boat, operated by a private dive tourism operation;

therefore the chance for tourists to contact with local communities was limited, as were the local benefits. It was suggested that park management reconsider their plan to enhance the relationship between local communities, tourism, and park management to encourage more active participation of local residents in tourism (Elliott et al., 2001).

Although several challenges to ST practices exist, it remains a popular topic of discussion among tourism scholars, as evidenced in the growth in sustainable tourism publications and projects. The concept has evolved through time, adapted, applied and interpreted in various contexts. Various other forms of tourism are conceived as subsets of ST including responsible tourism (Spenceley, 2008; Wheeler, 1991), pro-poor tourism (Hall, 2007), educational tourism (Ritchie, Carr & Cooper, 2003), ecotourism (Fennell, 1999; Honey, 1999), and community-based tourism (Kibicho, 2008; Sebele, 2010).

COMMUNITY-BASED TOURISM

Community-based concepts have been applied in various disciplines, such as community development (Johnson, 1998), environmental conservation (Agrawal & Gibson, 1999; Berkes, 2004), urban and rural development planning (Healey, 2006; Innes & Booher, 2000), medical and healthcare (Bracht & Tsouros, 1990; Zakus & Lysack, 1998), geography (Craig, Harris & Weiner, 2002) and tourism (Jamal & Getz, 1999; Murphy, 1983, 1985; Reid, Mair & George, 2004; Taylor, 1995). The significance of community participation has been widely recognized in tourism research for more than three decades, and the participation of local people has become an essential condition of sustainability (Haywood, 1988; Murphy 1985; Shen, Hughey & Simmons, 2008; Suansri & Yeejaw-haw, 2013). However, it is necessary to

understand the meaning of the term ‘community’ when discussing it in tourism planning.

Community has been defined in numerous ways. Geographically, community can refer to a neighborhood or town (community of place). Socially, community may include any group with the same interest or concern such as an environmental concern group, or a group of people sharing a web board on the internet (community of interest) (Bhattacharyya, 1995; Hustedde, 2009; Phillips & Pittman, 2009). Joppe has stated that “community is self-defining in that it is based on a sense of shared purpose and common goals. It may be geographical in nature or a community of interest, built on heritage and cultural values shared among community members” (1996, p. 475). Mattessich, Monsey, and Roy have defined community as “people who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live” (1997, p. 56). This definition includes the three elements of community, namely geographic locations, people, and connection among them (Phillips & Pittman, 2009). Most communities are “heterogeneous, stratified, and sites of power relations” (Blackstock, 2005, p. 42), which, therefore, reflect the heterogeneous needs of the communities (Spiteri & Nepal, 2006).

While the emphasis on community-based tourism (CBT) has become greater since the discussion on ST intensified in the 1990s, the idea of including the host community into tourism planning and development has been discussed even before that (Doxey, 1975; Murphy, 1983). Due to the significant negative consequences of excessive and unplanned tourism development, the focus on local involvement has been considered as one of the ways to control the pace of development, and mitigate socio-cultural, environmental and economic impacts (Murphy, 1985; Richards & Hall, 2000).

In many countries, tourism has been initiated and developed by the government using a top-down planning approach (McKercher, 1999; Timothy, 1999). However, more recently, there has been a gradual shift in focus on bottom –up approaches to tourism planning. Local residents, who are impacted by the development, are increasingly interested in getting involved in the planning and decision-making processes. Often times, the local people are themselves a critical part of the attraction; this is certainly true in destinations where ethnic minorities reside. Therefore, tourism development should not rely solely on the government anymore. Murphy argued that “tourism development is a local issue because that is the level where the action takes place” (1985, p. 172). Drawing from the principles of participatory development approach; CBT “aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development” (Beeton, 2006, p. 50) through community participation.

Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA (2017, p. 18), Thailand’s government organization which responsible for CBT development in Thailand suggested ten principles for community-based tourism including:

1. The locals are the owner of their own resources
2. Participation of the locals in planning and managing their own resources
3. Take pride in their accomplishment
4. Aim for better quality of life
5. Promote an environmental sustainability
6. Preserve local identities and cultures
7. Create learning experiences in multicultural environment
8. Understand and respect different cultures and human dignity

9. Fair trade for the locals

10. Fair income distribution to the locals

According to the above principles, CBT aims to encourage the locals to participate, develop themselves, and preserve their local cultures and resources.

Kontogeorgopoulos (2005) suggested that goals of CBT development should encompass political, economic, socio-cultural, and conservation. From the political point of view, community should have the power to decide and control the pace and direction of development through autonomy, sovereignty, and local participation. Economic benefits to community can be in the forms of available job opportunities and benefit sharing among community members rather than the outsiders. CBT development should emphasize and maintain cultural values and traditions as well as encourage cohesion and cooperation in the community and enhance self-reliance and community pride. The conservation of natural resources is another important goal of CBT development.

CHALLENGES IN CBT DEVELOPMENT

Research has indicated that involving the local community in the development process can be difficult due to internal conflicts and jealousy (Simpson, 2008). In his study of participatory tourism planning in Indonesia, Timothy (1999) found that tourism planners in developing countries have to deal with the four major constraints to participatory principles, namely cultural and political traditions of the community, poor economic conditions where the most concern is on basic survival, lack of expertise in tourism planning, and lack of understanding by locals about tourism. The structural inequality of local society may affect the decision-making process because it may depend on who is in power at the local level, e.g. local elites and wealthy

residents (Blackstock, 2005; Kibicho, 2008; Pongponrat & Pongquan, 2007).

Together with the power structure, government corruption is seen as another problem that could make local participation nearly impossible (Kontogeorgopoulos, 2005).

Manyara and Jones (2007) have drawn attention to several problems with community tourism, including projects being captured by the elites, struggle over ownership of tourism resources, and lack of local skills and knowledge, which ultimately result in leakage of revenues for example. Research has also been conducted to identify a set of success factors for CBT development (Joppe, 1996).

SUCCESS FACTORS OF CBT DEVELOPMENT

Several attempts have been made to identify and determine the critical success factors for CBT development using various approaches including theoretical study, quantitative questionnaires, and qualitative interviews with key stakeholders (e.g. local residents, local government, tourism entrepreneurs, and tourism professionals and scholars) (Jamal & Getz, 1995; Kibicho, 2008; Manyara & Jones, 2007; Rocharungsat, 2008). Jamal and Getz (1995) presented six propositions guiding collaborative initiatives in tourism planning: 1) stakeholders recognition of the high degree of interdependence in planning and managing the community's tourism system, 2) recognition of the benefits derived from the tourism development process, 3) stakeholders' perceptions that their decision as a result of collaboration process will be implemented, 4) inclusion of all key stakeholders (at local, regional, and national levels) in the planning process, 5) necessity of a convener or moderator to initiate and facilitate collaboration, and 6) developing vision statements, goals, and regulations. Following Jamal and Getz (1995), Kibicho (2008) provided an empirical study of collaborative tourism planning in Kenya. He reported that five of the six

factors applied to Kenya's CBT, which includes 1) inclusion of stakeholders, 2) recognition of individual and mutual benefits, 3) appointment of legitimate convener, 4) formulation of aims and objectives, and 5) perception that decisions arrived at will be implemented.

Communication and interaction among stakeholders seems to be a critical component of a successful CBT (Pongponrat & Pongquan, 2007; Simpson, 2008). Pongponrat and Pongquan further suggest that key success factors of CBT planning and implementation consist of "an effective local committee, active involvement of local people at various stages of the local tourism planning process, the degree of benefits and satisfaction local people derive from their participation in tourism activity" (2007, p. 22). Hiwasaki's (2006) study of the CBT as a tool to sustain Japan's protected areas found four factors to be critical: 1) institutional arrangements, 2) self-regulations related to conservation, 3) high environmental awareness, and 4) the existence of partnerships. Similarly, Hipwell (2007) identified six key elements of successful CBET, including 1) small scale and manageable by community without external assistance, 2) active participation, 3) providing tangible benefit, 4) improving quality of life of residents, 5) protecting conservation values and enhancing cultural environment.

Using a Delphi technique, Rocharungsat (2008) examined the perspectives of tourism academics and professionals on their experience of successful CBT. Six criteria for evaluating successful CBT were reported. First, CBT should practically involve a broad community. Second, benefits gained from CBT should be distributed equally throughout the destination community. Third, good and careful management of tourism is significant. Fourth, CBT should have strong partnerships and support from within and outside a community. Fifth, uniqueness of the place should be

considered to sustain the destination. Sixth, environmental conservation should not be neglected. Among those criteria, community involvement and community benefits were the most often stated criteria. Additionally, maintaining and conserving community cultural and environmental resources as well as satisfying tourists were also important to the success of CBT. A list of CBT success criteria synthesized from the literature is shown in Table 1.

This chapter has reviewed available literature related to community-based tourism. Three relevant issues were discussed: sustainable development, sustainable tourism, and community-based tourism. The next chapter provides some details of the research methods, including data collection and analysis plans.

Table 1: A List of CBT Success Criteria from Literature Review

No.	CBT success criteria	Sources
1.	Community participation	Blackman et al., 2004; DASTA, 2017; Hipwell, 2007; Inskip, 1991; Jamal & Getz, 1995; Kibicho, 2008; Laws, 1995; McIntyre, 1993; Mowforth & Munt, 2009; Murphy, 1985; Phillips & Pittman, 2009; Pongponrat & Pongquan, 2007; Rocharungsat, 2008; Sofield, 2003; Suansri & Yeejaw-haw, 2013
2.	Benefit sharing	DASTA, 2017; Hipwell, 2007; Innes, 1996; Jamal & Getz, 1995; Kibicho, 2008; Pongponrat & Pongquan, 2007; Rocharungsat, 2008; Scheyvens, 1999; Sebele, 2010; Simpson, 2001; Suansri & Yeejaw-haw, 2013; Timothy, 1999
3.	Tourism resources conservation	DASTA, 2017; Hipwell, 2007; Hiwasaki, 2006; Inskip, 1991, 1994; Jain & Triraganon, 2003; Rocharungsat, 2008; Sproule, 1996; Suansri, 2003; Suansri & Yeejaw-haw, 2013
4.	Partnership and support from within and outside community	Blackman et al., 2004; Hiwasaki, 2006; Inskip, 1991; Jamal & Getz, 1995; Kibicho, 2008; Laws, 1995; Manyara & Jones, 2007; McIntyre, 1993; Murphy, 1985; Rocharungsat, 2008; Sofield, 2003; Tosun & Jenkins, 1998
5.	Local ownership	Kiss, 2004; Mowfort & Munt, 2009; Simpson, 2008; Sproule, 1996; Suansri, 2003
6.	Management and leadership	Blackman et al., 2004; Hiwasaki, 2006; Pongponrat & Pongquan, 2007; Rocharungsat, 2008
7.	Communication and interaction among stakeholders	Hiwasaki, 2006; Pongponrat & Pongquan, 2007; Simpson, 2008; Suansri & Yeejaw-haw, 2013
8.	Quality of life	DASTA, 2017; Hipwell, 2007; Manyara & Jones, 2007; Suansri, 2003
9.	Scale of tourism development	Hipwell, 2007; Kibicho, 2008; Manyara & Jones, 2007
10.	Tourist satisfaction	Dymond, 1997; Orams, 1995; Rocharungsat, 2008; Suansri & Yeejaw-haw, 2013

CHAPTER III

METHODOLOGY

This chapter describes the research methods applied to empirically evaluate the success criteria for community-based tourism in Thailand. Building on the list of CBT success criteria presented in Chapter II, the study applies a mixed methods approach to data collection and analysis. This chapter describes the study locations, research design, hypotheses, and an elaboration of the procedures used in data collection and data analysis.

STUDY SITES AND SITES SELECTION

In this study, the study site is the small villages of “Bang Plub” where is recognized as the well-known community-based tourism development. The study site is in Bangkhonhi district, Samut Songkhram province, which is located 72 kilometers southwest of Bangkok and is situated in the coastal area of the Gulf of Thailand. As the smallest province in the country, Samut Songkhram occupies an area of only 416 square kilometers. It is administratively divided into three districts: Muang Samut Songkhram, Bangkhonhi, and Amphawa.

The researcher visited the province of Samut Songkhram, where Baan Bang Plub village is located, a few times before selecting it as the study site. The researcher visited as a tourist first in 2008, seven year after it was promoted as a community-based cultural and agricultural tourist attraction. In 2011, with the aim to search for potential CBT study sites, the researcher went back to Samut Songkhram province to observe several research sites. After more than a month of visits to local residents, government officials and review of planning documents related to several CBT study sites in the province, Bang Plub was selected for a detailed study. The researcher

stayed in the local homestays for a few days each time when visited the study site, and met with community leaders, local tour guides, and vendors to get a good perspective of the level of community engagement in the planning and development of the CBT.

Network is also one of the most important issues to be concerned with when conducting research in a collective society as is prevalent in rural Thailand. The preliminary visits to the study site had helped establishing contacts with government agencies such as Samut Songkhram Provincial Office of Tourism and Sport and Bangkhonthei district office. These agencies had helped in identifying the key persons who were involved in CBT development of Bann Bang Plub community. Tourism Authority of Thailand (TAT) Samut Songkhram Office was another place that provided support in secondary data and resources relating to the study site and other CBT projects in Thailand. Having had conversations with local residents and government officers increased the researcher's confidence to successfully collect data in the area.

RESEARCH DESIGN

Driven by the confirmatory and explanatory nature of the research questions stated in the first chapter, this research employed the mixed methods to simultaneously test a quantitatively derived hypothesis and explore in greater depth the process whereby the phenomenon occurred (Teddle & Tashakkori, 2009).

Tashakkori and Teddle (2003, p. 711) defined mixed methods as “a type of research design in which qualitative and quantitative approaches are used in types of questions, research methods, data collection and analysis procedure, and/or inferences”. Another definition of mixed methods is “research in which the investigator collects and analyzes data, integrates the findings, and draws inferences

using both qualitative and quantitative approaches/methods in a single study or a program of inquiry” (Tashakkori & Creswell, 2007, p. 4). The main idea is the integration of the qualitative and quantitative methods in the research procedure (Johnson, Onwuegbuzie & Turner, 2007).

Combining qualitative and quantitative methods in a single study is widely practiced and accepted in many areas such as education, psychology, health science, and other social sciences (O’Cathain, 2009; Sale, Lohfeld & Brazil, 2002). An integration of field and survey methods can significantly increase the understanding of the research problem as well as the validity of data obtained (Simmons, 1994). This mixed technique combines the key characteristics of each method and emphasizes their individual strengths and avoids the deficiencies of one single method (Fallon & Kriwoken, 2003).

The design of mixed methods research includes at least one quantitative method and one qualitative method. An early example of the application of mixed methods in tourism literature can be found in Hartmann’s study in 1988. Hartmann applied a “multiple method approach” to collect data and combine the results, which includes three sets of survey questionnaires and observational methods (participant and non-participant observations); data gathered through different research methods and techniques were combined. Hartmann (1988) emphasized that the use of mixed methods offers the chance for counterchecks and provide complimentary information at different levels.

In response to the research objectives, this study applied the concurrent mixed methods research design (Creswell, 2009; Teddlie & Tashakkori, 2009). The concurrent-embedded strategy of mixed methods can be identified by using one data collection phase during the data collection (qualitative and quantitative)

simultaneously. This approach has a primary method to guide the researchers and a secondary database that provide a supporting role in the procedures (Creswell, 2009). The mixing of the data from the two methods is often to integrate the information and compare data source with the other, and then reported in a discussion section of the study. The research framework of this study is shown in Figure 1.

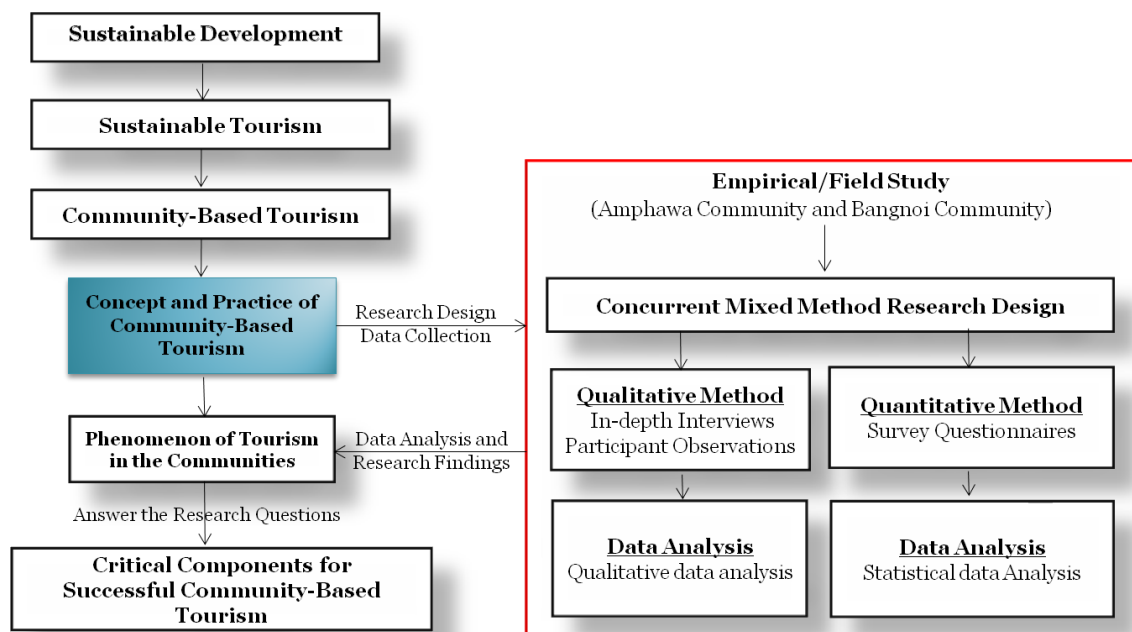


Figure 1: Research Framework

JUSTIFICATION FOR USING MIXED METHODS

In this research, quantitative analysis through hypothesis testing and survey questionnaires can provide generalizable information on the determinants of success and their measurement instruments that can contribute to a development of CBT in a larger scale. However, the interpretation of results from quantitative method may not explain the truth or phenomena regarding the nature of CBT practices, especially in understanding what actually drive success in the CBT and how community residents

perceive these success factors. In addition, the statistical results may have low validity as participants may not be aware of their reasons to respond to the survey questionnaires. As a result, biased data may exist and the determination of CBT success factors drawing from such data may not be truly accurate. Thus, qualitative method through interview is also conducted to overcome some of these issues. Both research methods are used together not only to clarify and illustrate results but also to test the consistency of findings on determinants of CBT success obtained through different instruments. For these reasons, I have chosen mixed methods incorporating both research paradigms to provide a more complete picture of CBT practices and their determinants of CBT success in this research.

RESEARCH HYPOTHESES

In order to find the relationship between success factors, as indicated in Table 1, the residents' opinions towards tourism development, and the level of CBT success, two research hypotheses were developed as follows:

- H1: Level of community participation in tourism development, benefits sharing, resources conservation, partnership and support from within and outside of community, ownership of tourism related businesses, management and leadership, communication and interaction among stakeholders, quality of life, scale of development, and tourist satisfaction are positively correlated to one another.
- H2: Overall success of the CBT is dependent on community participation in tourism development, benefits sharing, resources conservation, partnership and support from within and outside of community, ownership of tourism related businesses, management and leadership, communication and

interaction among stakeholders, quality of life, scale of development, and tourist satisfaction.

DATA COLLECTION

Fieldwork for the study was conducted between February and June 2013.

Using the concurrent mixed methods design, this research put together two types of data collection tools: 1) survey questionnaire, and 2) in-depth interview. Both qualitative and quantitative data were collected simultaneously during the data collection period (Teddlie & Tashakkori, 2009), mainly depending on the availability of participants (especially for in-depth interviews). The CBT development processes and critical success factors in the study site were explored using both the qualitative interviews and survey questionnaire.

The data collection instruments, i.e. survey measurement items and interview questions, were developed from the past literature related to community involvement in tourism, sustainable tourism development, and CBT development (e.g. Andereck & Vogt, 2000; Choi & Sirakaya, 2005; Tosun, 2006; William & Lawson, 2001; Wilson et al., 2001). The researcher also modified and developed some of the items according to the local context. The questionnaire and interview questions were prepared in English and translated into Thai language, which is also the native language of the researcher.

Household Survey

Household survey using questionnaire (see Appendix A) was conducted with household heads. The survey aims to investigate the residents' understanding of CBT, the nature of CBT development in the community, and their perspective of what characterizes a successful CBT. Due to the relatively small number of total population

(70 households), a census method will be employed in quantitative data collection.

The survey instrument comprised of three parts, as follows:

Part 1: Respondents were asked about their demographic information such as age, gender, education level, occupation, income, length of residence, and their involvement in tourism development in their community.

Part 2: Respondents statement of agreement/disagreement were recorded on previously determined ten factors contributing to a successful development of community-based tourism: 1) community participation, 2) benefits sharing, 3) resources conservation, 4) partnership and support from within and outside of community, 5) local ownership of tourism related businesses and tourism attractions, 6) management and leadership, 7) communication and interaction among stakeholders , 8) quality of life as a result of tourism development, 9) scale of tourism development, and 10) tourist satisfaction. Respondents were also asked to provide their opinions about CBT development in general. A 5-point Likert scale from strongly disagree (1) to strongly agree (5) was used to record their responses.

Part 3: The third part focused on the CBT success factors from the residents' point of view. Respondents were asked to rate the level of CBT success in their community and identify the key success factors associated with the rating results. Moreover, they were asked to rank the ten CBT success factors mentioned above in order of importance.

The questionnaire was administered by the researcher at the respondents' place of residence, or at the location of their choice (e.g. community center, coffee shop, etc.). A field assistant from each community helped accompanying and guiding the researcher to the selected locations. In most of the cases, participants were able to

respond to the questionnaire by themselves. However, in some cases, researcher provided assistance in reading the questionnaire due to eyesight problems. There were also cases, when some respondents asked the researcher to explain some words or sentences which were unclear to them to ensure their accurate responses.

Pretest of Questionnaire.

The household questionnaire was pretested with 30 respondents in other CBT community during the first month in order to ensure that the important nuances of the survey questionnaires did not get lost in the process of translation and to test the understandability and content validity of the instruments regarding the detailed description of the content domain (success factors) (Creswell, 2009; Axinn & Pearce, 2006). Additionally, the reliability test was conducted during the pretest study to assess the repeatability or consistency of the measurement scale. Based on the feedback received and the reliability scores, the questionnaire was slightly modified for clarification and accuracy before implementation. The items that were eliminated due to the low score from reliability test are mainly negatively worded items. According to the pretest participants, those negatively worded items caused confusion and misled their answers. As a result, items remaining in the questionnaire were mostly positively worded items.

Key Informant Interviews

Face-to-face in-depth interviews with key informants were conducted in order to examine their roles in CBT development as well as to determine the CBT success factors. An interview guide (see Appendix B) was developed, which consisted of three parts: 1) respondents' background information, 2) background and nature of CBT development, and 3) success factors. Nine key informants were purposively

chosen for in-depth interviews which included five at the provincial level, and four at the community level. The respondents represented each of the stakeholder groups (provincial and local governments, private sector, non-governmental organizations, and local residents). The respondents were identified with help from the local official and community leaders, so as to obtain a fair representation from all stakeholder groups. The interviews were conducted in Thai; the duration of the interview varied between one and two hours. The interviews were taped, with permission from the respondents, and transcribed later.

Credibility and Trustworthiness.

According to Denzin (1989), the rigor of qualitative research depends on the equivalence of meanings that are conveyed to the respondents which could increase the standard of the interviews and facilitate compatibility between different study sites during analysis. The interview guide could help to standardize the interviews because it can make sure that the differences in the answers are not owing to the questions asked but the differences among the respondents (Gorden, 1980). Freedom to probe for clarification of the answers during the interviews gives the researcher flexibility to validate the meaning of respondents' answers which improve quality of the data. Probing also help establish a sense of rapport between the researcher and respondents and reduce tensions as well as potential for bias (Patton, 2002).

The establishment of rapport between the respondents and the researcher is vital to the quality of qualitative research (Barriball & White, 1994; Dewalt & Dewalt, 2002), in this case, both the semi-structured interview and participant observation. In order to improve rapport, the researcher visited and stayed in the community over a period of three months and conducted interviews at respondents'

convenience place and time to consolidate interest in the project and respondents. Informal contact and ad hoc visits to respondents' houses or shops as well as attending local meetings and activities also improved the rapport and familiarity between respondents and the researcher.

DATA ANALYSIS

After the fieldwork, qualitative and quantitative data were analyzed using parallel mixed analysis strategy which means both types of data were independently analyzed but the results were integrated in the interpretation phase to answer the research questions (Creswell, 2009; Teddlie & Tashakkori, 2009).

Quantitative Data Analysis

The quantitative data analysis consists of four parts which were conducted using SPSS software version 16.0. First, demographic profile of respondents from the first part of the questionnaire was analyzed using descriptive statistics such as means, frequencies, and standard deviation. Second, exploratory factor analysis was performed to examine and develop a set of construct variables (key success factors) and baseline indicators, which can be used to measure those factors in the CBT level. Third, Hypothesis #1 was tested using Pearson's Correlation Coefficient in order to assess whether the ten CBT success factors are positively related to one another. Fourth, for Hypothesis #2, stepwise multiple regressions were conducted to explore how different success factors contributed and explained the level of success in CBT development in terms of the general perceived level of CBT success and specifically tourism development domain.

Qualitative Data Analysis

The qualitative data (from interviews and participant observations) was analyzed and interpreted based on qualitative data analysis approach (Bernard, 2000; Corbin & Strauss, 2008; Miles & Huberman, 1994; Patton, 2002). Interview transcriptions and field notes were coded with keywords to identify commonalities and variations within each group and across groups (Saldana, 2009). This process was to reduce the amount and complexity of data and help the researcher to develop categories or themes that emerged from the data (DeWalt & DeWalt, 2002; Miles & Huberman, 1994). The result focused on how the process of community participation was initiated and organized, and nature of the relationship and interaction between key stakeholders in the development, as well as broad commonality and dissimilarity in stakeholders' views relating to CBT success factors.

With respect to the mixed methods data analysis, the data obtained from both qualitative and quantitative approaches may complement or disagree with each other (Greene, Caracelli & Graham, 1989; Sale, Lohfeld & Brazil, 2002). However, the results from both types of data acquired through the empirical study were combined which allowed triangulation in findings to develop a richer understanding of the factors associated with the success of CBT development.

CHAPTER IV

RESULTS AND DISCUSSION

This chapter reports the results of the survey and interview data collected during the fieldwork. The data collected were analyzed in relation to the overarching research question raised in this study: What are the key influences in determining the success or failure of CBT in Bang Plub? The main objectives of this study include:

- 1) To develop an integrative measurement scale to evaluate the success of CBT destinations.
- 2) To identify the determinants of success as perceived by local communities of CBT destinations.
- 3) To provide community-based tourism development strategies and guidelines for other communities and related organizations

QUANTITATIVE RESULTS

RESULTS OF HOUSEHOLD SURVEYS

The following data related to the questionnaire survey that was completed by Bang Plub residents during the period from February to June 2013. A total of 70 questionnaires were distributed, of which 60 had been completely filled, which is equivalent to a response rate of 85.7%.

Demographic Profile of Survey Respondents

Table 2 provides a detailed breakdown of the respondent's profile. The majority (80%) is female. About 28.3% of all respondents are between the age of 51 and 60 years old, followed by 61 and over (26.7%), Less than 40 (26.7%), and 41 and

50 (18.3%) age groups. Approximately, 57.6% of the respondents are married and 25.4% are single. More than one third of the respondents (38.3%) have a college degree, while 33.7% has elementary education, 21.7% has completed high school, and only 3.3% has other kind of degree. The majority of respondents are local, i.e., they were born at the villages (71.2%), the rest had moved into their current place of residence. The main reason for moving into the community was to stay with the family or due to marriage to a local resident.

As presented in Table 3, Forty one percent of the respondents indicated that they had more than one occupation. The primary occupations include agriculture (31.0%), government official (15.5%), retired (13.8%), business owner (12.1%), self-employee (12.1%), company worker (5.2%), and. others (10.3). Of the respondents who reported secondary occupations ($n = 24$), the majority are business owner (45.8%), self-employee (33.3%), agriculture (12.5%), and the rest are others (8.3%). Total household income varies greatly between the respondents; 55.0% report annual household income less than 100,000 Baht, while 16.7% has income greater than B300,000. Roughly 53% report annual income from tourism to be less than B40,000 and 46.7% earn more than B40,000.

Table 2: Demographic Profile of Survey Respondents (1)

	Number of respondents	
	Frequency	Percentage
Gender	(n = 60)	
Female	48	80.0
Male	12	20.0
Age	(n = 60)	
Less than or equal to 40	16	26.7
41-50	11	18.3
51-60	17	28.3
61 and up	16	26.7
Marital status	(n = 59)	
Single	15	25.4
Divorced	6	1.0
Married	34	57.6
Married but living separately	4	0.7
Education	(n = 60)	
Elementary school	22	33.7
High school	13	21.7
University	23	38.3
Others	2	3.3
Place of origin	(n = 59)	
Born here	42	71.2
Born somewhere else	17	28.8
If born somewhere else, length of stay	(n = 19)	
Less than 20 years	10	52.6
21-30 years	3	15.8
31-40 years	3	15.8
41 years or more	3	15.8

Table 3: Demographic Profile of Survey Respondents (2)

	Number of respondents	
	Frequency	Percentage
Main occupation	(n = 58)	
Business owner/Merchant	7	12.1
Self-Employee	7	12.1
Government official	9	15.5
Company worker	3	5.2
Agriculture	18	31.0
Retired	8	13.8
Others	6	10.3
Secondary occupation	(n = 24)	
Business owner/Merchant	11	45.8
Agriculture	3	12.5
Self-Employee	8	33.3
Others	2	8.3
Annual household income	(n = 60)	
less than 100,000	33	55.0
100001-300,000	17	28.3
300,001 or more	10	16.7
Annual income from tourism related occupation	(n = 15)	
less than 40,000	8	53.3
40,001 or more	7	46.7

DEVELOPING MEASUREMENT SCALE: EXPLORATORY FACTOR

ANALYSIS

Due to the lack of baseline measurement scale of the CBT success factor, the researcher developed ten-dimensional CBT success scale for this study based on multiple sources. A five-point Likert scale with “strongly disagree” at the low and “strongly agree” at the high end was used. Exploratory factor analysis (EFA) using a principal component analysis (PCA) approach with a varimax rotation was used to

simplify the factor structure and increase the interpretability of the factors. The cutoff value of eigenvalues greater than 1 was used as criteria to extract factors. Cronbach's alpha coefficients were calculated to evaluate the internal consistency. Any individual item with factor loadings of less than 0.4 was eliminated to facilitate interpretation of the results. Detailed results of EFA for each success criteria are reported in the following section.

Community Participation

The 13-item community participation scale was subjected to the EFA. Two factors were extracted with eigenvalues equal to or greater than 1. Factors are labeled based on the common characteristics of grouped items as “direct participation and decision”, and. “citizen commitment”. Table 4 displays the factor descriptors, items, means, standard deviations, factor loadings, eigenvalues, percentage of variance by individual factors, and composite Cronbach's alpha for factors associated with community participation.

The first factor is labeled “direct participation and decision”, consists of nine items with an eigenvalue of 3.136. The second factor, “citizen commitment”, consists of four items with an eigenvalue of 2.751. Cronbach's alpha reliability coefficients for the items that loaded highly on these two factors are .918, and .801, respectively.

Benefit Sharing

The EFA results for the benefit sharing scale are shown in Table 6. The analysis yielded a two-factor solution. These factors are labeled “distribution of benefits”, and “improvement in jobs/economy”. The first factor, “distribution of benefits”, consists of four items, with an eigenvalue of 3.136. “Improvement in

jobs/employment” contains five items with an eigenvalue of 2.751. Cronbach’s alpha coefficients for the variables that made up each factor are .841, and .779, respectively.

Table 4: Results of Exploratory Factor Analysis for Community Participation

Factors/Items	Mean	SD	Factor Loading	Eigen values	Cronbach’s Alpha
<i>Direct participation and decision in tourism</i>				3.136	.918
I have attended public meetings regarding tourism planning and development	3.07	1.133	.874		
I have opportunities to attend public meetings regarding tourism development	3.12	1.027	.861		
I have been involved in action initiation relating to tourism development.	3.02	1.081	.831		
I am able to voice my opinions about tourism planning and development in the meetings.	3.17	.942	.804		
I have been consulted by the community leader regarding tourism development in my community.	3.33	.896	.745		
Community residents have opportunities to be involved in tourism decisions.	3.32	.813	.740		
I have opportunities to influence my community’s decisions regarding tourism planning and development.	3.02	.965	.716		
I believe community residents have the right to know how tourism development in their community is planned.	3.23	.810	.623		
The tourism planning responsibility should be left to the government.	2.73	1.039	.545		
<i>Citizen commitment</i>				2.751	.801
I have hosted tourists in my property (home, orchard, etc.).	3.15	1.273	.792		
Strong public participation of the resident in community lead to the successful tourism development.	3.53	1.186	.792		
Local people need to have more input into community tourism development.	3.55	.910	.733		
I have provided funding for tourism development in my community.	2.60	1.061	.688		

Table 5: Results of Exploratory Factor Analysis for Benefit Sharing

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Distribution of benefits</i>				3.136	.841
I would benefit from more tourism development in my community.	2.90	1.020	.854		
My income has increased because of tourism.	2.82	1.157	.824		
The tourism industry provides many worthwhile job opportunities for community residents.	3.43	.981	.725		
Tourism has contributed to community improvement funds.	3.67	.933	.724		
<i>Improvement in jobs/ economy</i>				2.751	.779
Community residents should receive a fair share of benefits from tourism.	3.27	1.006	.773		
The most of benefit from tourism development goes to local entrepreneurs.	3.57	.998	.715		
Most people in my community have benefitted from having tourists visit my community.	3.22	.825	.685		
Most people in my community have a chance to get jobs in tourism businesses.	3.13	.791	.683		
The benefits from tourism are distributed fairly throughout my community.	2.93	1.039	.651		

Tourism Resources Conservation

The EFA was performed on 10 items related to tourism resources conservation (Table 6). The three factors are labeled as “environmental and cultural protection”, “positive affirmation”, and “negative affirmation”. The first factor, “environmental and cultural protection”, includes six items with an eigenvalue of 3.250. The next factor, “positive affirmation”, referred to the positive impacts on tourism resources conservation which included items such as “the diversity of nature has been valued and protected by the tourism businesses in the community”. It consists of three items with an eigenvalue of 1.726. The last factor, “negative affirmation”, consists of an item indicating the negative impacts of tourism on the community. Cronbach’s alpha

coefficients for the variables that made up each factor are .763, .690, and .610 respectively.

Table 6: Results of Exploratory Factor Analysis for Tourism Resources Conservation

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Environmental and cultural protection</i>				3.250	.763
Tourism businesses should strengthen their efforts in environmental conservation.	4.27	.710	.788		
Local people have tried to protect local cultures such as agrarians' way of life, handicrafts and cultural performances in order to promote tourism.	4.15	.732	.754		
Tourism promotes cultural exchange and education.	3.97	.688	.703		
Local people have tried to protect natural environment such as canals and waterways, native trees, fireflies, etc.	4.02	.833	.647		
Tourism has been developed in harmony with the natural and cultural environment.	3.70	.809	.580		
Natural resources have been degraded because of tourism development.	3.37	.974	.555		
<i>Positive affirmation</i>				1.726	.690
I think that tourism in the local area will not damage the local environment in the future.	3.30	1.094	.903		
The diversity of nature has been valued and protected by the tourism businesses in the community.	3.63	0.823	.621		
The local government has helped protecting natural resources.	3.73	.607	.583		
<i>Negative affirmation</i>				1.287	.610
Tourists negatively affect a community's way of life.	3.07	.880	.927		

Partnership and Support from within and outside of Community

A nine-item scale was used for the analysis (Table 7). The results yielded two factors labeled as, “government support” and “community support”. The four items in Government support” has an eigenvalue of 2.453. The “community support” factor includes five items with an eigenvalue of 3.224. Cronbach’s alphas for the variables that made up each factor are .815 and .833.

Table 7: Results of Exploratory Factor Analysis for Partnership and Support from within and outside of Community

Items	Mean	SD	Factor Loading	Eigen values	Cronbach’s Alpha
<i>Government support</i>				2.453	.815
Local government provides educational support for employees or business related to tourism industry.	3.22	.739	.802		
New knowledge and technology have been transferred to the community with support from government and outside organizations.	3.33	.729	.799		
Local government provides funding for tourism development and promotion.	3.22	.613	.726		
Local government has created and maintained infrastructure necessary for tourism.	3.48	.701	.648		
<i>Community support</i>				3.224	.833
I am happy and proud to see tourists coming to see what my community has to offer.	3.87	.873	.794		
Tourism planning process in my community has engaged all interested parties.	3.32	.748	.768		
The majority of residents support tourism development in the community.	3.48	.725	.730		
Government sector has strongly supported tourism development in my community.	3.47	.676	.727		
Overall, I support tourism development in my community.	3.70	.869	.703		

Local Ownership of Tourism Related Businesses

The EFA results for the local ownership scale are shown in Table 8. From the nine-item scale, three factors were extracted. These factors are labeled “local management”, “local ownership” and “non-local ownership”. The first factor, “local management”, includes three items with an eigenvalue of 2.211. The next factor, “local ownership”, referred to the local ownership of related business which included items such as “It is necessary that people from my community own tourism related businesses”, consists of two items with an eigenvalue of 1.526. The last factor, “non-local ownership”, consists of three items indicating that people and business sectors from outside took the advantage from the communities. Cronbach’s alpha coefficients for the variables that made up each factor are .73, .524, and .201 respectively.

Management and Leadership

The ten-item management and leadership scale were subjected to the EFA. Two factors were extracted (Table 9) labeled as “planning efficiency” and “management efficiency”. “Planning efficiency” refers to the efficiency of respondents, leader, and local people’ strategy planning skill. This includes four items with an eigenvalue of 3.299. The second factor, “management efficiency”, consists of six items related to the respondents’ management, implementation, and evaluation as well as leader problem solving skill with an eigenvalue of 3.271. Cronbach’s alphas for the variables that made up each factor are .850 and 0.873.

Table 8: Results of Exploratory Factor Analysis for Local Ownership of Tourism Related Businesses

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Local management</i>				2.211	.73
Vendors in the community are local people.	3.13	1.049	.879		
Most of the restaurants are owned by local residents.	3.28	.885	.875		
The tourist destination is operated by local people.	3.32	.930	.619		
<i>Local ownership</i>				1.526	.524
It is necessary that people from my community own tourism related businesses.	3.73	.899	.788		
Most of the homestays and resorts are owned by local residents.	4.00	.902	.571		
<i>Non-local ownership</i>				1.507	.201
Tourism development in my community is not controlled locally.	3.00	.781	.173		
Most of the tour operators are people who come from outside of the community.	2.52	.965	-.835		
It is acceptable when tourism businesses are not locally owned and operated.	2.80	1.022	.776		

Table 1: Results of Exploratory Factor Analysis for Management and Leadership

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Planning efficiency</i>				3.299	.850
Tourism development in my community is well managed.	3.45	.790	.881		
Tourism development strategy/plan in my community is effective.	3.28	.691	.821		
Tourism development leaders in my community have strong leadership skills.	3.42	.743	.752		
Community residents have been encouraged to assume leadership roles in tourism planning committees.	3.35	.799	.620		
<i>Management efficiency</i>				3.271	.873
People in my community trust and are willing to support the community leaders.	3.40	.718	.825		
I think that the tourism development leaders can manage most of the problems related to tourism development in my community.	3.35	.732	.801		
Tourism development strategy/plan in my community is effective.	3.37	.736	.714		
Tourism development plan has been regularly evaluated and adjusted accordingly.	3.37	.736	.645		
The community leaders are able to manage the problems related to tourism development.	3.38	.715	.627		
I am willing to follow tourism development directions given by the community leaders.	3.63	.736	.524		

Communication and Interaction among Stakeholders

The EFA results for the tourist satisfaction scale are shown in Table 10. This variable was operationalized using seven scale items. The seven items yielded a single factor solution. Factor loading scores are moderately high, ranging from .805 to .905, with an eigenvalue of 4.999. Cronbach's alpha reliability coefficient is .93.

Table 2: Results of Exploratory Factor Analysis for Communication and Interaction among Stakeholders

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Communication and interaction among stakeholders</i>				4.999	.93
I discuss issues related to tourism in my community with the community leader.	3.10	.775	.905		
Tourism development leaders always respond to the residents' inquiries or concerns regarding tourism development in the community.	3.13	.769	.876		
I usually talk to my neighbors about tourism development in the community.	3.05	.852	.849		
I have chances to give information to tourists about my community.	3.18	.948	.835		
Tourists talked to me about their experiences from traveling in my community.	3.27	.972	.826		
There is a full of collaboration and cooperation among government authorities responsible for tourism planning.	3.23	.767	.815		
Issues related to tourism development are widely discussed in the community meetings.	3.15	.917	.805		

Quality of Life

The EFA was performed on the 11 items related to quality of life (Table 11). The two factors are labeled “positive impacts”, and “negative impacts”. “Positive impacts” refers to the impacts from tourism development that positively affected the locals. It consists of five items with an eigenvalue of 2.912. The second factor, “negative impacts”, consists of five items regarding negative impacts from tourism development to the quality of life of the local residents with an eigenvalue of 2.987. Cronbach's alpha coefficients for the variables that made up each factor are .808 and .797.

Table 3: Results of Exploratory Factor Analysis for Quality of Life

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Positive impacts</i>				2.912	.808
Tourism development increases the quality of life in the area.	3.63	.663	.853		
The quality of public service (e.g. transportation and utilities) in my community has improved due to tourism.	3.58	.787	.809		
Tourism improves image of my community or culture.	3.83	.740	.773		
Overall, I am satisfied with the quality of life in my community.	3.70	.646	.685		
Because of tourism, community has developed more parks and recreational areas that local residents can use.	3.27	.861	.615		
<i>Negative impacts</i>				2.987	.797
Tourism has increased the crime rate in my community.	3.30	.926	.847		
My quality of life has deteriorated because of tourism.	3.38	.976	.808		
In recent years, my community has become overcrowded because of tourists.	3.00	.939	.726		
Healthcare facility has been improved as a result of tourism development in the area.	2.98	.833	.663		
Tourism results in an increase in the cost of living.	2.55	.832	.615		

Scale of Tourism Development

The eight-item scale yielded two factors (Table 12) and are labeled “large scale” and “small scale”. There are two items in the “large scale” factor, which relates to the residents’ perception that the scale of tourism development should be expanded with an eigenvalue of 1.588. The “small scale” factor includes six items with an eigenvalue of 3.003. Cronbach’s alpha coefficients for each factor are .511 and .783.

Table 4: Results of Exploratory Factor Analysis for Scale of Tourism Development

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Large scale</i>				1.588	.511
The scale of tourism development in my community should be expanded to the larger scale.	3.17	.867	.902		
I think that tourism development in my community will be locally manageable if it is in a small scale.	3.57	.927	.611		
<i>Small scale</i>				3.003	.783
Tourism development in my community is in a small scale.	3.17	.886	.780		
Large-scale tourism projects produce negative impacts in my community.	3.42	.926	.709		
Tourism development at this level is locally manageable.	3.35	.755	.671		
Proper tourism development involves building facilities relatively small in scale.	3.57	.673	.656		
Small-scale of tourism facilities is important to the success of tourism development in my community.	3.50	.813	.651		
The large scale of tourism development is not appropriate in my community.	3.38	.904	.533		

Tourist Satisfaction

The EFA results for the tourist satisfaction scale are shown in Table 13. This variable was operationalized using eight scale items. The eight items yielded a single factor solution. Factor loading scores are moderately high, ranging from .720 to .813, with an eigenvalue of 5.129. Cronbach's alpha reliability coefficient is .918.

Table 5: Results of Exploratory Factor Analysis for Tourist Satisfaction

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Tourist satisfaction</i>				5.129	.918
I believe that tourists are satisfied with accessibility to the community.	3.85	.732	.893		
I believe that tourists are satisfied with the hospitality of local people.	3.92	.720	.853		
I believe that tourists are satisfied with the quality of food and drinks.	3.82	.813	.852		
Overall, I think tourists are satisfied with their visits to my community.	3.80	.732	.851		
I believe that tourists are satisfied with the reasonable price of goods and services.	3.68	.813	.807		
I believe that tourists are satisfied with their shopping experiences.	3.68	.725	.760		
I believe that tourists are satisfied with the local accommodations.	3.75	.751	.730		
I believe that tourists are satisfied with the local attractions and tour programs (fruit garden, local wisdom, and way of life learning, etc.).	3.90	.752	.626		

OVERALL OPINION ABOUT TOURISM DEVELOPMENT

Overall, the combined mean scores are 3.60 for Bann Bang Plub community.

The scores range between a high of 3.75 for Item 9 (tourism holds a great promise for my community's future) to a low of 3.42 for Item 2 (life is better in the community because of tourism) (Table 14).

Table 6: Descriptive Statistics of Overall Opinion about Tourism Development in the Community (n=60)

Overall Opinions on Tourism Development in Community		Mean	Std.
1	The community enjoys being involved in tourism activities and interacted with tourists.	3.68	0.83
2	Life is better in the community because of tourism.	3.42	0.72
3	Tourism helps increase the level of collaboration between residents and the local government.	3.45	0.72
4	Tourism has created benefits more than problems to the community.	3.50	0.65
5	Tourism is necessary to community development.	3.55	0.57
6	Tourism has increased residents' pride to be in the community.	3.67	0.63
7	Tourism has made local residents appreciate their way of life more.	3.72	0.58
8	The local residents are satisfied with tourism development in the community.	3.58	0.59
9	Tourism holds great promise for my community's future.	3.75	0.70
10	Overall, tourism development in my community is successful.	3.65	0.61

Importance of Each CBT Success Factor

Respondents were asked to rank the success factors according to the importance of each factor as they perceived. The survey results show that community participation and quality of life are the hallmarks of success in Bann Bang Plub community. Clearly, each of the CBT success factors is not equally important according to the local perspective. Detailed results of the rank can be found in Table 15.

Table 7: Ranking of Perceived Importance of CBT Success Factors in Bann Bang Plub community

	Factors	Scores
1	Community participation	8.20
2	Quality of life	7.33
3	Scale of tourism development	6.98
4	Benefit sharing	6.54
5	Communication and interaction among stakeholders	5.89
6	Local ownership	5.06
7	Tourist satisfaction	4.24
8	Partnership and support from within and outside of community	3.83
9	Tourism resources conservation	3.69
10	Management and leadership	3.31

The next section provides the results of hypothesis testing, based on the mean scores of all success factors.

CORRELATION AND REGRESSION ANALYSIS

Correlation Coefficient Analysis

The first hypothesis in this study was tested by using Pearson's Correlation Coefficient (Pearson's r) in order to assess whether the ten CBT success factors are positively related to one another. Correlation coefficient analysis is the simplest method of bivariate analysis to determine the relationship between two variables. Even though measuring correlation cannot demonstrate the causation, it provides an overview of how these ten success factors are associated. In general, these factors should be correlated to some degree as they are key factors leading the success of CBT development.

Theoretically, the t-test is used to establish whether or not the correlation coefficient is significantly different from zero (p-value of 0.05). As presented in Table 16, the result indicates that all of the factors were positively correlated to other factors (nearly all at $p < 0.01$). Interestingly, it seems that the strength of association between "Communication and Interaction" and "Management and leadership" is among the highest (Pearson's $r = 0.763$), followed by "Community Participation" and "Benefit Sharing" with Pearson's Correlation at 0.722. While Pearson correlation analysis is used to check for the association among these success factors, it does not indicate the relative contribution of each factor to the CBT success level. Multiple regression analysis (discussed below) is used to determine which of these success factors (independent variables) are most important to explain and predict the level of success and overall opinion.

Table 8: Pearson's Correlation

Success Factor	Community Participation	Benefit Sharing	Resource Conservation	Partnership & Support	Local Ownership	Management & Leadership	Communication & Interaction	Quality of Life	Scale of Tourism Development	Tourist Satisfaction
Community Participation	1									
Benefit Sharing	.722**	1								
Resource Conservation	.432**	.402**	1							
Partnership & Support	.501**	.526**	.600**	1						
Local Ownership	.428**	.454**	.461**	.568**	1					
Management & Leadership	.501**	.535**	.449**	.682**	.419**	1				
Communication & Interaction	.525**	.536**	.383**	.594**	.347**	.763**	1			
Quality of Life	.416**	.465**	.507**	.524**	.170	.717**	.647**	1		
Scale of Tourism Development	.232	.284*	.253	.199	.240	.241	.354**	.255*	1	
Tourist Satisfaction	.401**	.404**	.373**	.473**	.163	.493**	.414**	.422**	.385**	1

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Regression Analysis

A series of stepwise multiple regressions were conducted to explore how each success factor contributed to the overall success of CBT. The regression model focuses on the general perceived level of success in CBT in the community.

Table 17 shows the results of the regression analysis which considers the level of success, from one question asking respondents to rate the success of CBT (level of success), as the dependent variable and the ten success factors as the predictor variable. The standard error, standardized coefficients, t-statistics, and collinearity statistics are shown. Results show that only one out of ten factors (management and leadership) is strong predictors of success. The factor explains for 25.9% of the total variance (low R-Square). The actual parameter estimates depend on the scale of measurement of independent variables. Thus, standardized regression coefficient is used to compare the importance of independent variable on the same scale. Based on the maximum of absolute standardized regression coefficients, management and

leadership is the most important independent variable (positive relationship) with standardized coefficient (β) of 0.509. Equation 1 presents the final regression model where independent variable is management and leadership (X) and dependent variable (Y) is the level of CBT success.

$$Y = 1.284 + 0.742 X \quad (1)$$

Thus, when management and leadership (X) is increased by 1 point-scale, the level of success (Y) will increase by 0.742 points, holding everything else constant.

Table 97: Stepwise Multiple Regression Analysis

R	R square	Adjusted R Square	Std. Error
.509	.259	.232	.79962

Analysis of variance					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.047	1	6.047	9.457	.005
Residual	17.264	27	.639		
Total	23.310	28			

Variables	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.284	.813		1.580	.126	1.000	1.000
Mean score of Management Leadership	.742	.241	.509	3.075	.005	.509	.509

QUALITATIVE RESULTS

This section reports the results of qualitative data analysis based on in-depth interviews with the key informants and participant observations.

BACKGROUND OF CBT DEVELOPMENT IN BANN BANG PLUB

Bann Bang Plub community is located in Bang Phrom sub-district, Bang Khonthi district, Samut Songkram province. Bann Bang Plub community is adjacent to Mae Klong river with many canals passing through the community. This community has the fertility of water sources and soil that is full of minerals as well as the climate that are good for agriculture. Therefore, the majority of people in the community in the past engaged in agricultural practices. They grow many types of fruits such as coconut, pomelo, durian, mangosteen, santol, maprang, mafai, etc. With the fertility of natural resources, this community yield high agricultural outputs, which also big and tasty regardless of crops. As the Village headman said:

In the past, this area grew durian and mangosteen. Quality of fruits in my area is quite good because we have plentiful water supplies. I plant lime and it grew very well, yield lots of outputs. We can grow any crops here generally.

In the past, ditches are commonly seen around this community and growing lots of coconut trees. Community members usually commuted by boat or walk across plantations. However, as the community evolves over time, people change transportation from boat to car. Many paved roads were built in the community which make the transportation much faster and easier. Even though, there are a lot of paved roads, the majority of the area is still agricultural land. Bann Bang Plub community still would like to retain a lifestyle that emphasizes conservation agriculture. On the

other hand, other communities nearby Bann Bang Plub community usually sells land to outsiders or capitalists and move to other areas. But for Bann Bang Plub community, most members have lived in this area since their ancestors. So that there is very few land trading with outsiders, mostly are the lands adjacent to the river because they can be sold at a high price.

The members also love to gather together to do several types of activities including fruit plantation, harvesting palm fruits, making picture frames from coconut leaves, etc. There are many interesting activities happening in this community. Members of this community have varieties of knowledge and skills to be transferred to their younger generation. This community has been sustainable agriculture, adhering to sufficiency economy, according to the royal remarks of King Rama 9. Fruit farming is the mainstay income of this community members follow by government officials, vendors, and employees.

At the beginning, the tourism activities in this community are simply a visit to experience village life. Many visitors notice that the lifestyle and activities in this community differ from others, such as riding the boat to see fireflies at night. Many visitors from other areas who have never seen fireflies before were very excited and would like to visit again. This community has started to develop more activities including having Homestay accommodation for tourists.

Later, the Tourism Authority of Thailand got involved and help promote tourism activities officially by selecting representatives from the province to visiting other provinces and learning best practices from them. Somsong Saengtawan is one of the Samut Songkram province representatives. He had good opportunities to exchange knowledge and learned how to grow orchid, rose, pomegranate, longan, and fish farming, etc. After the visit, he adapted what he learnt from that visit with

pomelo plantation in his community and founded the agriculture tourism group of central Thailand since 2001. He explained the beginning of his tourism path as follow:

At first, I do not know about tourism until the Tourism Authority of Thailand got involved. That time, the group consisted of 28 representatives from 4 provinces (Kanchanaburi, Nakhon Pathom, Samut Songkhram, Samut Sakhon). We went to Pob Phra sub-district, and visited orchid farms, pomegranate farms, and rose farms. After that day, while we drove back home, we founded the agricultural tourism of central Thailand and adapted the learnings with our pomelo farming.

After the group was established, the agricultural development began to have an important role in the community's tourism. Somsong Saengtawan is the most successful pomelo farmer among the fruit farmers in the province, then Bann Bang Plub community was appointed as an agricultural technology transfer center of sub-district. Which can be called "the learning center of Samut Songkhram local wisdom school". Many agencies from different sectors were involved in this activity, including The Ministry of Foreign Affairs that took farmers in Thailand and other ASEAN countries to visit and learn from this community. The visitors usually spent a few days in the community, so Somsong Saengtawan have to arrange accommodation for the visitors. He started to inquire the community members that can accommodate groups of visitors or tourists. The houses that accommodate visitors receive remuneration in return. Which now develops to a Homestay accommodation. Bann Bang Plub community is not only served as a center of knowledge transfer and exchange, but also hold activities between members of community or between community members and visitors. Somsong further explained that:

Since I started pomelo farming, the province appointed this community as an agricultural technology transfer center of sub-district. Many government agencies were involved. Also The Ministry of Foreign Affairs took farmers from other provinces and ASEAN countries to visit here. The visitors stayed at the members' houses, which received some compensations. On the last day, we gathered at the center to learn and exchange the knowledge between each other.

Tourism in Bann Bang Plub community has been changed and developed constantly to better reflect community context as well as visitors can better experience the local lifestyle. However, the highlight of Bann Bang Plub community is “agricultural tourism” that is the tourism was developed from the community context. This concept of tourism best fit with the community context, because agricultural tourism emphasizes the importance of natural resources and lifestyle of the community members. Moreover, community members also believe that their community has knowledge, experiences, way of life that are unique and worth learning. As urbanization is playing out across the country, many communities tried to catch these changes and neglected the traditional way of life. However, this is not the case for Bann Bang Plub community, though some may change, but an overall traditional way of life still well preserved. Agricultural tourism helps Bann Bang Plub community to preserve its traditional way of life and helps facilitate the outputs from their farms. Instead of a need to transport their outputs to various markets, they can sell them to visitors who visit their community. This reduces the cost of transportation and promoting the community to outsiders. The village headman described that:

Agricultural tourism focuses on the use of resources and traditional way of life. In the past, farmers needed to bring their outputs to the markets, but now

with the agricultural tourism, we bring the markets into our community. We sell our outputs in the community and the visitors know what we have.

As mentioned above, agricultural tourism of Bann Bang Plub community not only emphasize the uniqueness and identity of the community, but also add value to natural resources and agricultural farmer career. This type of tourism that emphasize sustainable agriculture helps improve the quality of the agricultural products, which can compete with others. Bann Bang Plub community provides opportunities for visitors to experience how to do non-chemical farming, and learn how much effort, patience, and dedication require to get these high-quality agricultural products. Then the visitors will value and appreciate the importance of agriculture. For example, people usually feel that coconut sugar is expensive and always bargain for a lower price. However, this practice changes, after they learned about the origin and the process of coconut palm sugar, which came from coconut only without adding other ingredients, and also have to go through many complex processes. The learning and hands-on experiences in real-life situation at Samut Songkhram local wisdom school helps visitors and learners understand and value the benefits of agricultural tourism, which can be applied in other areas and communities as Somsong said:

When the visitors said our coconut palm sugar is expensive, I told them to make it on their own with free-of-charge, starting from cultivating the coconuts until it becomes end products. After that, nobody bargains to lower the price. This tourism style allows visitors and learners to experience and learn, which then lead to the development.

Agricultural tourism in Bann Bang Plub community develops and drives by groups of people under the local wisdom school. This makes Bann Bang Plub community an outstanding self-reliant community. Self-reliance is a key principle of this group, which also applies to their community-based tourism as well. The

community agrees that helps from external agency can be partly beneficial, however; this is not sustainable if the community keeps waiting for helps from others. To truly develop the community, members need to come together, starting with changing attitudes toward community development. Then when helps from external agencies available, these can impel, encourage, or support the community. Therefore, a key principle of agricultural tourism in Bann Bang Plub community is to be able to develop self-reliance agricultural conservation tourism without waiting for help from external agencies. With this principle, tourism of Bann Bang Plub community became successful in no time and became an outstanding self-reliant prototype community in agricultural conservation tourism. Director of Samut Songkhram Provincial Agricultural Extension Office emphasized that “Our organization only focuses on agricultural tourism. We do our best on our mission. If we still have to depend on others, we cannot develop sustainably.”

The challenges in developing CBT of Bann Bang Plub community are changes in economic, social, cultural, and environmental dimensions, which usually happen constantly and rapidly. For examples, changes in the economy can affect people’s incomes. Changes in environments that impact natural resources, which tend to decrease rapidly. Bann Bang Plub community has to be ready for these challenges and prepared solutions to overcome these challenges, especially natural resources. Because Bann Bang Plub community focusing on agricultural tourism, natural resources and environmental factors are crucial to the community-based tourism. Another challenge is to build a culture of participation in the community in order to develop and support community-based tourism together. Even though, the majority of the community members understand and see the importance of the community-based tourism development and cooperation, some community members are not involved in

the development at all. If Bann Bang Plub community can gather cooperation from all members in the community, their community-based tourism will definitely be more successful, and also make people to love and cherish their own community.

For the future tourism development plan, this need to focus on finding people who would be able to inherit the community's knowledge and culture and capable of passing on knowledge and culture to others. Because older generations with local wisdom will gradually vanish, it is crucial to have younger generations carry on these local wisdoms and not let them disappear with older generations, as well as, be able to pass on these knowledges to others as well.

Bann Bang Plub community needs to identify its strength and weakness, the future direction it would like to move toward. Also, what can be done or what new learnings can be applied in the community development or can be exchanged with visitors. Tourism in Bann Bang Plub community has to have a clear concept and may develop as a model of agricultural tourism for other communities, which they can learn from and can be applied practically; and ultimately may push forward as a development model at policy level. Director of Samut Songkhram Office of Tourism and Sports described that "The community needs to create new experiences for visitors. Instead of only experiencing the way of life, the community should create a model, story, and knowledge that attracts more visitors."

Moreover, the development of tourism by community should not be only in their own community, the communities should help each other. Especially the communities around Bann Bang Plub community need to collaborate, adapt, and learn from each other to be able to identify the common ground which can link each community together.

Bann Bang Plub community is continuing to change and develop, in order to better reflect the community context and visitors can better experience the community way of life. Because Bann Bang Plub community is full of trees, fruit farms, learning center of local wisdom, etc., the majority of tourism activities in this community are to provide the opportunities for visitors to experience and learn more about the community lifestyle. This might be a normal community for people who do not know and never visit; however, many people would like to revisit once visited.

IMPORTANT FACTORS AFFECTING THE SUCCESS OF COMMUNITY-BASED TOURISM

Community Participation

Tourism development of Bann Bang Plub community is based on community involvement, which can be categorized into 2 groups as follow:

1) *Involve in the whole the process*: this will be the involvement of the groups within the community, such as Homestay networks, fruit-preserved networks, farmer networks, etc. These networks can carry out various activities within the community. Representatives from each network will participate in the activities from the beginning (such as brainstorming/meetings) to the end (such as activities' evaluation). There is also a regular meeting for community members to meet each other to update all the movements within the community, as well as making an agreement. This type of involvement keeps community members up to date with all the information, news, the progress of activities, and things happen around the community. For example, writing a grant proposal, opportunities to visit other communities, and promoting tourism activities of the community. Participation in the

meetings as well as working together influence knowledge development and improve the effectiveness of tourism management in the community. The village headman explained that “Forming a networking group helps gather members’ collaboration to work on a task. We have to start first and when others see what’s in it for them or the community, they will join.”

2) *Scarcely involve or not at all*: there are several challenges that hinder individuals’ involvement as follows:

- Members who have full-time jobs that do not relate to tourism of community such as government officials and corporate employee, which they do not have time to participate in tourism development within Bann Bang Plub community. However, some of them arrange their home to be a “Homestay”, but this is considered as an extra income.
- Being outsiders who bought the land in the community to do business also an obstacle. They are not interested in being involved in the community’s activities, because they did not see the benefits of doing such things.

In sum, getting cooperation in the tourism development of Bann Bang Plub community is still a challenge as mentioned above, mainly because the lack of mutual understanding of community members. Without cooperation from everybody in the community, this obstructs the community in making development plans as well as implementation of activities.

Benefit Sharing

Tourism development of Bann Bang Plub community has resulted in various forms of benefits within the community as follows:

1) *Career development*: because Bann Bang Plub community has abundant interesting resources, which draw lots of visitors' attention. Tourism helps members of the community to develop their career. That is to say, community members have their own career, but once more and more tourists started to visit the community, the members need to adapt to these changes. For example, fruit farmers are a very common career in this community which have been practiced from generation to generation. This makes them overlook the importance of this career, and many of them tried to pursue other careers. But once agricultural tourism started to play a role in the community, farming occupation become valuable to the community, as it requires a lot of knowledge, and local wisdom to be successful in this field. Tourists can learn how to grow, take care, harvest, post-harvest handling of different kinds of fruits. This emphasizes the value of the occupation as well as encourage farmers to always develop and learn new things.

2) *Learning center*: this community benefits from being appointed as "the learning center of Samut Songkhram local wisdom school". This center is a hub of the community's knowledge that allows visitors to learn. This center's learning style is learning by doing, so the visitors will have a hands-on experience with various activities such as making coconut palm sugar, fruit preserves, natural fertilizer, etc., which hopefully they would be able to utilize and adapt the knowledge to their own communities.

3) *Income generator*: community-based tourism activities at Bann Bang Plub community have created an opportunity for community member to earn more income. Tourism stimulates economy in the community. Community members earn money from being part of the tourism activities of Bann Bang Plub community, such as

operating Homestay, sell fruits-derived products which added more value to the fruits grown in the community, which can be exported to another area as well.

Bann Bang Plub community gains many benefits from doing community-based tourism activities such as people value farming occupation, members keep develop and update the knowledge, provide additional income, create employment.

For the sharing of tourism benefits with the community members, this will be in the form of networking groups by referring the activities to the members that in accordance with what they are currently doing. For example, community shop is a center of products distribution, which all members can sell their products here for free of cost; or the Homestay networking group will arrange visitor accommodation within their group members. In addition, the knowledgeable members can also be a lecturer at the community local wisdom school or assist with the school activities with compensation. Therefore, the benefits of community-based tourism derive from being part of the networks and groups. This will helps facilitate the activities in the community and easily distribute benefits appropriate to their contributions. Somsong Saengtawan provided example of how he has managed CBT in his community:

If the members want to operate Homestay to accommodate tourists, they can do freely. Or if they want to sell their goods, I have a community shop for them. I always invite people into group, so we can share things together. Like homestay group, they try to distribute visitors among the group members. We always help each other.

The sharing of tourism benefits of Bann Bang Plub community as mentioned above highlight the importance of members' involvement in benefit sharing. That is, joining the groups helps income to be more evenly distributed within the community

than running the business alone. Also, the groups will support each other within and between groups as Somsong explained:

In the past, nobody interested in community-based tourism. When the visitors ask for the accommodation in the community, nobody knows. So I thought that we have fixed these by initiating working groups. Some of the members asked me what will they get from participating. I said that we have to start doing something together first, then we will see what the benefits are, and if you are not satisfied with it, you can leave the group.

Thus, people who get benefits from this community-based tourism are the members of Bann Bang Plub community who involve in the tourism activities of the community, because of networks and group supports. These also allow the connections between community members and government agencies, NGOs, and organizations that helps support and promote community-based tourism activities.

Tourism Resources Conservation

Bann Bang Plub community gives precedence to the conservation of community's natural resources, because they operate the tourism activities in the form of agriculture conservation tourism.

Bann Bang Plub community tourism has different types of activities such as visiting fruit plantations, harvest pomelo, ring bike around the village, mangrove planting, etc., which majority of activities offers in the community is unique and make the community outstanding from others. And also has local wisdom school that offers interesting activities such as making coconut palm sugar, fruit charcoal, fruit preserves, and so on. As a result of these activities, visitors enjoy spending time in Bann Bang Plub community. The agriculture conservation tourism makes community members appreciate the value of natural resources. This does not only emphasize the

importance of natural resources conservation while promoting the community-based tourism, but also underscore the value of traditional way of life. Director of Samut Songkhram Provincial Agricultural Extension Office described that “Agricultural tourism mainly focuses on utilizing natural resources and traditional way of life of community members.”

In terms of the conservation of tourism resources, Somsong Saengtawan is a role model in this area who has carried out various conservation activities as follows.

1. *Doing non-chemical farming*: in the past, Somsong did chemical pomelo farming on his 15-acre land, as well as 57 families who also have pomelo orchards, which account for 300 acres of land. Everybody used chemical fertilizers and pesticides and hoped that these will improve the farming outputs. However, the effects of using chemicals have become more evident. Prawns, shellfish, crabs, fish, and other insects that naturally presence in the environment disappeared. Water resources has been contaminated with chemicals. Famers’ health began to deteriorate which often not know the cause. Then Somsong try to figure out how can they change to non-chemical farming and get the solution for this problem by receiving a training at Kyusei Nature Farming Center, Kaeng Khoi District, Saraburi province. He brought all the knowledge back to the community, shared it with community members, and build on sustainable production of agricultural products as he explained:

We used lots of chemicals in our farming between B.E. 2520 to 2527, because we aimed for earning money. We hoped that chemical will improve both quantity and quality of our outputs; however, it did not turn out like that. Prawns, shellfish, crabs, fish, and other insects that naturally presence in our environment disappeared. We earned lots of money, but the chemical costs are

also high. More importantly, our health deteriorates. If we continue doing this, all the money we have earned will surely be spent on medical care. So I started with myself by having a training at the Kyusei Nature Farming Center, which is an eye-opening. It made me realized that we do not need chemical fertilizer, also there is a bio-pesticides made from herbs that is environmental friendly.

Even though chemical farming yields more outputs, the cost of chemical is also very high. Moreover, the lifespan of the trees is shorter than non-chemical farming. Chemical-farming pomelo trees usually have a lifespan around 10-12 years, while non-chemical-farming pomelo trees can live around 30 years, though yield less outputs. Somsong further explained that:

Using chemical fertilizers and pesticides yields a high quantity and quality outputs, which results in higher earnings; however, the cost is also high. Then the profits are not that much. Also the chemical shortens the trees lifespan, which planting new trees requires lots of time and resources. When I do chemical farming, my trees lived only around 12 years; but with non-chemical farming, my trees lived for over 30 years and still healthy. This makes me realize that bio-fertilizer is better.

2. *Using spider to treat Moina and leafminer invasions*: this start with Somsong got informed that there is research by 2 scholars from Department of Agriculture, Ministry of Agriculture and cooperatives studying about using insects to get rid of insects in orchards. They conducted a research his pomelo orchards and found out that spider can treat Moina and leafminer invasions. This highlight the benefits of spider that can act as pesticides, and emphasize the unnecessary of chemical pesticides. Somsong further explained about the research result:

The research findings are very beneficial to the community, because we can do farming without using pesticides. The spider is very useful, especially for pomelo orchards, because the Moina and leafminer are an important insect pest of pomelo, and luckily that they are the usual foods of spider.

3. *Planting Coral tree (Thong Lang) in pomelo orchards*: Somsong mentioned that coral tree is a leguminous plant, which can fix quantities of nitrogen in soil. If we plant coral tree along the canal and groove that are water supply pomelo orchards, it will help shading water sources from direct sunlight during summer season. The soil that plant coral tree, which is full of minerals good for plants, can be used to plant pomelo. This results in high-quality pomelo, which can be sold at a higher price. He explained that:

Roots of coral tree contain microorganisms that takes gaseous nitrogen from the air in the soil such as Rhizobacteria which present in the legume nodules. When they are turned under for the next crops, they provide a certain amount of nitrogen and other minerals that are good for pomelo plantation. Coral leaves also can be used to make bio-fertilizer that improves soil physical properties to be appropriate with pomelo framings.

4. *Use of fermented bio-extracts in pomelo orchards*: Somsong studied how to make and use fermented bio-extracts from many sources such as the Kyusei Nature Farming Center, students, and scholars, who visited the community. From knowledge and experience sharings, he started to make his own fermented bio-extracts. Later, students from Kasetsart University did some research on his fermented bio-extracts and found out that the nutrients in fermented bio-extracts depend on the raw material used for fermentation such as crustaceans provide Chitosan. They also found Trichoderma in the fermented bio-extracts, which helps fighting fungus that cause plant diseases. Somsong explained how he develop his fermented bio-extracts that

“My fermented bio-extracts made out of prawns, shellfish, crabs, and fish, ferment with molasses and Bokashi. You will get good quality fermented bio-extracts within 7 days.”

5. *Use of Kee-dad-na-klua*: Kee-dad-na-klua or previously known as din-nhung-mha is soil from saline agriculture after salt have been harvested. In the past, academics were against using Kee-dad-na-klua in farming. Until there are growing evidence shows that Kee-dad-na-klua contains high mineral such as phosphorus, calcium, magnesium, as well as phytoplankton, and also receive national recognition awards. Somsong got this practice from his father, which use Kee-dad-na-klua in pomelo farming. He adds Kee-dad-na-klua in his orchards 50-560 days before harvest to improve the quality of the pomelo. This results in a high-quality pomelo with great taste, sweet, and soft texture as he described:

In the past, academics were opposed using Kee-dad-na-klua. Until there is a scientific evidence showing the nutritional contents in it, and also receive national recognition awards. We use it 50-60 days before harvest to improve the quality of pomelo. Scholars said that salinity deteriorate soil quality, but my dad actually puts salt into the pomelo orchards. He said that salinity helps prevent a bitter taste of pomelo. That’s why I use Kee-dad-na-klua in my pomelo farming.

As mentioned above, it is obvious that community-based tourism of Bann Bang Plub community promoted the conservation of tourism resources. The uniqueness of community characteristics and activities attract visitors into the community, which then contribute to a sustainable of resource conservation as well as a development of community-based tourism.

Partnership and Support from within and outside of Community

Strong cooperation and support from both internal and external environments Bann Bang Plub community receives external support mostly from the Office of Agricultural Extension and Development that helps promote a traditional way of life, promote Bann Bang Plub community as a prototype of agricultural conservation tourism. In addition, because the activity of Tourism Authority of Thailand (TAT) that selected representatives from the province to visiting other provinces and learning best practices from each other, the agricultural tourism of central Thailand group was founded. Somsong is a community representative which supports public relations of unique activities of the community in the form of print media. He also pushes forward agricultural tourism of the community, which received recognition in Thailand Tourism Awards. Acting Director of Tourism Authority of Thailand Samut Songkhram office said that “We support public relations to promote community-based tourism. In terms of community enterprise promotion, we used to invite press in the community to promote, using multimedia, or creating package tours.”

Bann Bang Plub community became a very famous destination for both Thais and foreign visitors. Fortunately, the community received well-supported from both internal and external partners. For example, when the community needs tour guide that can communicate in English in order to help facilitate the learning activities at the wisdom school, TAT manage to get one for them. Sonsong expressed that:

I really have to thank TAT for all kind supports. I talked with the TAT former director that we do not have an individual that can fluently communicate in English, she sent me one. And that person works with his heart, he can manage to solve any problems by himself.

There are also other organizations that give very well support to the tourism of the community, which is Samut Songkhram Office of Tourism and Sports. They assist in both sharing the knowledge and finding sources of funding to be used in community tourism activities. Thailand's Tourism Promotion Fund is one of the agencies that provide additional support on community-based tourism financially. Even though each province has budgets for tourism development in their own communities, the process to get funds is quite complex and take a long time, which cause a delay of the activities. Samut Songkhram Office of Tourism and Sports act as a mentor which encourage the community to be a self-reliant community. Director of Samut Songkhram Office of Tourism and Sports explained that:

We provide knowledge and guidance on how to find additional funding sources from the provincial budgets, such as Thailand's Tourism Promotion Fund. Because sometimes government agencies can have many limitations. So additional funding sources are a good alternative for the community to move on with their plan.

Cooperation and support of community members help facilitate the community activities focusing on agriculture. This community holds a monthly meeting that will discuss and plan community tourism activities, and also finding solutions for tourism problems they faced. All community members can take part in the community and activities development. Acting Director of TAT Samut Songkhram explained how Bann Bang Plub community gather together to provide tourism activities that "When tourists come to Samut Songkhram, we usually take them to Bann Bang Plub community for a bike tour around the town and doing other community tourism activities."

Therefore, development of community tourism received well support from both internal and external partners. Even though, there are few external agencies that involved in the community tourism development, they have high capability in support the community tourism to move on sturdily and sustainably. In terms of support from internal partners, the cooperation from community members is the most important to drive the community-based tourism, though some members did not participate, but there is no resistance or conflict from them.

Local Ownership of Tourism Related Businesses

Community-based tourism of Bann Bang Plub community encourage ownership of community members in their community tourism business. Thus community-based tourism can be supplemental income for them. The outstanding tourism resources of the community play a major role in attracting tourists to visit the community.

Tourism activities in the community allow community members to operate their own business. Because the fertility of natural resources, this community perfect for agricultural tourism. Also, the members in this community are more knowledgeable in agriculture than other communities. Many members' businesses are starting from applying their knowledge in their farming outputs, such as fruit preserve. The village headman explained that:

There are lots of visitors here. They are not only paying a visit, but also would like to learn from us as well. Like, we have too many fruit outputs, so we add value to them by doing fruit preserves. We teach the visitors how to do fruit preserve as well. We have what other communities do not. We have to do business that is not seen anywhere else.

The development of community tourism in Bann Bang Plub community is to empower community members to keep learning and developing together. The inheritance of knowledge from one generation to the next plays a key role in the tourism of this community. That's why all the tourism development activities came from community members. Somsong explained that "We have done all these by community members. The members who have been involved are very knowledgeable in specific tasks. They are experts in their own area."

Somsong Saengtawan, one of the gurus of the community, also agree that community members have the capability to transfer their knowledge to visitors. He believed that each member experts in different areas. So community tourism creates opportunities for the members to transfer those knowledge, that they are expert in, to visitors. Somsong exphasized that "Each member is knowledgeable in different areas, because most of the knowledge is wisdom that transfer from their ancestors."

Tourism in Bann Bang Plub community mainly focuses on ownership of community members in their community tourism business. Part of this due to community members have the capability to operate their own business with all knowledge that was transferred from their ancestors. Also, collaboration between community members will lead to more sustainable community-based tourism development than the development that leads by external partners.

Management and Leadership

The community agrees that the tourism management in their community is effective. Part of effective management is on the management of their abundant natural resources, which attract tourists. Moreover, they have human resources that are experts in agriculture and capable of transferring these knowledges to visitors.

As this community has abundant of natural resources, including water supply, nutrients-rich soil, tropical climate that are perfect for agriculture and fruit farming. Somsong foresees the importance of managing these resources and how to use them effectively. He managed to convince community members to collaborate in developing plans for community-based tourism, which mainly focusing on agricultural conservation tourism. With effective management, agricultural outputs of this community are better than other communities as Somsong explained:

Characteristics of Samut Songkram are more favorable for agriculture compared to other provinces. We have everything except good management, so I started with my pomelo farming. I stopped watering my plants for 3-4 weeks, until their leaves started to fall down, then I gave them plenty of water. With this method, I get pomelo outputs within 8 months. I can do this 4 times a year, which means I get quadruple pomelo outputs in a year. When people contact me regarding this, I invited them into the group.

In addition, managing members and networks are also part of the effective management. To be a member of the group, ones have to strictly follow the rules. So when all members have a mutual agreement, effective management and quality control of agricultural outputs is possible. Somsong described that:

Joining the group is voluntary, but once you join, you have to follow the rules. We also focus on ethical sales practices. For example, we promise that no matter how high the pomelo selling price are, if the outputs is not ready to be harvested, we will not sell them. Or if we agree to do non-chemical farming, we are strictly following this agreement.

From all of the above, these emphasize the importance of effective management and strong leadership in successful community-based tourism. Somsong Saengtawan plays a very important role as a leader in agricultural tourism of Baan

Bang Plub community that effectively utilize community's natural resources. He also initiated the agricultural learning center, provided opportunities for additional income, built community identity, encouraged collaboration between community members, and built sense of ownership.

Communication and Interaction among Stakeholders

Development of agricultural tourism in Baan Bang Plub community has been encouraged the cooperation of community members. The regular meeting will be held on the last Monday of every month at 6 pm. to discuss and brainstorm on issues related to community activities. This meeting is a cross-functional network meeting, which includes both internal and external partners such as Homestay network, pomelo farmer network, Khlong Khon Mangrove Forest Conservation Center, Samut Songkhram Provincial Agricultural Extension Office, and the Samut Songkhram Office of Tourism and Sports. These cross-functional partners gather together to support, share experiences, plan, and find solutions for issues related to development of Baan Bang Plub community tourism. Somsong expressed that "I am a leader of the pomelo farmer group. Our group meets once a month. I share my knowledge and experience with group members, and I focus on conservation agriculture to preserve the environment."

Even though we hold a monthly cross-functional meeting, community members who are not part of any group or network did not receive information. This can result in misunderstanding of activities' plan and process. The solution for this issue is group members will directly contact those people to update the information after the meeting.

In sum, Baan Bang Plub community has created opportunities for all internal and external partners to meet, discuss, and come to the agreement regarding development plan. However, the communications and interactions still cannot reach all stakeholders, because some of them are not ready to be part of the group.

Quality of Life

The agricultural tourism development of Baan Bang Plub community helps in building knowledge in developing community and build the capacity of both community members and community resources. Effective collaborations between community members foster better quality of life of community members.

The tourism industry is one type of industries that promote of Baan Bang Plub community members better quality of life. Agricultural tourism development also leads to a development of agricultural knowledge and maximize the knowledge on community activities. The traditional way of life that used to be deemed as normal, now become outstanding characteristics that draw visitor attention once it has been promoted in community-based tourism. This traditional way of life makes community members to live a better life. The Deputy Provincial Governor of Samut Songkhram opined that “Tourism industry has the least impact to environment. With good management, it can be sustained.”

Development of agricultural tourism provides opportunities for community members to learn more about their community. This makes them appreciate their community more and leads to further development of community-based tourism. The members earn extra income, and also can have their own business in the community, such as operating a Homestay business. In the past, young community members usually moved to big cities either for education or job. But when there are tourism

activities in the community, they usually moved back to the community and help their family to run the business. This also helps in building a strong family foundation and bonding between family members.

Additionally, agriculture conservation tourism has resulted in a change of community way of life. The rapid change has brought prosperity to the community, which results in urbanization, more roads, but the fertility of natural resources is dwindling. Fortunately, community members notice these negative changes, and find solutions together to prevent and fix these issues that align with agriculture conservation tourism as much as possible.

Community-based tourism of Baan Bang Plub community leads to a better quality of life of community members. Tourism promotes career development, extra incomes, make members appreciate their community more, and reduce the number of people who move to big cities. Even though these changes brought challenges to the community, they are still able to cope with the changes together and overcame those challenges.

Scale of Tourism Development

Because the tourism in Baan Bang Plub community is considered small, the management can be done by community members. This results in a gradual development, which slower than many communities.

The gradual development is appropriate for Baan Bang Plub community, because their agriculture conservation tourism is based on community way of life. The gradual changes will not have much impact of members lifestyle, not force them to change, and less likely to deteriorate their traditions. Visitors come to the

community because they are interested in the way of life of the community. Somsong explained that:

Community-based tourism in Baan Bang Plub community is sustainable, because it is a sharing our way of life with visitors. For example, I make coconut palm sugar as a routine. If there is no visitor that day, I still make coconut palm sugar. But if there are visitors, I still continue to make palm sugar, but be able to sell it to visitors.

Therefore, currently the size of tourism in Baan Bang Plub community still small, but may expand in the future to adapt to a changing world. Despite the changes, Baan Bang Plub community still can manage to preserve their own traditional way of life, which will continue to develop agricultural knowledge, transfer to others, and focus on doing agriculture conservation tourism sustainably.

Tourist Satisfaction

Agricultural tourism of Baan Bang Plub community is one of the most famous tourist attractions of Samut Songkhram province. Not only Thais and foreign tourists visited Baan Bang Plub community for leisure, but also private and public agencies that were here for a study visit.

Most visitors were satisfied with the experiences they have got from visiting this community. They love agricultural tourism, and the activities they love most is bike tour around the town. This activity allows them to experience local life, encounter new cultures, and see sights they never seen. Foreign visitors found that fruits in Baan Bang Plub community are so plentiful, diversified, inexpensive, super delicious, and chemical free; this keeps them excited every time they visit the community.

Moreover, visitors always receive a very warm welcome from community members, which make them very impressed. This would not be possible without the willingness of community members to collaborate. With all these, Baan Bang Plub community is widely known among tourists, and more and more people want to visit the community. Somsong proudly explained that:

We start to get more and more visitors. Foreign visitors, especially love our fruits. Here we are a host, a good host knows what to do. When visitors get good experience, they will share with their peers, which results in more people would like to pay us a visit.

With all these, the success of Baan Bang Plub community tourism reflects on visitor satisfaction. In addition to interesting activities that draws people to visit the community, getting good services and warm welcome from community members also play an important role.

THE SUCCESS OF CBT DEVELOPMENT

Tourism development of Baan Bang Plub community always mainly focuses on agricultural tourism. This community-based tourism is possible because of good collaboration between community members; and support from various sectors that makes community members appreciate their traditional way of life, local wisdom, and natural resources. The community would be able to successfully and sustainably utilize their resources into community-based tourism.

In the past, modernization had so many negative impacts to community such as changes in the traditional way of life, cultural traditions gradually disappear, create conflicts within the community, people tend to move to big cities, and so on. But Baan Bang Plub community uses community-based tourism to make members

appreciate and value what they have in the community. The community brilliantly uses their natural resources to draw visitors into the community. No doubt that the community need to adapt to a changing world, but they can manage to change while still can conserve their traditional way of life. This requires support from both internal and external partners and networks. Also, this would not be possible without a support from Samut Songkram Provincial Office at a policy level. With the abundance of natural resources in Baan Bang Plub community, they believe that this community has potential to push forward as a prototype of agricultural tourism. With all these, Baan Bang Plub community would be able to carry on community-based tourism successfully and sustainably. The Deputy Governor of Samut Songkhram emphasized the importance of Baan Bang Plub community as agricultural tourism destination that “Tourism in Baan Bang Plub community is agricultural tourism, which is one of the three areas that Samut Songkram province would like to encourage as our vision in B.E.2560.”

Currently, Baan Bang Plub community is well-known for agricultural tourism, which draws lots of visitors into the community either for leisure or study visit. The success of Baan Bang Plub community tourism is evident and is guaranteed by receiving several national recognition awards such as outstanding community-based tourism award, outstanding agricultural tourism award, etc. There are several factors that contribute to this success, and the factors that community members agreed that have great contribution are

1. Effective management and strong leadership are the first factor members believe that contribute the most to the success of community tourism. No matter how abundance of natural resources they have, the community could not success without an effective management. Effective management came from a good leader, which are

Somsong Saengtawan. He is the one who brought tourism into the community. He is a wise man who is very knowledgeable in farming, especially pomelo farming. He also leads the learning center of Samut Songkhram local wisdom school, which provides opportunities for both insiders and outsiders who are keen to learn, exchange knowledge, and share experiences.

2. Strong cooperation from internal and external partners is the second most important factor. Good collaboration helps to drive and facilitate community activities. Cooperation from internal partners mostly happens through local wisdom school, which members are gathered to share knowledge, discuss problems, and find solutions together. For external collaboration, the provincial agencies provide a very good support that help facilitate the tourism development of Baan Bang Plub community. For example, Office of Agricultural Extension and Development that support in agricultural knowledge development, Tourism Authority of Thailand that support study visits in other areas and providing funds for development. Therefore, the success of Baan Bang Plub community would not be possible without strong cooperation from external and internal partners.

3. Visitor satisfaction also plays an important role in this success. With interesting activities and a very warm welcome from community members, most visitors want to revisit Baan Bang Plub community and also share their good experience with their peers, which results in a growing number of people who pay the community a visit. Moreover, visitors are not only getting pleasure from the visit, but they also get knowledge that can be applied to their lives.

In summary, Baan Bang Plub community members score their community success as 3.74 out of 5, because of the following reasons. They are capable of effectively driving agricultural tourism within their community. Also, they would be

able to achieve community's goals, which is to conserve the traditional way of life, effectively utilize natural resources, and nurture community members ties. Their success is guaranteed by many national recognition awards, as well as being appointed as a prototype of agricultural tourism that many people are interested and keen to learn from.

CBT DEVELOPMENT STRATEGIES AND GUIDELINES

According to the aforementioned results, this study provides CBT development strategies and guidelines based on the ten success factors as followed.

Community participation

Findings indicate that residents in Baan Bang Plub community has been engaged in CBT development from the initial stages. Local residents were able to get involved in the planning and development of the agricultural tourism as well as in offering tourists services, which are critical elements of community-based enterprises as suggested by scholars like Hipwell (2007) and Rocharungsat (2008). As the respondents ranked community participation the most important success factor, it can be implied that community participation is highly necessary to the success of CBT in the community. Therefore, to develop successful CBT, all community members, from government officers to local residents and business operators, should participate directly in the development of CBT from the beginning in order to prepare an effective plan of tourism development and take part in decision making process which will assure citizen commitment to the tourism development project.

Benefit Sharing

In terms of benefits from tourism (mainly jobs and income opportunities), the results indicate that benefits have been distributed mostly among those who have business related to tourism in the community such as homestays and agricultural activity stations. However, while the economic benefit was considered as an important factor in Baan Bang Plub community (ranked number 4), other communities who want to develop CBT should aware of problems related to benefits from tourism development such as conflicts between sellers who fight for the better location and jealousy which lead to the decline in personal relationships among community residents (Simpson, 2008). As Stronza and Gordillo (2008) noted that while benefits from tourism have potential to strengthen social cohesion and trust, negative effects of tourism could weaken unity and cooperation within community. Therefore, greater cooperation and collaboration among key CBT stakeholders, especially local residents, are required to reduce controversy and achieve the goal of sustainable community development (Jamal & Getz, 1995).

Tourism Resources Conservation

The literature suggests that the protection of the environment and cultural resources are one of the most important aspects of sustainable development practice (Edgell, 2006; Rocharungsat, 2008). CBT development in Baan Bang Plub has raised awareness of the communities to protect environment and conserve local culture because they are the major resources of tourism development in the area. According to the quantitative results, the overall mean score of resources conservation perceptions are fairly high at 3.71. Consistent to this finding; Kibicho (2008) reported similar result in Kenya that tourism has a positive influence on the awareness of the

importance of natural resources in the community. Thus, other communities willing to develop CBT must protect their tourism resources (both natural and cultural) seriously in order to sustain their way of life as well as tourism development. Moreover, supports from the local and provincial government officials, as well as the private sector are needed.

Partnership and Support from within and outside of Community

Results indicated that partnership and support from government, business, and local sectors are necessary to the success of CBT development. While the residents provided their labor and time, the local and provincial offices facilitated tourism development in terms of community development budget for building and maintaining infrastructure such as streetlight, roads, bridges, and walkways. Rocharungsat (2008) pointed out that the success of CBT depends on active support from locals as well as outside organizations. Therefore, other CBT communities should seek for the support from within the community and the government in order to become more successful.

Local Ownership

Suansri (2003) has suggested that local ownership of tourism businesses is a critical element of CBT. This study indicates that the majority of tourism business operators in Baan Bang Plub community are locals. However, as tourism develops, it will attract more people from outside of the community to invest in tourism related business. In some cases, when tourism development take place, it might cause the problem of local displacement as Mansperger (1995) reported that local displacement was found in periphery areas such as in the Pacific Islands, the Upper Amazon and East Africa. As a result, other CBT development projects should be aware of this

problem by setting the agreements or rules to protect or limit unwanted investment from outsiders in order to avoid this problem.

Management and Leadership

In Baan Bang Plub communities, the local leader such as Somsong Saengtawan have been a major impetus to the development of the agricultural tourism. According to Garrod (2003) leadership in community tourism development should be viewed as collective ability to direct the participatory planning process. The quantitative result reveals that management and leadership is the most important factor contributed to the success of CBT development in Baan Bang Plub community. Thus, this factor should not be overlooked when planning for CBT development.

Communication and Interaction among Stakeholders

There has been good communication and interaction between the key stakeholders for CBT development in Baan Bang Plub. According to the results, Somsong Saengtawan has been primary links between residents and government officials at higher levels of organization, e.g. the provincial government such as Provincial office of Tourism and Sports, Provincial Agricultural Extension Office, and the Tourism Authority of Thailand. Communication and interaction among CBT stakeholders are necessary throughout the process of tourism planning, management, and evaluation (Hiwasaki, 2006; Wearing & McDonald, 2002). Stakeholders can transfer information, provide inputs, exchange ideas, and make collective decisions that are acceptable to majority of the stakeholders. The strong network could enhance relations between stakeholders, encourage them to participate in tourism development process, and lead to the success of CBT (Pongponrat & Pongquan, 2007; Simpson, 2008).

Quality of Life

Overall, the respondents indicated that their quality of life have generally improved due to the establishment of the agricultural tourism. Moreover, quality of life was ranked the second most important factors for successful CBT development in Baan Bang Plub community. The results indicated that tourism has brought job opportunities for local residents. Tourism creates extra income and reduce the number of people who move out to find jobs in other areas thus increase happiness and family warmth. This result support previous studies that CBT has the potential to improve the quality of life of local communities (Andereck & Vogt, 2000; Hipwell, 2007; Manyara & Jones, 2007).

Scale of Tourism Development

The scale of tourism development is another important factor leading to the success of CBT (Hipwell, 2007; Kibicho, 2008). Hipwell (2007) suggested that CBT should be in a small scale so that it can be managed and controlled by local communities. According to the results of this study, respondents perceive the scale of tourism development at Baan Bang Plub is still small. The quantitative results also demonstrate this direction that the mean score of this factor is quite low at 3.39 (the lower score indicates the need for more development). When asking about the respondents' willingness to expand the scale of development, many stated that they want tourism development in their community to become larger, so that more people can benefit from tourism. However, the community itself does not have tourism development plan to control the growth or manage tourism resources. For Baan Bang Plub community and other CBT communities, this study recommend that community

should set up management plan to control the growth of tourism development in order to secure the success of their CBT.

Tourist Satisfaction

According to Haywood (1988), local cultures and hospitality are crucial to tourist satisfaction which also leads to the success of tourism development. The survey result shows the mean score of local perception of tourist satisfaction as very high at 3.80. Respondents believe that tourists who visit their community were quite satisfied with local attractions such as farms and orchards, hospitality of local people, and other activities in the community. As a result, among other CBT management strategies, tourist satisfaction is one of the most critical aspects that must be emphasized to tourism business providers and policy makers.

This chapter discussed the research findings consisting of the nature of CBT practices in local communities, the determinant of success of CBT development in Bang Plub community and CBT development strategies and guidelines for CBT development in other areas. The next chapter provides conclusions of the study and offers some recommendations based on the findings.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Community-based practice in tourism is a topic of growing importance, especially in the context of sustainable community development in the developing countries (Hipwell, 2007; Hiwasaki, 2006; Li, 2006; Sebele, 2010). However, limited research has been conducted on what local perspectives of community practices are in tourism settings. Conceptual and empirical research on success factors for CBT exists but they are restricted to examining only a limited set of factors. This study has three main objectives: 1) to understand the practice of CBT in the community, 2) to identify the determinants of success as perceived by local community of CBT destination, and 3) to provide community-based tourism development strategies and guidelines for other communities and related organizations.

Ten CBT success factors developed from the literature were used to assess the CBT development of the study site including 1) community participation, 2) benefit sharing, 3) tourism resources conservation, 4) partnership and support from within and outside the community, 5) local ownership, 6) management and leadership, 7) communication and interaction among stakeholders, 8) quality of life, 9) scale of tourism development, and 10) tourist satisfaction. This research has provided an empirical evidence of CBT practices in Baan Bang Plub community in Thailand's Samut Songkhram province. The study incorporated both qualitative and quantitative methodologies by applying the concurrent mixed methods research design (Creswell, 2009; Teddlie & Tashakkori, 2009). The results reflected inputs from 9 key informants and 60 households in Baan Bang Plub community.

The research findings suggest that residents agree that the ten factors derived from the literature are important determinants of the success of tourism development in their community, despite the fact that the background concepts of CBT came from Western countries (Timothy, 1999; Tosun, 2005). Ratings of the mean scores of each success factors were ranging from moderate of 3.14 to high of 3.71. This result indicated that, from the residents' evaluations, CBT practices in Baan Bang Plub community has been implemented well. Based on the ranking scores of each success factor, all of the factors are not equally important as the highest rating went to community participation and quality of life and the scale of development which are the top three among the ten factors. However, correlation analysis reveals that almost all of the success factors are positively correlated to one another, which means each factor is vital to the success of CBT. Furthermore, the results from stepwise regression analysis determine a model, with perceived level of CBT success as dependent variable, was influenced mainly by one independent variables – management and leadership – that explained how each success factor influenced the overall success of CBT.

This study also provides community-based tourism development strategies and guidelines for other communities and related organizations as follows:

1. Extensive community participation is highly necessary to the success of CBT development in the community as it empower local community members by building the skills, knowledge and confidence needed to direct tourism development in their communities. Stakeholders should participate directly from the beginning stage of CBT development to prepare an effective plan and take part in decision making.

2. Rules regarding benefit sharing should be set prior to the development of CBT to assure common understanding of benefit for each group of stakeholders and to avoid conflicts or controversy.

3. Awareness regarding tourism resources conservation must be raised and practice in order to sustain CBT in the community. Natural environment must be protected and cultural resources such as local ways of life must be conserved as both types of resources are critical drivers which attracts tourist to visit the community.

4. Active support from within and outside of community will ensure the success of CBT development because each sector can support CBT development differently. For example, government officials have to issue effective regulations and rules to control the direction of tourism development and to protect local residents from eviction and being taken advantage. Strong government actions are required to implement and enforce policies in order to control the development and to secure tourism benefit for local communities.

5. Local ownership in tourism business is critical to CBT success. Therefore, those business should be secured for local residents in order to create jobs and income which could draw back those who went to work outside of the area. Agreements and rules should be set to protect or limit unwanted investment from outsiders.

6. Effective management and strong leadership are very important to CBT success. Leaders in CBT development can be local residents or government officers, however he or she needs to work hard and dedicate to effective management of CBT.

7. Communication and interaction among stakeholders are necessary because stakeholders can transfer information, provide inputs, exchange ideas, and make collective decisions. Thus, CBT development stakeholders should set up regular meetings to create environment for interactive discussions.

8. As quality of life reflects the success of CBT development, one goal of CBT should aim at improving the quality of life of residents in all aspects. Local residents should gain either or both direct and indirect benefits which somehow improves their quality of life.

9. For CBT development to be successful, the development of CBT should be in a small scale that local residents can manage or control by themselves. Otherwise, if the scale of tourism development is too large, community may need help from outside organization to manage, which results in losing the control of development by the community.

10. To develop CBT in any community, effective management of tourist satisfaction is a must. Satisfaction of tourists from great experience in CBT will create reputation of the community as a tourist destination, bring back repeat visitors, and draw new travelers. Therefore, CBT management team should have a plan to improve service quality and maximize tourist's experience throughout their journey in the community.

RECOMMENDATIONS

The results of this study clearly demonstrate the factors critical to the success of CBT development that could be applied in other similar CBT destinations. Thus, the study offers some recommendations for CBT policy makers, and practitioners.

Exploring the experiences of CBT development in this study can provide useful lessons for other tourism development projects in local communities. In spite of the fact that CBT and its supporting concepts such as community participation in development were originated in the western world, this study supported previous studies (e.g. Jamal & Stronza, 2009; Timothy, 1999; Tosun, 2005) that this Western

paradigm of community involvement seems to be applicable in the local context of developing countries. However, it should be kept in mind that local cultural and social attributes are varied; differences could be found even among communities in the same country or region.

With respect to the uniqueness of the study sites, this research, thus, should be regarded as an adjustable guideline for other communities rather than a strict model. Therefore, the implications of this study can be assessed at different levels. At the local level, the results of the study can be used as a guideline for further refinement in CBT principles and practices. This study has offered insights into the complexities of local people's perspectives toward CBT development practices. With this knowledge, CBT developers and planners (or community leaders in some cases) can better understand these complexities and be able to design appropriate communication and management strategies that would allow them to generate more support from the local community.

At the national level, this study may serve as a guiding framework when designing tourism projects which aim to improve the quality of life of local residents and at the same time enhance tourist satisfaction. Moreover, at the international level, other developing countries with similar characteristics can benefit from this study by following the guideline and recommendations obtained from the results of this study.

In sum, this research combined qualitative and quantitative methods to investigate the practices of CBT at the community level. The analysis suggested that no single factor could contribute to the success of CBT development. The integration of success factors reported in this study is recommended as a guideline for improvements in CBT development and evaluation.

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APPENDIX A

QUESTIONNAIRE

Questionnaire: Determinants of success for community-based tourism development in Baan Bang Plub community, Samut Songkhram province, Thailand

Section 1: Personal information

Please provide some information about yourself. This information is confidential and will be used for analysis purposes only.

Gender: ☐ Female ☐ Male

Age: _____ years

Marital status: ☐ Single ☐ Divorced
☐ Married ☐ Married but living separately
☐ Other (please specify): _____

Education: ☐ Elementary School ☐ High School ☐ College
☐ Other (please specify): _____

Name of community where you reside: ☐ _____

How long have you lived in this community? ☐ Born here
☐ Born somewhere else, but have lived in this community for ____ years.
Reason(s) to move here _____

Annual household income (approximately): ☐ _____

Main occupation(s): ☐ _____

Secondary occupation(s): ☐ _____

How is/are your occupation(s) related to tourism industry in your community? ☐ _____

Annual income from tourism related occupation(s): ☐ _____

Do you belong to any local clubs, groups, organizations, or associations?

☐ Yes. ☐ No.

If YES, Please specify the name(s) of the group(s): _____

Please respond to each of the following statements by marking (X) the response which best described your opinion. Please answer all questions.

Section 2: Factors contributing to a successful development of community-based tourism

2.1 Community participation

1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree	
1. Local people need to have more input into tourism development.	1	2	3	4	5
2. Community residents have opportunities to be involved in tourism decisions.	1	2	3	4	5
3. The tourism planning responsibility should be left to the local government.	1	2	3	4	5
4. I believe community residents have the right to know how tourism development in their community is planned.	1	2	3	4	5
5. I have been consulted by the community leader regarding tourism development in my community.	1	2	3	4	5
6. I have opportunities to attend community meetings to discuss important tourism issues.	1	2	3	4	5
7. I have attended public meetings regarding tourism planning and development.	1	2	3	4	5
8. I have been involved in action initiation relating to tourism planning.	1	2	3	4	5
9. I am able to voice my opinions about tourism planning and development in the meetings.	1	2	3	4	5
10. I have opportunities to influence my community's decisions regarding tourism planning and development.	1	2	3	4	5
11. I have provided funding for tourism development in my community.	1	2	3	4	5
12. I have hosted tourists in my property (home, orchard, etc.).	1	2	3	4	5
13. Strong public participation of the resident in community lead to the successful tourism development.	1	2	3	4	5

2.2 Benefit sharing

1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree	
1.	Most people in my community have benefitted from having tourists visit my community.				1 2 3 4 5
2.	Most people in my community have a chance to get jobs in tourism businesses.				1 2 3 4 5
3.	Community residents should receive a fair share of benefits from tourism.				1 2 3 4 5
4.	The most of benefit from tourism development goes to local entrepreneurs.				1 2 3 4 5
5.	The benefits from tourism are distributed fairly throughout my community.				1 2 3 4 5
6.	The tourism industry provides many worthwhile job opportunities for community residents.				1 2 3 4 5
7.	I would benefit from more tourism development in my community.				1 2 3 4 5

8.	Tourism has contributed to community improvement funds.	1	2	3	4	5
9.	My income has increased because of tourism.	1	2	3	4	5

2.3 Tourism resources conservation

1 = Strongly disagree		2 = Disagree		3 = Neutral		4 = Agree		5 = Strongly agree	
1.	Natural resources have been degraded because of tourism development.	1	2	3	4	5			
2.	Local people have tried to protect natural environment such as canals and waterways, native trees, fireflies, etc.	1	2	3	4	5			
3.	The local government has helped protecting natural resources.	1	2	3	4	5			
4.	Tourism businesses should strengthen their efforts in environmental conservation.	1	2	3	4	5			
5.	I think that tourism in the local area will not damage the local environment in the future.	1	2	3	4	5			
6.	The diversity of nature has been valued and protected by the tourism businesses in the community.	1	2	3	4	5			
7.	Tourists negatively affect a community's way of life.	1	2	3	4	5			
8.	Tourism has been developed in harmony with the natural and cultural environment.	1	2	3	4	5			
9.	Local people have tried to protect local cultures such as agrarians' way of life, handicrafts and cultural performances in order to promote tourism.	1	2	3	4	5			
10.	Tourism promotes cultural exchange and education.	1	2	3	4	5			

2.4 Partnership and support from within and outside of community

1 = Strongly disagree		2 = Disagree		3 = Neutral		4 = Agree		5 = Strongly agree	
1.	Local government has created and maintained infrastructure necessary for tourism.	1	2	3	4	5			
2.	Local government provides educational support for employees or business related to tourism industry.	1	2	3	4	5			
3.	Local government provides funding for tourism development and promotion.	1	2	3	4	5			
4.	New knowledge and technology have been transferred to the community with support from government and outside organizations.	1	2	3	4	5			
5.	The majority of residents support tourism development in the community.	1	2	3	4	5			
6.	I am happy and proud to see tourists coming to see what my community has to offer.	1	2	3	4	5			
7.	Tourism planning process in my community has engaged all interested parties.	1	2	3	4	5			
8.	Government sector has strongly supported tourism development in my community.	1	2	3	4	5			
9.	Overall, I support tourism development in my community.	1	2	3	4	5			

2.5 Local ownership

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	Most of the homestays and resorts are owned by local residents.				1 2 3 4 5
2.	Vendors in the community are local people.				1 2 3 4 5
3.	Most of the restaurants are owned by local residents.				1 2 3 4 5
4.	Most of the tour operators are people who come from outside of the community.				1 2 3 4 5
5.	It is acceptable when tourism businesses are not locally owned and operated.				1 2 3 4 5
6.	Tourist destination is operated by local people.				1 2 3 4 5
7.	Tourism development in my community is not controlled locally.				1 2 3 4 5
8.	It is necessary that people from my community own tourism related businesses.				1 2 3 4 5

2.6 Effective management and strong leadership

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	Community residents have been encouraged to assume leadership roles in tourism planning committees.				1 2 3 4 5
2.	Tourism development in my community is well managed.				1 2 3 4 5
3.	Tourism development leaders in my community have strong leadership skills.				1 2 3 4 5
4.	Tourism development strategy/plan in my community is effective.				1 2 3 4 5
5.	I am willing to follow tourism development directions given by the community leaders.				1 2 3 4 5
6.	The community leaders are able to manage the problems related to tourism development.				1 2 3 4 5
7.	Tourism development plan has been effectively implemented.				1 2 3 4 5
8.	I think that the tourism development leaders can manage most of the problems related to tourism development in my community.				1 2 3 4 5
9.	People in my community trust and are willing to support the community leaders.				1 2 3 4 5
10.	Tourism development plan has been regularly evaluated and adjusted accordingly.				1 2 3 4 5

2.7 Communication and interaction among stakeholders

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	I usually talk to my neighbors about tourism development in the community.				1 2 3 4 5
2.	I discuss issues related to tourism in my community with the community leader.				1 2 3 4 5
3.	Tourism development leaders always respond to the residents' inquiries or concerns regarding tourism development in the community.				1 2 3 4 5

4.	There is a full of collaboration and cooperation among government authorities responsible for tourism planning.	1	2	3	4	5
5.	Issues related to tourism development are widely discussed in the community meetings.	1	2	3	4	5
6.	I have chances to give information to tourists about my community and the floating market.	1	2	3	4	5
7.	Tourists talked to me about their experiences from traveling in my community.	1	2	3	4	5

2.8 Quality of life

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	In recent years, my community has become overcrowded because of tourists.				12345
2.	Because of tourism, community has developed more parks and recreational areas that local residents can use.				12345
3.	Tourism improves image of my community or culture.				12345
4.	The quality of public service (e.g. transportation and utilities) in my community has improved due to tourism.				12345
5.	Tourism development increases the quality of life in the area.				12345
6.	Tourism results in an increase in the cost of living.				12345
7.	My quality of life has deteriorated because of tourism.				
8.	Tourism has increased the crime rate in my community.				12345
9.	Healthcare facility has been improved as a result of tourism development in the area.				12345
10.	Overall, I am satisfied with the quality of life in my community.				12345

2.9 Small scale, locally manageable

1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree	
1.	Tourism development in my community is in a small scale.				1 2 3 4 5
2.	Tourism development at this level is locally manageable.				1 2 3 4 5
3.	The scale of tourism development in my community should be expanded to the larger scale.				1 2 3 4 5
4.	I think that tourism development in my community will be locally manageable if it is in a small scale.				1 2 3 4 5
5.	The large scale of tourism development is not appropriate in my community.				1 2 3 4 5
6.	Proper tourism development involves building facilities relatively small in scale.				1 2 3 4 5
7.	Large-scale tourism projects produce negative environmental impacts in my community.				1 2 3 4 5
8.	Small-scale of tourism facilities is important to the success of tourism development in my community.				1 2 3 4 5

2.10 Tourist satisfaction

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	I believe that tourists are satisfied with the local accommodations.				1 2 3 4 5
2.	I believe that tourists are satisfied with the local attractions and tour programs (fruit garden, local wisdom, and way of life learning, etc.).				1 2 3 4 5
3.	I believe that tourists are satisfied with the quality of food and drinks.				1 2 3 4 5
4.	I believe that tourists are satisfied with their shopping experiences.				1 2 3 4 5
5.	I believe that tourists are satisfied with the hospitality of local people.				1 2 3 4 5
6.	I believe that tourists are satisfied with accessibility to the community.				1 2 3 4 5
7.	I believe that tourists are satisfied with the reasonable price of goods and services.				1 2 3 4 5
8.	Overall, I think tourists are satisfied with their visits to my community.				1 2 3 4 5

2.11 Your opinions on tourism development in your community

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	The community enjoys being involved in tourism activities and interacted with tourists.				1 2 3 4 5
2.	Life is better in the community because of tourism.				1 2 3 4 5
3.	Tourism helps increase the level of collaboration between residents and the local government.				1 2 3 4 5
4.	Tourism has created benefits more than problems to the community.				1 2 3 4 5
5.	Tourism is necessary to community development.				1 2 3 4 5
6.	Tourism has increased residents' pride to be in the community.				1 2 3 4 5
7.	Tourism has made local residents appreciate their way of life more.				1 2 3 4 5
8.	The local residents are satisfied with tourism development in the community.				1 2 3 4 5
9.	Tourism holds great promise for my community's future.				1 2 3 4 5
10.	Overall, tourism development in my community is successful.				1 2 3 4 5

Section 3: CBT success factors

3.1. From the scale of 1-5, when 1 means unsuccessful and 5 means very successful, how would you rate the level of success in CBT development in your community? Please give some explanations regarding your choice.

3.2. What are the critical components associated with the success of tourism development in your community?

3.3. What would be the most important factor contributing to the success of CBT development in your community? Please rank the following factors from 1-10, 1 means the most important factor and 10 means the least important factor.

CBT success factors
_____ Community participation
_____ Benefit sharing
_____ Tourism resources conservation
_____ Partnership and support from within and outside community
_____ Local ownership
_____ Management and Leadership
_____ Communication and interaction among stakeholders
_____ Quality of life
_____ Scald of tourism development
_____ Tourist satisfaction

--- Thank you very much for your kind response ---

แบบสอบถามเพื่อการวิจัย
“ปัจจัยชี้วัดความสำเร็จของการพัฒนาการท่องเที่ยวโดยชุมชนของชุมชนบ้านบางพลับ
จังหวัดสมุทรสงคราม”

.....
ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

กรุณาให้ข้อมูลเกี่ยวกับตัวท่านเอง ข้อมูลเหล่านี้จะถูกเก็บเป็นความลับ และจะใช้เพื่อการวิเคราะห์ข้อมูลในงานวิจัยนี้เท่านั้น

เพศ: ☐ หญิง ☐ ชาย

อายุ: _____ ปี

สถานภาพสมรส: ☐ โสด ☐ หม้าย/หย่า

☐ สมรส ☐ สมรสแต่แยกกันอยู่

☐ อื่นๆ (โปรดระบุ): _____

การศึกษา: ☐ ประถมศึกษา ☐ มัธยมศึกษา ☐ ปริญญาตรี

☐ อื่นๆ (โปรดระบุ): _____

ระยะเวลาที่ท่านอาศัยอยู่ในชุมชนนี้: ☐ เกิดที่นี่

☐ เกิดที่อื่น แต่อาศัยอยู่ในชุมชนนี้มาเป็นระยะเวลา _____ ปี

เหตุผลที่ย้ายมาคือ _____

รายได้ของครัวเรือนต่อปี (โดยประมาณ): _____ บาท

อาชีพหลัก: _____ อาชีพเสริม: _____

อาชีพของท่านเกี่ยวข้องกับการท่องเที่ยวอย่างไร: _____

รายได้จากงานที่เกี่ยวข้องกับการท่องเที่ยวต่อปี (โดยประมาณ): _____ บาท

ท่านเป็นสมาชิกขององค์กร/กลุ่มทางสังคมใดๆ ในชุมชนหรือไม่ ☐ เป็น ☐ ไม่ได้เป็น

ถ้าเป็น กรุณาระบุชื่อกลุ่มที่ท่านเป็นสมาชิก _____

กรุณากาบาทับตัวเลขตามระดับความเห็นด้วยของท่านที่มีต่อข้อความด้านล่างให้ครบทุกข้อ
โดยเลือกคำตอบที่ตรงกับความเห็นของท่านมากที่สุด

ส่วนที่ 2: ปัจจัยที่ส่งผลต่อความสำเร็จในการพัฒนาการท่องเที่ยวโดยชุมชน

2.1 การมีส่วนร่วมของชุมชน

	1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง
1. ชาวบ้านต้องการเสนอความเห็นเกี่ยวกับการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
2. ชาวบ้านส่วนใหญ่ในชุมชนมีส่วนร่วมในการตัดสินใจที่เกี่ยวข้องกับการท่องเที่ยว	1	2	3	4	5
3. ความรับผิดชอบในการวางแผนการพัฒนาการท่องเที่ยวควรเป็นหน้าที่ของภาครัฐเท่านั้น	1	2	3	4	5
4. ข้าพเจ้าเชื่อว่าผู้ที่อยู่อาศัยในชุมชนรับทราบถึงทิศทางการวางแผนพัฒนาการท่องเที่ยวในชุมชนของตนเองว่าจะไปในทิศทางใด	1	2	3	4	5
5. ผู้นำชุมชนมีการปรึกษาหารือกับประชาชนเกี่ยวกับการพัฒนาการท่องเที่ยว	1	2	3	4	5
6. ข้าพเจ้ามีโอกาสเข้าร่วมในการประชุมที่เกี่ยวข้องกับการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
7. ข้าพเจ้าได้เข้าร่วมในการประชุมที่เกี่ยวข้องกับการวางแผนและพัฒนาการท่องเที่ยว	1	2	3	4	5
8. ข้าพเจ้ามีส่วนร่วมในการริเริ่มการดำเนินงานที่เกี่ยวข้องกับการพัฒนาการท่องเที่ยว	1	2	3	4	5
9. ข้าพเจ้าสามารถเสนอความเห็นเกี่ยวกับการวางแผนและการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
10. ข้าพเจ้ามีส่วนร่วมในการตัดสินใจที่เกี่ยวข้องกับการวางแผนและการพัฒนาการท่องเที่ยว	1	2	3	4	5
11. ข้าพเจ้าได้ให้เงินสนับสนุนการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
12. ข้าพเจ้าได้ให้การต้อนรับนักท่องเที่ยวในพื้นที่ของข้าพเจ้า (บ้านพัก, สวน, ฯลฯ)	1	2	3	4	5
13. การมีส่วนร่วมของทุกคนในชุมชนอย่างเต็มที่ เป็นสิ่งที่จำเป็นสำหรับการพัฒนาการท่องเที่ยวให้ประสบความสำเร็จ	1	2	3	4	5

2.2 การแบ่งปันผลประโยชน์

	1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง
1. คนส่วนใหญ่ในชุมชนได้รับผลประโยชน์จากการที่มีนักท่องเที่ยวมาเยือนที่หมู่บ้าน	1	2	3	4	5
2. คนส่วนใหญ่ในชุมชนมีโอกาสที่จะได้ทำงานเกี่ยวกับธุรกิจการท่องเที่ยว	1	2	3	4	5
3. ผู้ที่อาศัยในชุมชนควรจะได้รับการจัดสรรส่วนแบ่งผลประโยชน์จากการท่องเที่ยวอย่างเป็นธรรม	1	2	3	4	5
4. ผู้ที่ได้รับผลประโยชน์จากการพัฒนาการท่องเที่ยวมากที่สุด คือ ผู้ประกอบการในท้องถิ่น	1	2	3	4	5
5. มีการจัดสรรผลประโยชน์จากการท่องเที่ยวภายในชุมชนอย่างทั่วถึง และเป็นธรรม	1	2	3	4	5
6. อุตสาหกรรมการท่องเที่ยวช่วยให้เกิดตำแหน่งงานมากขึ้นสำหรับคนในชุมชน	1	2	3	4	5

7. ข้าพเจ้ามีส่วนได้รับผลประโยชน์จากการพัฒนาการท่องเที่ยวภายในชุมชน	1	2	3	4	5
8. การท่องเที่ยวมีส่วนช่วยให้ชุมชนมีทุนเพื่อการพัฒนามากขึ้น	1	2	3	4	5
9. รายได้ของข้าพเจ้าเพิ่มขึ้นเนื่องจากการท่องเที่ยว	1	2	3	4	5

2.3 การอนุรักษ์ทรัพยากรทางการท่องเที่ยว

1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง
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1. ทรัพยากรทางธรรมชาติมีสภาพเสื่อมลงเนื่องจากการพัฒนาการท่องเที่ยว	1	2	3	4	5
2. ชาวบ้านได้พยายามที่จะปกป้องสภาพแวดล้อมทางธรรมชาติ เช่น แม่น้ำลำคลอง, ต้นไม้ท้องถิ่น, หิ้งห้อย, ฯลฯ	1	2	3	4	5
3. หน่วยงานภาครัฐในท้องถิ่นมีส่วนช่วยปกป้องทรัพยากรธรรมชาติ	1	2	3	4	5
4. ผู้ประกอบการด้านการท่องเที่ยวควรที่จะเพิ่มความพยายามในการอนุรักษ์สิ่งแวดล้อมให้มากขึ้น	1	2	3	4	5
5. ข้าพเจ้าคิดว่าการพัฒนาการท่องเที่ยวในชุมชนจะไม่ทำลายสิ่งแวดล้อมของชุมชนในอนาคต	1	2	3	4	5
6. ผู้ประกอบการธุรกิจการท่องเที่ยวให้ความสำคัญ และช่วยปกป้องทรัพยากรธรรมชาติภายในชุมชน	1	2	3	4	5
7. การท่องเที่ยวส่งผลในแง่ลบต่อวิถีชีวิตของชาวบ้านภายในชุมชน	1	2	3	4	5
8. การพัฒนาการท่องเที่ยวมีความสอดคล้องกับสภาพแวดล้อมทางธรรมชาติและวัฒนธรรมของชุมชน	1	2	3	4	5
9. ชาวชุมชนพยายามที่จะปกป้องวัฒนธรรมท้องถิ่น เช่น วิถีชีวิตชาวสวน, การทำอาหารหรือขนม, งานหัตถกรรม, ฯลฯ เพื่อส่งเสริมการท่องเที่ยว	1	2	3	4	5
10. การท่องเที่ยวช่วยส่งเสริมการแลกเปลี่ยน และเรียนรู้ทางวัฒนธรรม	1	2	3	4	5

2.4 ความร่วมมือและการสนับสนุนจากภายในและภายนอกชุมชน

1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง
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1. หน่วยงานภาครัฐในท้องถิ่นได้สร้างและดูแลสาธารณูปโภคที่จำเป็นต่อการท่องเที่ยว	1	2	3	4	5
2. หน่วยงานภาครัฐในท้องถิ่นได้สนับสนุนทางการศึกษาให้แก่พนักงานลูกจ้าง หรือธุรกิจที่เกี่ยวข้องกับอุตสาหกรรมการท่องเที่ยว	1	2	3	4	5
3. หน่วยงานภาครัฐในท้องถิ่นได้จัดสรรเงินทุนเพื่อการพัฒนาและส่งเสริมการท่องเที่ยว	1	2	3	4	5
4. องค์ความรู้ใหม่ๆ และเทคโนโลยีได้ถูกถ่ายทอดมาสู่ชุมชนโดยการสนับสนุนของหน่วยงานภาครัฐและองค์กรอื่นๆ จากภายนอก	1	2	3	4	5
5. ชาวบ้านส่วนใหญ่ให้การสนับสนุนการพัฒนาการท่องเที่ยวภายในชุมชน	1	2	3	4	5

6. ข้าพเจ้ามีความยินดีและภาคภูมิใจที่เห็นนักท่องเที่ยวเดินทางมาดูสิ่งที่น่าสนใจของข้าพเจ้าได้นำเสนอ	1	2	3	4	5
7. ผู้แทนจากทุกภาคส่วนได้เข้าร่วมในการวางแผนการท่องเที่ยวในชุมชนของข้าพเจ้า	1	2	3	4	5
8. องค์กรภาครัฐได้ให้การสนับสนุนการพัฒนาการท่องเที่ยวในชุมชนอย่างเต็มที่	1	2	3	4	5
9. โดยรวม ข้าพเจ้าสนับสนุนการพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้า	1	2	3	4	5

2.5 ความเป็นเจ้าของธุรกิจท่องเที่ยวของชุมชน

1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง	
1. ที่พักสำหรับนักท่องเที่ยว (หรือโฮมสเตย์) ส่วนใหญ่เป็นของชาวบ้านในชุมชน	1	2	3	4	5
2. ผู้ค้าที่มาขายของในชุมชนเป็นชาวบ้านในท้องถิ่น	1	2	3	4	5
3. ร้านอาหารส่วนใหญ่เป็นของชาวชุมชน	1	2	3	4	5
4. บริษัททัวร์ส่วนใหญ่ดำเนินการโดยคนที่มาจากภายนอกชุมชน	1	2	3	4	5
5. การที่คนจากภายนอกชุมชนเป็นเจ้าของธุรกิจหรือเป็นผู้ดำเนินธุรกิจที่เกี่ยวข้องกับการท่องเที่ยวเป็นสิ่งที่ยอมรับได้	1	2	3	4	5
6. ชาวบ้านในชุมชนเป็นผู้บริหารจัดการแหล่งท่องเที่ยวในชุมชน	1	2	3	4	5
7. ชาวชุมชนไม่ได้เป็นผู้ควบคุมดูแลการพัฒนาการท่องเที่ยวในชุมชนของตนเอง	1	2	3	4	5
8. การที่ชาวบ้านในชุมชนเป็นเจ้าของธุรกิจที่เกี่ยวข้องกับการท่องเที่ยวเป็นสิ่งที่จำเป็น	1	2	3	4	5

2.6 การบริหารจัดการและภาวะผู้นำ

1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง	
1. ชาวบ้านในชุมชนได้รับการส่งเสริมให้ทำหน้าที่ผู้นำในการวางแผนการท่องเที่ยวในชุมชน	1	2	3	4	5
2. การพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้ามีการจัดการที่ดี	1	2	3	4	5
3. ผู้นำในการพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้ามีทักษะความเป็นผู้นำที่เข้มแข็ง	1	2	3	4	5
4. แผน/กลยุทธ์ในการพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้ามีประสิทธิภาพดี	1	2	3	4	5
5. ข้าพเจ้ายินดีที่จะดำเนินตามทิศทางการพัฒนาการท่องเที่ยวของผู้นำชุมชน	1	2	3	4	5
6. ผู้นำชุมชนสามารถจัดการกับปัญหาที่เกี่ยวกับการพัฒนาการท่องเที่ยวได้เป็นอย่างดี	1	2	3	4	5
7. แผนพัฒนาการท่องเที่ยวได้ถูกนำไปปฏิบัติอย่างมีประสิทธิภาพ	1	2	3	4	5
8. ข้าพเจ้าคิดว่าผู้นำในการพัฒนาการท่องเที่ยวสามารถจัดการกับปัญหาต่างๆ ที่เกี่ยวข้องกับการพัฒนาการท่องเที่ยวในชุมชนได้	1	2	3	4	5
9. ชาวบ้านในชุมชนของข้าพเจ้าไว้วางใจ และยินดีที่จะสนับสนุนผู้นำชุมชน	1	2	3	4	5

10. แผนพัฒนาการท่องเที่ยวได้รับการประเมิน และปรับปรุงให้เหมาะสมอยู่เสมอ 1 2 3 4 5

2.7 การสื่อสาร และการมีปฏิสัมพันธ์ระหว่างผู้มีส่วนได้ส่วนเสีย

1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ปานกลาง 4 = เห็นด้วย 5 = เห็นด้วยอย่างยิ่ง

1. ข้าพเจ้ามักจะพูดคุยกับเพื่อนบ้านเกี่ยวกับการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
2. ข้าพเจ้าหารือในเรื่องที่เกี่ยวกับการท่องเที่ยวในชุมชนกับผู้นำชุมชน	1	2	3	4	5
3. ผู้นำด้านการพัฒนาการท่องเที่ยวในชุมชนตอบสนองต่อข้อสงสัยที่เกี่ยวข้องกับการพัฒนาการท่องเที่ยวของชาวบ้านในชุมชนอยู่เสมอ	1	2	3	4	5
4. มีความร่วมมือและการประสานงานกันในระหว่างหน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบในการวางแผนการท่องเที่ยวเป็นอย่างดี	1	2	3	4	5
5. มีการอภิปรายในเรื่องที่เกี่ยวข้องกับการพัฒนาการท่องเที่ยวกันอย่างกว้างขวางในการประชุมของหมู่บ้าน	1	2	3	4	5
6. ข้าพเจ้ามีโอกาสได้ให้ข้อมูลที่เกี่ยวข้องกับชุมชนให้แก่นักท่องเที่ยว	1	2	3	4	5
7. นักท่องเที่ยวสนทนากับข้าพเจ้าเกี่ยวกับประสบการณ์ที่ได้รับจากการมาเที่ยวที่ชุมชนของข้าพเจ้า	1	2	3	4	5

2.8 คุณภาพชีวิต

1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ปานกลาง 4 = เห็นด้วย 5 = เห็นด้วยอย่างยิ่ง

1. ชุมชนของข้าพเจ้าเกิดความแออัดยัดเยียดเนื่องจากนักท่องเที่ยวมีจำนวนเพิ่มมากขึ้น	1	2	3	4	5
2. เนื่องมาจากการท่องเที่ยว ชุมชนมีการพัฒนาสวนสาธารณะ และสถานที่พักผ่อนหย่อนใจที่ชาวบ้านสามารถเข้าไปใช้ได้	1	2	3	4	5
3. การท่องเที่ยวช่วยส่งเสริมภาพลักษณ์ของชุมชนและวัฒนธรรม	1	2	3	4	5
4. การให้บริการสาธารณะ เช่น ถนน, ไฟฟ้า, และน้ำประปา มีคุณภาพดีขึ้นเนื่องจากการพัฒนาการท่องเที่ยว	1	2	3	4	5
5. การพัฒนาการท่องเที่ยวช่วยให้คุณภาพชีวิตในท้องถิ่นดีขึ้น	1	2	3	4	5
6. การท่องเที่ยวส่งผลให้ค่าครองชีพสูงขึ้น เช่น สินค้ามีราคาแพงขึ้น	1	2	3	4	5
7. คุณภาพชีวิตของข้าพเจ้าแย่ลงเนื่องจากการท่องเที่ยว	1	2	3	4	5
8. การท่องเที่ยวทำให้เกิดปัญหาอาชญากรรมเพิ่มขึ้นภายในชุมชน	1	2	3	4	5
9. สุขภาพอนามัยของคนในชุมชนได้รับการพัฒนาเป็นผลมาจากการพัฒนาการท่องเที่ยวในท้องถิ่น	1	2	3	4	5
10. โดยรวม ข้าพเจ้ามีความพอใจในคุณภาพชีวิตในชุมชนของข้าพเจ้า	1	2	3	4	5

2.9 ขนาดของการพัฒนาการท่องเที่ยว

1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง	
1. การพัฒนาการท่องเที่ยวในชุมชนควรเป็นการพัฒนาขนาดเล็ก	1	2	3	4	5
2. การพัฒนาการท่องเที่ยวในระดับที่เป็นอยู่เป็นระดับที่ชาวบ้านสามารถบริหารจัดการเองได้	1	2	3	4	5
3. การพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้าควรที่จะขยายให้ใหญ่ขึ้น	1	2	3	4	5
4. ถ้าหากว่าการพัฒนาการท่องเที่ยวในชุมชนเป็นขนาดเล็ก ข้าพเจ้าคิดว่าชุมชนของข้าพเจ้าจะสามารถบริหารจัดการได้เอง	1	2	3	4	5
5. การพัฒนาการท่องเที่ยวขนาดใหญ่ไม่เหมาะสมต่อชุมชนของข้าพเจ้า	1	2	3	4	5
6. การพัฒนาการท่องเที่ยวที่เหมาะสมควรมีการสร้างสิ่งอำนวยความสะดวกที่อยู่ในระดับไม่ใหญ่มาก	1	2	3	4	5
7. โครงการพัฒนาการท่องเที่ยวขนาดใหญ่จะทำให้เกิดผลเสียต่อชุมชน	1	2	3	4	5
8. การพัฒนาการท่องเที่ยวที่เป็นขนาดเล็ก เป็นสิ่งสำคัญต่อความสำเร็จของการพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้า	1	2	3	4	5

2.10 ความพึงพอใจของนักท่องเที่ยว

1 = ไม่เห็นด้วยอย่างยิ่ง	2 = ไม่เห็นด้วย	3 = ปานกลาง	4 = เห็นด้วย	5 = เห็นด้วยอย่างยิ่ง	
1. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านที่พักแรมในชุมชน	1	2	3	4	5
2. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านแหล่งท่องเที่ยวในชุมชน (เช่น การชมสวนผลไม้, กิจกรรมเรียนรู้วิถีชีวิตและภูมิปัญญาท้องถิ่น, ฯลฯ)	1	2	3	4	5
3. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านคุณภาพของอาหารและเครื่องดื่ม	1	2	3	4	5
4. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านการจำหน่ายซื้อสินค้า	1	2	3	4	5
5. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านอัธยาศัยไมตรีในการต้อนรับนักท่องเที่ยวของชาวบ้าน	1	2	3	4	5
6. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านความสะดวกในการเข้าถึงชุมชน	1	2	3	4	5
7. ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในด้านราคาสินค้าและบริการที่มีเหมาะสมเหตุผล	1	2	3	4	5
8. โดยรวม ข้าพเจ้าเชื่อว่านักท่องเที่ยวได้รับความพึงพอใจในการมาเที่ยวที่ชุมชนของข้าพเจ้า	1	2	3	4	5

2.11 ความคิดเห็นของท่านที่มีต่อการพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับ

1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ปานกลาง 4 = เห็นด้วย 5 = เห็นด้วยอย่างยิ่ง

1. ชาวบ้านในชุมชนรู้สึกเพลิดเพลินที่ได้มีส่วนร่วมในกิจกรรมทางการท่องเที่ยว และการได้มีปฏิสัมพันธ์กับนักท่องเที่ยว	1	2	3	4	5
2. ชีวิตความเป็นอยู่ในชุมชนดีขึ้นเนื่องจากการท่องเที่ยว	1	2	3	4	5
3. การท่องเที่ยวช่วยเพิ่มระดับความร่วมมือระหว่างชาวบ้านและองค์กรภาครัฐ	1	2	3	4	5
4. การท่องเที่ยวก่อให้เกิดผลประโยชน์มากกว่าปัญหาในชุมชน	1	2	3	4	5
5. การท่องเที่ยวมีความจำเป็นต่อการพัฒนาชุมชน	1	2	3	4	5
6. การท่องเที่ยวช่วยเพิ่มความภาคภูมิใจของชาวบ้านที่มีต่อการอาศัยอยู่ในชุมชน	1	2	3	4	5
7. การท่องเที่ยวทำให้ชาวบ้านมีความชื่นชมในวิถีชีวิตของตนเองมากขึ้น	1	2	3	4	5
8. ชาวบ้านรู้สึกพึงพอใจต่อการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
9. การท่องเที่ยวถือเป็นแนวโน้มที่ดีต่ออนาคตของชุมชน	1	2	3	4	5
10. โดยรวม การพัฒนาการท่องเที่ยวในชุมชนของข้าพเจ้าถือว่าประสบความสำเร็จ	1	2	3	4	5

ส่วนที่ 3: ปัจจัยที่มีผลต่อความสำเร็จของการท่องเที่ยวโดยชุมชน

3.1. จากระดับ 1-5 โดยที่ 1 หมายถึง ไม่ประสบความสำเร็จ และ 5 หมายถึงประสบความสำเร็จเป็นอย่างมาก ท่านให้คะแนนระดับความสำเร็จของการพัฒนาการท่องเที่ยวในชุมชนของท่านอย่างไร กรุณาอธิบายเหตุผลประกอบการตัดสินใจ

3.2. ท่านคิดว่าอะไรเป็นองค์ประกอบที่สำคัญที่ทำให้การท่องเที่ยวในชุมชนของท่านประสบความสำเร็จ

3.3. อะไรเป็นปัจจัยที่สำคัญที่สุดที่ทำให้การพัฒนาการท่องเที่ยวในชุมชนของท่านประสบความสำเร็จ กรุณาจัดลำดับของปัจจัยด้านล่างจาก 1-10 โดยที่ 1 หมายถึงปัจจัยที่สำคัญมากที่สุด และ 10 หมายถึงปัจจัยที่สำคัญน้อยที่สุด

ปัจจัยที่มีผลต่อความสำเร็จของการท่องเที่ยวโดยชุมชน
_____ การมีส่วนร่วมของชุมชน
_____ การแบ่งปันผลประโยชน์
_____ การอนุรักษ์ทรัพยากรทางการท่องเที่ยว
_____ ความร่วมมือที่เข้มแข็ง และการสนับสนุนจากทั้งภายในและภายนอกชุมชน
_____ ความเป็นเจ้าของธุรกิจท่องเที่ยวของชุมชน
_____ การบริหารจัดการที่มีประสิทธิภาพ และการมีผู้นำที่เข้มแข็ง
_____ การสื่อสาร และการมีปฏิสัมพันธ์ระหว่างผู้มีส่วนได้ส่วนเสีย
_____ คุณภาพชีวิต
_____ การพัฒนาขนาดเล็ก และการบริหารจัดการด้วยชุมชนเอง
_____ ความพึงพอใจของนักท่องเที่ยว

*****ขอขอบคุณสำหรับความร่วมมือในการตอบแบบสอบถาม*****

APPENDIX B

INTERVIEW GUIDE

Interview guides for stakeholders of CBT development in Baan Bang Plub community

Part I: Background information

1. Please tell me about yourself, how old are you? How long have you lived in this community
2. What is your occupation? How long have you been working at your current job? How is it related to tourism in your community?
 - 2.1. For business owners: how many employees do you have? Where are they from?
 - 2.2. For government and NGOs officers: what are the major responsibilities of your organization?
 - 2.3. For community leaders: what are your responsibilities regarding tourism development in the communities?
3. What roles have you taken in local tourism development? How did you become involved in tourism?

Part II: CBT development

1. How would you characterize Baan Bang Plub community?
2. How would you describe life in Baan Bang Plub community?
3. How would you characterize Baan Bang Plub community before the development of tourism?
4. How have tourism been developed in Baan Bang Plub community? Who initiate tourism development in the areas? Who plays a major role in managing tourism in the areas?
5. What are the major tourist attractions in Baan Bang Plub community?
6. How would you describe the floating market(s) in Baan Bang Plub community? When and how are they initiated? How important are they to tourism development in the areas?
7. What is your opinion about the way tourism has developed in Baan Bang Plub community?
8. In what ways the two communities differ in CBT practices? And Why?
9. What are the critical issues concerning the management of CBT in the areas?
10. From your experiences and observations, what are the changes brought by tourism to Baan Bang Plub community? What do you think about these changes?

11. What major advantages do you think tourism has brought to Baan Bang Plub community?
12. What major disadvantages do you think tourism has brought to Baan Bang Plub community?
13. What are the challenges for tourism development in Baan Bang Plub community?
14. How would you like Baan Bang Plub community to be in the future?

Part III: CBT critical success factors

Community participation

1. How do Baan Bang Plub community manage its tourism development?
2. Have all stakeholders been involved in tourism planning and decision-making? If not, who have been left out? And Why?
3. Have you ever participated in any tourism development processes taking place in Baan Bang Plub community? If yes, in what way? Can you please describe your experience?
4. In what ways have you been benefited from your participation?
5. What processes exist for community involvement in tourism decision-making?
6. What would be the major obstacles discouraging the involvement and participation of CBT stakeholders in tourism planning and decision-making processes?

Benefit sharing

1. What are the benefits from CBT development in the communities and how are they shared?
2. Who do you think tourism had benefited the most/least? And Why?

Tourism resources conservation

1. What are the characteristics of tourist attractions in the communities that make them different from other destinations?
2. What do you do to conserve tourism resources such as the natural environment as well as local culture and traditional way of life?

Partnership and support from within and outside of community

1. What are the roles of CBT stakeholders in tourism development in the areas?
2. What kinds of support or partnership are available from outside of the communities?
3. What kinds of support or partnership are available from within the communities?
4. How do the residents support or oppose tourism development in the areas?

Local ownership

1. Who is/are the owner(s) of CBT development projects or businesses in Baan Bang Plub community? (local people or outsiders)
2. How important do you think the ownership of tourism development projects or businesses are local residents?
3. How should tourism development projects or businesses be operated? (only by local people, only by outsiders, or as a partnership between locals and outsiders)

Management and leadership

1. Do you think the current management of tourism in Baan Bang Plub community are effective? Please specify the reasons of your choice. What could be done in order to improve the effectiveness of tourism management?
2. What are the outstanding characteristics of the current tourism leadership in Baan Bang Plub community? Please specify the reasons of your answer. What could be done in order to have strong leadership?

Communication and interaction among stakeholders

1. Are you aware of any communications (discussions, meetings, phone conversations) between local people and people, business, or government agencies from outside my community?
2. How often do you discuss issues related to tourism in your community with others? Whom did you talk to?
3. Have you been discussed about tourism development decisions with other local stakeholders?

Quality of life

1. How does tourism development in the areas affect the quality of life Baan Bang Plub community?
2. How could CBT development improve the quality of life in Baan Bang Plub community in the future?

Small scale, locally manageable

1. How would you describe the size or scale of tourism development in Baan Bang Plub community?
2. Is it necessary that tourism development in Baan Bang Plub community should be in a small scale in order to be locally manageable? And why?

Tourist satisfaction

1. How do tourists rate their level of satisfaction towards their experiences in the areas?
2. What do you think tourists like the most about Baan Bang Plub community?
3. In your opinion, what would be the factors associated with the level of satisfaction of tourists visiting Baan Bang Plub community?

Successful CBT development

1. What are the goals of CBT development in Baan Bang Plub community? Why are these goals important to the community?
2. Until now, how have these goals been met? Please explain?
3. What would be the factors contributing to the success of tourism development in local communities?
4. What are the critical components associated with the success of tourism development in Baan Bang Plub community?
5. What would be the most important factor contributing to the success of CBT development in Baan Bang Plub community? Please rank the following factors from 1-10, 1 means the most important factor and 10 means the least important factor.

Baan Bang Plub
____ Community participation
____ Benefit sharing
____ Tourism resources conservation
____ Strong partnership and support from within and outside community
____ Local ownership
____ Effective management and strong leadership
____ Communication and interaction among stakeholders
____ Quality of life
____ Small scale, locally manageable
____ Tourist satisfaction

6. What are the criteria guiding your decision when determining whether CBT in the community is successful or not?
7. From the scale of 1-5, when 0 means unsuccessful and 5 means very successful, how would you rate the level of success in CBT development in Baan Bang Plub community? Please give some explanations regarding your choice.
8. What advice would you give to better tourism development in Baan Bang Plub community?

**คำถามเบื้องต้นที่ใช้ในการสัมภาษณ์ผู้มีส่วนได้ส่วนเสียในการพัฒนาการท่องเที่ยวโดยชุมชนที่ชุมชน
บ้านบางพลับ**

ส่วนที่ 1: ข้อมูลทั่วไป

1. กรุณาพูดถึงตัวท่านเอง ท่านมีอายุกี่ปี ท่านอาศัยอยู่ในชุมชนนี้มานานเท่าไร
2. ท่านมีอาชีพอะไร ท่านประกอบอาชีพนี้มานานแค่ไหน อาชีพนี้เกี่ยวข้องกับการท่องเที่ยวในชุมชนของท่านอย่างไร
- 2.4. สำหรับเจ้าของธุรกิจ: ท่านมีพนักงานกี่คน พวกเขามาจากที่ไหน
- 2.5. สำหรับเจ้าหน้าที่องค์กรภาครัฐ และองค์กรอิสระ: อะไรเป็นหน้าที่ความรับผิดชอบหลักขององค์กรที่ท่านสังกัดอยู่
- 2.6. สำหรับผู้นำชุมชน: อะไรเป็นหน้าที่ความรับผิดชอบของท่านที่เกี่ยวข้องกับการพัฒนาการท่องเที่ยวในชุมชน
3. ท่านมีบทบาทในการพัฒนาการท่องเที่ยวในท้องถิ่นอย่างไร ท่านเข้ามามีส่วนร่วมในการท่องเที่ยวได้อย่างไร

ส่วนที่ 2: การพัฒนาการท่องเที่ยวโดยชุมชน

1. ท่านจะอธิบายลักษณะของชุมชนบ้านบางพลับอย่างไร
2. ท่านจะอธิบายชีวิตในชุมชนบ้านบางพลับอย่างไร?
3. ท่านจะอธิบายลักษณะของชุมชนบ้านบางพลับ ในช่วงก่อนการพัฒนาการท่องเที่ยวอย่างไร
4. การพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับเกิดขึ้นได้อย่างไร ใครเป็นคนริเริ่มการพัฒนาการท่องเที่ยวในท้องถิ่น ใครมีหน้าที่หลักในการบริหารจัดการการท่องเที่ยวในพื้นที่
5. อะไรเป็นสถานที่ท่องเที่ยวที่สำคัญในพื้นที่ชุมชนบ้านบางพลับ
6. ท่านจะอธิบายเกี่ยวกับการท่องเที่ยวเชิงเกษตรในชุมชนบ้านบางพลับอย่างไร ใครเป็นคนริเริ่มการพัฒนาการท่องเที่ยว และตั้งแต่เมื่อใด การเกษตรมีความสำคัญต่อการพัฒนาการท่องเที่ยวในพื้นที่อย่างไร
7. ท่านมีความคิดเห็นอย่างไรต่อรูปแบบการท่องเที่ยวที่ถูกพัฒนาขึ้นในบ้านบางพลับ
8. อะไรเป็นประเด็นหลักที่เกี่ยวข้องกับการจัดการการท่องเที่ยวโดยชุมชนในพื้นที่

9. จากประสบการณ์ และการสังเกตของท่าน การท่องเที่ยวได้นำมาซึ่งความเปลี่ยนแปลงในบ้านบางพลับในด้านใดบ้าง ท่านมีความคิดเห็นอย่างไรต่อการเปลี่ยนแปลงเหล่านี้
10. ท่านคิดว่าการท่องเที่ยวได้ก่อให้เกิดประโยชน์ต่อชุมชนบ้านบางพลับในด้านใดบ้าง
11. ท่านคิดว่าการท่องเที่ยวได้ก่อให้เกิดผลเสียต่อชุมชนบ้านบางพลับในด้านใดบ้าง
12. อะไรเป็นสิ่งที่ท้าทายต่อการพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับ
13. ท่านอยากให้ชุมชนบ้านบางพลับเป็นอย่างไรในอนาคต

ส่วนที่ 3: ปัจจัยสำคัญที่มีผลต่อความสำเร็จของการท่องเที่ยวโดยชุมชน

การมีส่วนร่วมของชุมชน

1. ชุมชนบ้านบางพลับมีการบริหารจัดการการพัฒนาการท่องเที่ยวอย่างไร
2. ผู้มีส่วนได้ส่วนเสียทั้งหมดได้มีส่วนร่วมในการวางแผนและการตัดสินใจเกี่ยวกับการท่องเที่ยวหรือไม่ ถ้าไม่, ใครที่ไม่ได้เข้าร่วม และเพราะอะไร
3. ท่านได้มีส่วนร่วมในขั้นตอนการพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับหรือไม่ ถ้ามี, ในด้านใด กรุณาอธิบายถึงประสบการณ์ของท่าน
4. ท่านได้รับประโยชน์จากการเข้าร่วมอย่างไร
5. ขั้นตอนในการเข้าไปมีส่วนร่วมในการตัดสินใจเกี่ยวกับการท่องเที่ยวมีลักษณะเป็นอย่างไร
6. อะไรเป็นอุปสรรคหลักที่ขัดขวางการเข้าไปมีส่วนร่วมของผู้มีส่วนได้ส่วนเสียของการท่องเที่ยวโดยชุมชนในการวางแผนและการตัดสินใจที่เกี่ยวข้องกับการท่องเที่ยว

การแบ่งปันผลประโยชน์

1. อะไรเป็นผลประโยชน์ที่ได้จากการพัฒนาการท่องเที่ยวโดยชุมชนภายในชุมชน และมีการแบ่งปันผลประโยชน์เหล่านั้นอย่างไร
2. ใครเป็นผู้ที่ได้รับผลประโยชน์จากการท่องเที่ยวมากที่สุด และน้อยที่สุด และเป็นเพราะอะไร

การอนุรักษ์ทรัพยากรทางการท่องเที่ยว

1. อะไรเป็นลักษณะเด่นของสถานที่ท่องเที่ยวในชุมชนที่ทำให้เกิดความแตกต่างจากสถานที่ท่องเที่ยวอื่นๆ
2. ท่านได้ทำอะไรบ้างเพื่อเป็นการอนุรักษ์ทรัพยากรทางการท่องเที่ยว เช่น สภาพแวดล้อมทางธรรมชาติ วัฒนธรรมท้องถิ่น และวิถีชีวิตแบบดั้งเดิม

ความร่วมมือที่เข้มแข็ง และการสนับสนุนจากทั้งภายในและภายนอกชุมชน

1. บทบาทของผู้มีส่วนได้ส่วนเสียของการท่องเที่ยวโดยชุมชนในการพัฒนาการท่องเที่ยวในพื้นที่คืออะไร
2. ความร่วมมือ และการสนับสนุนจากภายนอกชุมชนมีอะไรบ้าง
3. ความร่วมมือ และการสนับสนุนจากภายในชุมชนมีอะไรบ้าง
4. ชาวบ้านในชุมชนให้การสนับสนุนหรือต่อต้านการพัฒนาการท่องเที่ยวในพื้นที่อย่างไรบ้าง

ความเป็นเจ้าของธุรกิจท่องเที่ยวของชุมชน

1. ใครเป็นเจ้าของแหล่งท่องเที่ยวโดยชุมชนในชุมชนบ้านบางพลับ (ชาวบ้านหรือบุคคลภายนอก)
2. ท่านคิดว่าการที่คนในชุมชนเป็นเจ้าของของโครงการพัฒนาการท่องเที่ยวหรือธุรกิจที่เกี่ยวข้องกับการท่องเที่ยวมีความสำคัญแค่ไหน
3. โครงการพัฒนาการท่องเที่ยวหรือธุรกิจที่เกี่ยวข้องกับการท่องเที่ยวควรมีรูปแบบการดำเนินงานอย่างไร (โดยชาวบ้านเท่านั้น, โดยคนนอกเท่านั้น, หรือเป็นความร่วมมือระหว่างชาวบ้านและคนนอก)

การบริหารจัดการที่มีประสิทธิภาพ และการมีผู้นำที่เข้มแข็ง

1. ท่านคิดว่าการบริหารจัดการการท่องเที่ยวในชุมชนบ้านบางพลับมีประสิทธิภาพหรือไม่ โปรดให้คำอธิบายเหตุผลที่ท่านเลือกตอบตามนั้น อะไรเป็นสิ่งที่น่าจะทำได้เพื่อทำให้การบริหารจัดการการท่องเที่ยวมีประสิทธิภาพมากขึ้น
2. อะไรเป็นลักษณะเด่นของผู้นำด้านการพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับ โปรดระบุเหตุผลที่ท่านเลือกตอบตามนั้น อะไรเป็นสิ่งที่น่าจะทำได้เพื่อให้ได้ผู้นำที่มีความเข้มแข็ง

การสื่อสาร และการมีปฏิสัมพันธ์ระหว่างผู้มีส่วนได้ส่วนเสีย

1. ท่านได้พบเห็นการติดต่อสื่อสาร (การอภิปราย, การประชุม, การคุยโทรศัพท์) ระหว่างชาวบ้านและบุคคลอื่นๆ, ผู้ประกอบการ, หรือผู้แทนองค์กรภาครัฐจากภายนอกชุมชนบ้างหรือไม่
2. ท่านได้พูดคุยในเรื่องที่เกี่ยวข้องกับการท่องเที่ยวในชุมชนของท่านกับผู้อื่นบ่อยครั้งแค่ไหน ใครคือคนที่ท่านสนทนาด้วย
3. ท่านได้มีการอภิปรายเกี่ยวกับการตัดสินใจในเรื่องการพัฒนาการท่องเที่ยวกับผู้มีส่วนได้ส่วนเสียในชุมชนคนอื่นๆ หรือไม่

คุณภาพชีวิต

1. การพัฒนาการท่องเที่ยวในชุมชนส่งผลต่อคุณภาพชีวิตในชุมชนบ้านบางพลับอย่างไร
2. การพัฒนาการท่องเที่ยวโดยชุมชนจะช่วยให้คุณภาพชีวิตในชุมชนบ้านบางพลับดีขึ้นได้อย่างไรในอนาคต

การพัฒนาขนาดเล็ก และชุมชนสามารถบริหารจัดการได้

1. ท่านจะอธิบายขนาดของการพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับอย่างไร
2. มีความจำเป็นหรือไม่ที่การพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับควรเป็นการพัฒนาขนาดเล็ก เพื่อให้ชุมชนสามารถบริหารจัดการได้ และเป็นเพราะเหตุใด

ความพึงพอใจของนักท่องเที่ยว

1. นักท่องเที่ยวมีการประเมินความพึงพอใจต่อประสบการณ์ที่ได้รับจากการมาเที่ยวในพื้นที่นี้อย่างไร
2. ท่านคิดว่านักท่องเที่ยวชื่นชอบอะไรมากที่สุดเกี่ยวกับชุมชนบ้านบางพลับ
3. อะไรเป็นปัจจัยที่เกี่ยวข้องกับระดับความพึงพอใจของนักท่องเที่ยวเมื่อมาเที่ยวที่ชุมชนบ้านบางพลับ

ความสำเร็จของการพัฒนาการท่องเที่ยวโดยชุมชน

1. อะไรเป็นเป้าหมายหลักในการพัฒนาการท่องเที่ยวโดยชุมชนในชุมชนบ้านบางพลับ เป้าหมายเหล่านี้มีความสำคัญอย่างไรต่อชุมชน
2. จวบจนปัจจุบัน เป้าหมายเหล่านี้มีการบรรลุไปแล้วหรือไม่อย่างไร กรุณา
3. อะไรคือปัจจัยที่ส่งผลต่อความสำเร็จในการพัฒนาการท่องเที่ยวในชุมชน
4. อะไรเป็นองค์ประกอบที่สำคัญที่ทำให้การท่องเที่ยวในชุมชนบ้านบางพลับประสบความสำเร็จ
5. อะไรเป็นปัจจัยที่สำคัญที่สุดที่ทำให้การพัฒนาการท่องเที่ยวโดยชุมชนในบ้านบางพลับประสบความสำเร็จ กรุณาจัดลำดับของปัจจัยด้านล่างจาก 1-10 โดยที่ 1 หมายถึงปัจจัยที่สำคัญมากที่สุด และ 10 หมายถึงปัจจัยที่สำคัญน้อยที่สุด

บ้านบางพลับ
_____ การมีส่วนร่วมของชุมชน
_____ การแบ่งปันผลประโยชน์
_____ การอนุรักษ์ทรัพยากรทางการท่องเที่ยว
_____ ความร่วมมือที่เข้มแข็ง และการสนับสนุนจากทั้งภายในและภายนอกชุมชน
_____ ความเป็นเจ้าของธุรกิจท่องเที่ยวของชุมชน
_____ การบริหารจัดการที่มีประสิทธิภาพ และการมีผู้นำที่เข้มแข็ง
_____ การสื่อสาร และการมีปฏิสัมพันธ์ระหว่างผู้มีส่วนได้ส่วนเสีย
_____ คุณภาพชีวิต
_____ การพัฒนาขนาดเล็ก และการบริหารจัดการด้วยชุมชนเอง
_____ ความพึงพอใจของนักท่องเที่ยว

6. อะไรเป็นเงื่อนไขที่ทำให้ท่านตัดสินใจระบุว่าการท่องเที่ยวโดยชุมชนในชุมชนของท่านประสบความสำเร็จหรือไม่
7. จากระดับ 0-5 โดยที่ 0 หมายถึง ไม่ประสบความสำเร็จ และ 5 หมายถึงประสบความสำเร็จเป็นอย่างมาก ท่านจะให้คะแนนระดับความสำเร็จของการพัฒนาการท่องเที่ยวโดยชุมชนในบ้านบางพลับอย่างไร กรุณาอธิบายเหตุผลประกอบการตัดสินใจของท่านด้วย
8. ท่านมีคำแนะนำอะไรบ้างที่จะช่วยให้การพัฒนาการท่องเที่ยวในชุมชนบ้านบางพลับเป็นไปในทิศทางที่ดีขึ้น

APPENDIX C

MANUSCRIPT FOR PUBLICATION

Determinant of Success for Community-Based Tourism:

A Case Study of “Bang Plub” Community

Abstract

The Community-based tourism (CBT) has been introduced as practices contributing to sustainable development. While there are studies that strongly suggest research needs in many areas of CBT, only a few studies have addressed the issue of local community involvement in tourism development projects. What are the key variables influencing the success or failure of CBT? This study seeks to answer this research questions by examining the ten CBT success forts by providing an empirical evidence of CBT practices in Baan Bang Plub community in Thailand’s Samut Songkhram province. The study incorporated both qualitative and quantitative methodologies by applying the concurrent mixed methods research design. The results of this study demonstrate the practical validity of the determinants of success as perceived by the local community of CBT destination

Keywords: Community-Based Tourism; CBT; Sustainable Development; Mixed Methods

1. Introduction

The Community-based tourism (CBT) has been introduced as practices contributing to sustainable development (Lee and Fan, 2019). CBT aims to achieve sustainable community development goals encompassing economic, environmental, socio-cultural, and political aspects; for example, CBT seeks to provide economic benefits to the local community, conserve natural resources and local culture, improve quality of life, and empower the local people in order to meet the needs of the present and future generations (Kontogeorgopoulos 2005; McMinn, 1997; Pongponrat & Pongquan, 2007). CBT also encourages communications and interactions among stakeholders in order to increase mutual understanding, solidarity, and productivity (Wearing & Neil, 1999). Community support and participation are essential for the success of tourism development (Inskeep, 1991; Jamal & Getz, 1995; Laws, 1995; McIntyre, 1993; Murphy, 1985; Sofield, 2003). It has been argued that members of the community should involve as partners in tourism development project or as a salient attraction for tourists (Al-Oun & Al-Homound, 2008). Having community members involved in making decisions in development plans can ensure community benefits as well as respect for their traditional lifestyles and values (Li, 2006; Timothy, 1999). Therefore, communities are often included in tourism planning and development processes which have been variously referred to as community-based, community involved, community participated or community collaborated approaches (Jamal & Getz 1995; Joppe, 1996). The concept of community involvement in tourism has gained increasing interest from researchers and practitioners focused on sustainable tourism development.

Although CBT has been a popular topic in terms of its conceptual development, the practice of CBT is relatively less researched, and therefore the indicators of its success less conclusive. While there are studies that strongly suggest research needs in many areas of CBT (Hiwasaki, 2006; Li, 2006), only a few studies have addressed the issue of local community involvement in tourism development projects (Kiss, 2004; Kontogeorgopoulos, 2005; Pongponrat & Pongquan, 2007; Reed, 1997; Sebele, 2010). In particular, these studies have highlighted the need for: 1) identifying the types and levels of involvement practiced in CBT development, and 2) the stages of development that people are involved (Rocharungsat, 2008). Very limited attention has been paid to tourism management at the community level (Kaae, 2006).

A substantial gap exists between the practice of community tourism and the guidelines or principles leading to successful CBT. The critical question is how do we plan for optimal CBT development which could sustain the local community? In general, there is an absence of a comprehensive CBT development theory and the lack of proven methodologies to evaluate the success of its development. While it is very common to find tourism studies in which the success of tourism development is mentioned (Hipwell, 2007; Hiwasaki, 2006; Pongponrat & Pongquan, 2007), those studies fail to clarify what exactly is meant by success or what lead to the success. This study examines the degree of success of community-based tourism initiatives at the community level, which is where tourism development is practiced. In other words, there is a need to investigate whether or not those suggested success factors from the literature are considered important by people who actually practice the business of community-based tourism.

This study provides a comprehensive analysis of the development of CBT in a community in Samut Songkram province which is located 72 kilometers southwest of Bangkok and is situated in the coastal area of the Gulf of Thailand (Chantarangkul, 2005). The small villages of “Bang Plub” is selected as the study site because of the well-known reputation of its community-based tourism development. Applying the sustainable tourism principles, this study determines the factors critical for successful development and implementation of community-based tourism, as perceived by key stakeholders of the tourism industry at the community level. The key objectives are to understand the practice of CBT in the community, identify the determinants of success as perceived by local community of CBT destination, and provide community-based tourism development strategies and guidelines for other communities and related organizations such as Ministry of Tourism and Sports. Moreover, knowledge in these matters would help policy makers and tourism developers to understand the local needs and gain strong support from local communities.

2. Literature Review

Sustainable tourism (ST) is generally perceived as a philosophical approach to tourism practices which is aimed at enhancing a positive public image by reducing negative impacts to the local community and the environment where it is practiced. ST is viewed as anti, or as alternative to, mass tourism (Liu, 2003; McMinn, 1997). It

is a concept based on a philosophical discourse about moral implications of travel and tourism (Butcher, 1997). Sustainability in tourism concerns the socio-cultural, environmental, economic, and institutional implications of development (Edgell, 2006; Saarinen, 2006; Shen & Cottrell, 2008; UNEP & WTO, 2005). Some researchers have addressed community concerns and involvement as indicators in ST planning and evaluation (Moscardo, 2008; Simmons, 1994; Sofield, 2003; Timothy, 1999; Wearing & McDonald, 2002). Community participation is often regarded as one of the most essential tools for tourism development at the local and national levels (Sebele, 2010). Host communities play important roles in implementing the plan; therefore, their involvement in the planning process is vital to sustainable tourism planning (Sofield, 2003).

Community involvement in tourism development has become an ideology of ST planning, akin to the participatory ideologies of the 1970s in urban and regional planning (Prentice, 1993). Many researchers advocate for a participatory approach to ST because they believe that it makes the planning process more effective, leads to community economic development, promotes public education (Sebele, 2010), increases tourist satisfaction, helps satisfy local needs, and strengthens democratization process in the community (Tosun & Timothy, 2003). In addition, local knowledge obtained from resident's involvement could benefit tourism planning and implementation and help sustain the community in the long run (Sebele, 2010). Also, community participation may decrease residents' opposition to tourism development and lessen the negative impacts of tourism through collaboration and consensus building (Jamal & Getz, 1995). Collaborative planning aims to draw together all stakeholders both in a particular controversial issue and build consensus through discussions (Innes, 1996) as well as to develop their own approach to sustain their community (Innes & Booher, 2000). Therefore, tourism planners should benefit from applying collaborative planning and consensus building approaches in order to gain support from stakeholders and mitigate possible conflicts.

Although several challenges to ST practices exist, it remains a popular topic of discussion among tourism scholars, as evidenced in the growth in sustainable tourism publications and projects. The concept has evolved through time, adapted, applied and interpreted in various contexts. Various other forms of tourism are conceived as subsets of ST including responsible tourism (Spenceley, 2008; Wheeler, 1991), pro-poor tourism (Hall, 2007), educational tourism (Ritchie, Carr & Cooper, 2003), ecotourism (Fennell, 1999; Honey, 1999), and community-based tourism (Kibicho, 2008; Sebele, 2010).

Community-based concepts have been applied in various disciplines. The significance of community participation has been widely recognized in tourism research for more than three decades, and the participation of local people has become an essential condition of sustainability (Haywood, 1988; Murphy 1985; Shen, Hughey & Simmons, 2008; Suansri & Yeejaw-haw, 2013). However, it is necessary to understand the meaning of the term 'community' when discussing it in tourism planning. Community has been defined in numerous ways. Geographically, community can refer to a neighborhood or town (community of place). Socially, community may include any group with the same interest or concern such as an environmental concern group, or a group of people sharing a web board on the

internet (community of interest) (Bhattacharyya, 1995; Hustedde, 2009; Phillips & Pittman, 2009). While the emphasis on community-based tourism (CBT) has become greater since the discussion on ST intensified in the 1990s, the idea of including the host community into tourism planning and development has been discussed even before that (Doxey, 1975; Murphy, 1983). Due to the significant negative consequences of excessive and unplanned tourism development, the focus on local involvement has been considered as one of the ways to control the pace of development, and mitigate socio-cultural, environmental and economic impacts (Murphy, 1985; Richards & Hall, 2000).

Research has also been conducted to identify a set of success factors for CBT development (Joppe, 1996). Several attempts have been made to identify and determine the critical success factors for CBT development using various approaches including theoretical study, quantitative questionnaires, and qualitative interviews with key stakeholders (e.g. local residents, local government, tourism entrepreneurs, and tourism professionals and scholars) (Jamal & Getz, 1995; Kibicho, 2008; Manyara & Jones, 2007; Rocharungsat, 2008). Jamal and Getz (1995) presented six propositions guiding collaborative initiatives in tourism planning: 1) stakeholders recognition of the high degree of interdependence in planning and managing the community's tourism system, 2) recognition of the benefits derived from the tourism development process, 3) stakeholders' perceptions that their decision as a result of collaboration process will be implemented, 4) inclusion of all key stakeholders (at local, regional, and national levels) in the planning process, 5) necessity of a convener or moderator to initiate and facilitate collaboration, and 6) developing vision statements, goals, and regulations. Following Jamal and Getz (1995), Kibicho (2008) provided an empirical study of collaborative tourism planning in Kenya. He reported that five of the six factors applied to Kenya's CBT, which includes 1) inclusion of stakeholders, 2) recognition of individual and mutual benefits, 3) appointment of legitimate convener, 4) formulation of aims and objectives, and 5) perception that decisions arrived at will be implemented.

Communication and interaction among stakeholders seem to be a critical component of a successful CBT (Pongponrat & Pongquan, 2007; Simpson, 2008). Pongponrat and Pongquan further suggest that key success factors of CBT planning and implementation consist of "an effective local committee, active involvement of local people at various stages of the local tourism planning process, the degree of benefits and satisfaction local people derive from their participation in tourism activity" (2007, p. 22). Hiwasaki's (2006) study of the CBT as a tool to sustain Japan's protected areas found four factors to be critical: 1) institutional arrangements, 2) self-regulations related to conservation, 3) high environmental awareness, and 4) the existence of partnerships. Similarly, Hipwell (2007) identified six key elements of successful CBET, including 1) small scale and manageable by community without external assistance, 2) active participation, 3) providing tangible benefit, 4) improving quality of life of residents, 5) protecting conservation values and enhancing cultural environment. Using a Delphi technique, Rocharungsat (2008) examined the perspectives of tourism academics and professionals on their experience of successful CBT. Six criteria for evaluating successful CBT were reported. First, CBT should practically involve a broad community. Second, benefits gained from CBT should be distributed equally throughout the destination community. Third, good and careful

management of tourism is significant. Fourth, CBT should have strong partnerships and support from within and outside a community. Fifth, uniqueness of the place should be considered to sustain the destination. Sixth, environmental conservation should not be neglected. Among those criteria, community involvement and community benefits were the most often stated criteria. Additionally, maintaining and conserving community cultural and environmental resources as well as satisfying tourists were also important to the success of CBT.

3. Research Methodology

Driven by the confirmatory and explanatory nature of the research questions stated, this research employed the mixed methods to simultaneously test a quantitatively derived hypothesis and explore in greater depth the process whereby the phenomenon occurred (Teddlie & Tashakkori, 2009). Tashakkori and Teddlie (2003, p. 711) defined mixed methods as “a type of research design in which qualitative and quantitative approaches are used in types of questions, research methods, data collection and analysis procedure, and/or inferences”. Combining qualitative and quantitative methods in a single study is widely practiced and accepted in many areas such as education, psychology, health science, and other social sciences (O’Cathain, 2009; Sale, Lohfeld & Brazil, 2002). An integration of field and survey methods can significantly increase the understanding of the research problem as well as the validity of data obtained (Simmons, 1994). This mixed technique combines the key characteristics of each method and emphasizes their individual strengths and avoids the deficiencies of one single method (Fallon & Kriwoken, 2003). The mixing of the data from the two methods is often to integrate the information and compare data source with the other, and then reported in a discussion section of the study. The research framework of this study is shown in Figure 1.

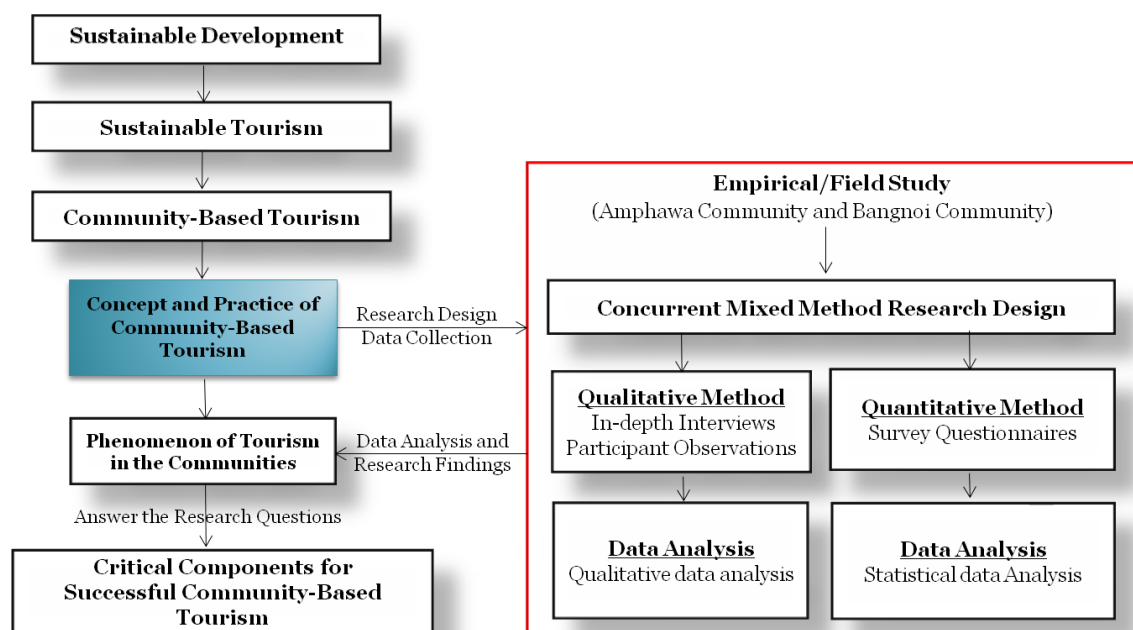


Figure 2: Research Framework

Fieldwork for the study was conducted between February and June 2013. Using the concurrent mixed methods design, this research put together two types of data collection tools: 1) survey questionnaire, and 2) in-depth interview. Both qualitative and quantitative data were collected simultaneously during the data collection period, mainly depending on the availability of participants (especially for in-depth interviews). The study site is the small villages of “Bang Plub” where is recognized as the well-known community-based tourism development. The study site is in Bangkhonithi district, Samut Songkhram province, which is located 72 kilometers southwest of Bangkok and is situated in the coastal area of the Gulf of Thailand.

Key Informant Interviews

Face-to-face in-depth interviews with key informants were conducted in order to examine their roles in CBT development as well as to determine the CBT success factors. An interview guide was developed, which consisted of three parts: 1) respondents’ background information, 2) background and nature of CBT development, and 3) success factors. Nine key informants were purposively chosen for in-depth interviews which included five at the provincial level, and four at the community level.

Household Survey

Household survey using questionnaire was conducted with household heads. The survey aims to investigate the residents’ understanding of CBT, the nature of CBT development in the community, and their perspective of what characterizes a successful CBT. Due to the relatively small number of total population (70 households), a census method will be employed in quantitative data collection. The survey instrument comprised of three parts, as follows:

- Part 1: Respondents were asked about their demographic information such as age, gender, education level, occupation, income, length of residence, and their involvement in tourism development in their community.
- Part 2: Respondents statement of agreement/disagreement were recorded on previously determined ten factors contributing to a successful development of community-based tourism: 1) community participation, 2) benefits sharing, 3) resources conservation, 4) partnership and support from within and outside of community, 5) local ownership of tourism related businesses and tourism attractions, 6) management and leadership, 7) communication and interaction among stakeholders , 8) quality of life as a result of tourism development, 9) scale of tourism development, and 10) tourist satisfaction. Respondents were also asked to provide their opinions about CBT development in general. A 5-point Likert scale from strongly disagree (1) to strongly agree (5) was used to record their responses.
- Part 3: The third part focused on the CBT success factors from the residents’ point of view. Respondents were asked to rate the level of CBT success in their community and identify the key success factors associated with the rating

results. Moreover, they were asked to rank the ten CBT success factors mentioned above in order of importance.

Data Analysis

The quantitative data analysis consists of four parts which were conducted using SPSS software version 16.0: 1) descriptive statistics such as means, frequencies, and standard deviation, 2) exploratory factor analysis to examine and develop a set of construct variables (key success factors), 3) Pearson's Correlation Coefficient in order to assess whether the ten CBT success factors are positively related to one another, and 4) stepwise multiple regressions to explore how different success factors contributed and explained the level of success in CBT development. The qualitative data (from interviews and participant observations) was analyzed and interpreted based on qualitative data analysis approach. Interview transcriptions and field notes were coded with keywords to identify commonalities and variations within each group and across groups. The results from both types of data acquired through the empirical study were combined which allowed triangulation in findings to develop a richer understanding of the factors associated with the success of CBT development.

4. Results and Discussion

Quantitative Results

The following data related to the questionnaire survey that was completed by Bang Plub residents during the period from February to June 2013. A total of 70 questionnaires were distributed, of which 60 had been completely filled, which is equivalent to a response rate of 85.7%. Appendix 1 provides a detailed breakdown of the respondent's profile. Due to the lack of baseline measurement scale of the CBT success factor, the researcher developed ten-dimensional CBT success scale for this study based on multiple sources. A five-point Likert scale with "strongly disagree" at the low and "strongly agree" at the high end was used. Exploratory factor analysis (EFA) using a principal component analysis (PCA) approach with a varimax rotation was used to simplify the factor structure and increase the interpretability of the factors. The cutoff value of eigenvalues greater than 1 was used as criteria to extract factors. Cronbach's alpha coefficients were calculated to evaluate the internal consistency. Any individual item with factor loadings of less than 0.4 was eliminated to facilitate interpretation of the results. Detailed results of EFA for each success criteria are reported in the following section.

Here are the details of ten-dimensional CBT success based on the exploratory factor analysis (see Appendix #2 - #11)

1. Community Participation consists of two factors: "direct participation and decision", and, "citizen commitment".
2. Benefit Sharing consists of two factors: "distribution of benefits", and "improvement in jobs/economy".
3. Tourism Resources Conservation consists of three factors: "environmental and cultural protection", "positive affirmation", and "negative affirmation".

4. Partnership and Support from within and outside of Community consist of two factors: “government support” and “community support”.
5. Local Ownership of Tourism Related Businesses consists of three factors: “local management”, “local ownership” and “non-local ownership”.
6. Management and Leadership consists of two factors: “planning efficiency” and “management efficiency”.
7. Communication and Interaction among Stakeholders have only one factor.
8. Quality of Life consists of two factors: “positive impacts”, and “negative impacts”.
9. Scale of Tourism Development consists of two factors: “large scale” and “small scale”.
10. Tourist Satisfaction has only one factor.

Overall, the combined mean scores are 3.60 for Baan Bang Plub community. As presented in Appendix #12, the scores range between a high of 3.75 for Item 9 (tourism holds a great promise for my community’s future) to a low of 3.42 for Item 2 (life is better in the community because of tourism). Respondents were also asked to rank the success factors according to the importance of each factor as they perceived. The survey results show that community participation and quality of life are the hallmarks of success in Baan Bang Plub community.

In order to assess whether the ten CBT success factors are positively related to one another, correlation coefficient analysis is conducted to determine the relationship between two variables. Even though measuring correlation cannot demonstrate the causation, it provides an overview of how these ten success factors are associated. In general, these factors should be correlated to some degree as they are key factors leading the success of CBT development. the result indicates that all of the factors were positively correlated to other factors (nearly all at $p < 0.01$). Interestingly, it seems that the strength of association between “Communication and Interaction” and “Management and leadership” is among the highest (Pearson’s $r = 0.763$), followed by “Community Participation” and “Benefit Sharing” with Pearson’s Correlation at 0.722. While Pearson correlation analysis is used to check for the association among these success factors, it does not indicate the relative contribution of each factor to the CBT success level.

A series of stepwise multiple regressions is conducted to explore how each success factor contributed to the overall success of CBT. The regression model focuses on the general perceived level of success in CBT in the community. Results show that only one out of ten factors (management and leadership) is strong predictors of success. The factor explains for 25.9% of the total variance (low R-Square). The actual parameter estimates depend on the scale of measurement of independent variables. Thus, standardized regression coefficient is used to compare the importance of independent variable on the same scale. Based on the maximum of absolute standardized regression coefficients, management and leadership is the most important independent variable (positive relationship) with standardized coefficient (β) of 0.509. Equation 1 presents the final regression model where independent variable is management and leadership (X) and dependent variable (Y) is the level of CBT success (Appendix #13).

$$Y = 1.284 + 0.742 X \quad (1)$$

Thus, when management and leadership (X) is increased by 1 point-scale, the level of success (Y) will increase by 0.742 points, holding everything else constant.

Qualitative Results

Baan Bang Plub community is located in Bang Phrom sub-district, Bang Khonti district, Samut Songkram province. Baan Bang Plub community is adjacent to Mae Klong river with many canals passing through the community. This community has the fertility of water sources and soil that is full of minerals as well as the climate that are good for agriculture. Therefore, the majority of people in the community in the past engaged in agricultural practices. They grow many types of fruits such as coconut, pomelo, durian, mangosteen, santol, maprang, mafai, etc. With the fertility of natural resources, this community yield high agricultural outputs, which also big and tasty regardless of crops. As the Village headman said:

In the past, this area grew durian and mangosteen. Quality of fruits in my area is quite good because we have plentiful water supplies. I plant lime and it grew very well, yield lots of outputs. We can grow any crops here generally.

In the past, ditches are commonly seen around this community and growing lots of coconut trees. Community members usually commuted by boat or walk across plantations. However, as the community evolves over time, people change transportation from boat to car. Many paved roads were built in the community which make the transportation much faster and easier. Even though, there are a lot of paved roads, the majority of the area is still agricultural land. Baan Bang Plub community still would like to retain a lifestyle that emphasizes conservation agriculture. On the other hand, other communities nearby Baan Bang Plub community usually sells land to outsiders or capitalists and move to other areas. But for Baan Bang Plub community, most members have lived in this area since their ancestors. So that there is very few land trading with outsiders, mostly are the lands adjacent to the river because they can be sold at a high price.

The members also love to gather together to do several types of activities including fruit plantation, harvesting palm fruits, making picture frames from coconut leaves, etc. There are many interesting activities happening in this community. Members of this community have varieties of knowledge and skills to be transferred to their younger generation. This community has been sustainable agriculture, adhering to sufficiency economy, according to the royal remarks of King Rama 9. Fruit farming is the mainstay income of this community members follow by government officials, vendors, and employees.

At the beginning, the tourism activities in this community are simply a visit to experience village life. Many visitors notice that the lifestyle and activities in this community differ from others, such as riding the boat to see fireflies at night. Many visitors from other areas who have never seen fireflies before were very excited and

would like to visit again. This community has started to develop more activities including having Homestay accommodation for tourists.

Later, the Tourism Authority of Thailand got involved and help promote tourism activities officially by selecting representatives from the province to visiting other provinces and learning best practices from them. Somsong Saengtawan is one of the Samut Songkram province representatives. He had good opportunities to exchange knowledge and learned how to grow orchid, rose, pomegranate, longan, and fish farming, etc. After the visit, he adapted what he learnt from that visit with pomelo plantation in his community and founded the agriculture tourism group of central Thailand since 2001. He explained the beginning of his tourism path as follow:

At first, I do not know about tourism until the Tourism Authority of Thailand got involved. That time, the group consisted of 28 representatives from 4 provinces (Kanchanaburi, Nakhon Pathom, Samut Songkhram, Samut Sakhon). We went to Pob Phra sub-district, and visited orchid farms, pomegranate farms, and rose farms. After that day, while we drove back home, we founded the agricultural tourism of central Thailand and adapted the learnings with our pomelo farming.

After the group was established, the agricultural development began to have an important role in the community's tourism. Somsong Saengtawan is the most successful pomelo farmer among the fruit farmers in the province, then Baan Bang Plub community was appointed as an agricultural technology transfer center of sub-district. Which can be called "the learning center of Samut Songkhram local wisdom school". Many agencies from different sectors were involved in this activity, including The Ministry of Foreign Affairs that took farmers in Thailand and other ASEAN countries to visit and learn from this community. The visitors usually spent a few days in the community, so Somsong Saengtawan have to arrange accommodation for the visitors. He started to inquire the community members that can accommodate groups of visitors or tourists. The houses that accommodate visitors receive remuneration in return. Which now develops to a Homestay accommodation. Baan Bang Plub community is not only served as a center of knowledge transfer and exchange, but also hold activities between members of community or between community members and visitors. Somsong further explained that:

Since I started pomelo farming, the province appointed this community as an agricultural technology transfer center of sub-district. Many government agencies were involved. Also The Ministry of Foreign Affairs took farmers from other provinces and ASEAN countries to visit here. The visitors stayed at the members' houses, which received some compensations. On the last day, we gathered at the center to learn and exchange the knowledge between each other.

Tourism in Baan Bang Plub community has been changed and developed constantly to better reflect community context as well as visitors can better experience the local lifestyle. However, the highlight of Baan Bang Plub community is "agricultural tourism" that is the tourism was developed from the community context.

This concept of tourism best fit with the community context, because agricultural tourism emphasizes the importance of natural resources and lifestyle of the community members. Moreover, community members also believe that their community has knowledge, experiences, way of life that are unique and worth learning. As urbanization is playing out across the country, many communities tried to catch these changes and neglected the traditional way of life. However, this is not the case for Baan Bang Plub community, though some may change, but an overall traditional way of life still well preserved. Agricultural tourism helps Baan Bang Plub community to preserve its traditional way of life and helps facilitate the outputs from their farms. Instead of a need to transport their outputs to various markets, they can sell them to visitors who visit their community. This reduces the cost of transportation and promoting the community to outsiders. The village headman described that:

Agricultural tourism focuses on the use of resources and traditional way of life. In the past, farmers needed to bring their outputs to the markets, but now with the agricultural tourism, we bring the markets into our community. We sell our outputs in the community and the visitors know what we have.

As mentioned above, agricultural tourism of Baan Bang Plub community not only emphasize the uniqueness and identity of the community, but also add value to natural resources and agricultural farmer career. This type of tourism that emphasize sustainable agriculture helps improve the quality of the agricultural products, which can compete with others. Baan Bang Plub community provides opportunities for visitors to experience how to do non-chemical farming, and learn how much effort, patience, and dedication require to get these high-quality agricultural products. Then the visitors will value and appreciate the importance of agriculture. For example, people usually feel that coconut sugar is expensive and always bargain for a lower price. However, this practice changes, after they learned about the origin and the process of coconut palm sugar, which came from coconut only without adding other ingredients, and also have to go through many complex processes. The learning and hands-on experiences in real-life situation at Samut Songkhram local wisdom school helps visitors and learners understand and value the benefits of agricultural tourism, which can be applied in other areas and communities as Somsong said:

When the visitors said our coconut palm sugar is expensive, I told them to make it on their own with free-of-charge, starting from cultivating the coconuts until it becomes end products. After that, nobody bargains to lower the price. This tourism style allows visitors and learners to experience and learn, which then lead to the development.

Agricultural tourism in Baan Bang Plub community develops and drives by groups of people under the local wisdom school. This makes Baan Bang Plub community an outstanding self-reliant community. Self-reliance is a key principle of this group, which also applies to their community-based tourism as well. The community agrees that helps from external agency can be partly beneficial, however; this is not sustainable if the community keeps waiting for helps from others. To truly develop the community, members need to come together, starting with changing attitudes toward community development. Then when helps from external agencies

available, these can impel, encourage, or support the community. Therefore, a key principle of agricultural tourism in Baan Bang Plub community is to be able to develop self-reliance agricultural conservation tourism without waiting for help from external agencies. With this principle, tourism of Baan Bang Plub community became successful in no time and became an outstanding self-reliant prototype community in agricultural conservation tourism. Director of Samut Songkhram Provincial Agricultural Extension Office emphasized that “Our organization only focuses on agricultural tourism. We do our best on our mission. If we still have to depend on others, we cannot develop sustainably.”

The challenges in developing CBT of Baan Bang Plub community are changes in economic, social, cultural, and environmental dimensions, which usually happen constantly and rapidly. For examples, changes in the economy can affect people’s incomes. Changes in environments that impact natural resources, which tend to decrease rapidly. Baan Bang Plub community has to be ready for these challenges and prepared solutions to overcome these challenges, especially natural resources. Because Baan Bang Plub community focusing on agricultural tourism, natural resources and environmental factors are crucial to the community-based tourism. Another challenge is to build a culture of participation in the community in order to develop and support community-based tourism together. Even though, the majority of the community members understand and see the importance of the community-based tourism development and cooperation, some community members are not involved in the development at all. If Baan Bang Plub community can gather cooperation from all members in the community, their community-based tourism will definitely be more successful, and also make people to love and cherish their own community.

For the future tourism development plan, this need to focus on finding people who would be able to inherit the community’s knowledge and culture and capable of passing on knowledge and culture to others. Because older generations with local wisdom will gradually vanish, it is crucial to have younger generations carry on these local wisdoms and not let them disappear with older generations, as well as, be able to pass on these knowledges to others as well.

Baan Bang Plub community needs to identify its strength and weakness, the future direction it would like to move toward. Also, what can be done or what new learnings can be applied in the community development or can be exchanged with visitors. Tourism in Baan Bang Plub community has to have a clear concept and may develop as a model of agricultural tourism for other communities, which they can learn from and can be applied practically; and ultimately may push forward as a development model at policy level. Director of Samut Songkhram Office of Tourism and Sports described that “The community needs to create new experiences for visitors. Instead of only experiencing the way of life, the community should create a model, story, and knowledge that attracts more visitors.”

Moreover, the development of tourism by community should not be only in their own community, the communities should help each other. Especially the communities around Baan Bang Plub community need to collaborate, adapt, and learn from each other to be able to identify the common ground which can link each community together.

Baan Bang Plub community is continuing to change and develop, in order to better reflect the community context and visitors can better experience the community way of life. Because Baan Bang Plub community is full of trees, fruit farms, learning center of local wisdom, etc., the majority of tourism activities in this community are to provide the opportunities for visitors to experience and learn more about the community lifestyle. This might be a normal community for people who do not know and never visit; however, many people would like to revisit once visited.

The Success of CBT Development

Tourism development of Baan Bang Plub community always mainly focuses on agricultural tourism. This community-based tourism is possible because of good collaboration between community members; and support from various sectors that makes community members appreciate their traditional way of life, local wisdom, and natural resources. The community would be able to successfully and sustainably utilize their resources into community-based tourism.

In the past, modernization had so many negative impacts to community such as changes in the traditional way of life, cultural traditions gradually disappear, create conflicts within the community, people tend to move to big cities, and so on. But Baan Bang Plub community uses community-based tourism to make members appreciate and value what they have in the community. The community brilliantly uses their natural resources to draw visitors into the community. No doubt that the community need to adapt to a changing world, but they can manage to change while still can conserve their traditional way of life. This requires support from both internal and external partners and networks. Also, this would not be possible without a support from Samut Songkram Provincial Office at a policy level. With the abundance of natural resources in Baan Bang Plub community, they believe that this community has potential to push forward as a prototype of agricultural tourism. With all these, Baan Bang Plub community would be able to carry on community-based tourism successfully and sustainably. The Deputy Governor of Samut Songkhram emphasized the importance of Baan Bang Plub community as agricultural tourism destination that “Tourism in Baan Bang Plub community is agricultural tourism, which is one of the three areas that Samut Songkram province would like to encourage as our vision in B.E.2560.”

5. Conclusion

Community-based practice in tourism is a topic of growing importance, especially in the context of sustainable community development in the developing countries. Ten CBT success factors developed from the literature were used to assess the CBT development of the study site including 1) community participation, 2) benefit sharing, 3) tourism resources conservation, 4) partnership and support from within and outside the community, 5) local ownership, 6) management and leadership, 7) communication and interaction among stakeholders, 8) quality of life, 9) scale of tourism development, and 10) tourist satisfaction. The study incorporated both qualitative and quantitative methodologies by applying the concurrent mixed methods research design. The results reflected inputs from 9 key informants and 60 households

in Baan Bang Plub community. The research findings suggest that residents agree that the ten factors derived from the literature are important determinants of the success of tourism development in their community, despite the fact that the background concepts of CBT came from Western countries. This result indicated that, from the residents' evaluations, CBT practices in Baan Bang Plub community has been implemented well.

Tourism is one of the key strategies in Thailand's economic development. Tourism development with strong community support will lead to the sustainability of tourism destination. The results of this study firstly provide insights into complexities of local perspectives toward CBT development practices. Secondly, the measurement of CBT success used in this study can be used as a tool to evaluate the success of CBT development in other communities when adjusted to suit a particular local context. Lastly, recommendations from this study would benefit tourism stakeholders within and outside of the area. Local people would learn about their strengths and be aware of their weaknesses according to the CBT success factors. For government sectors and tourism policy planners, this research provides a guiding framework to encourage CBT development to improve quality of life of local residents in other communities and at the same time enhance tourist satisfaction.

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Appendix 1: Demographic Profile of Survey Respondents

	Number of respondents	
	Frequency	Percentage
Gender	(n = 60)	
Female	48	80.0
Male	12	20.0
Age	(n = 60)	
Less than or equal to 40	16	26.7
41-50	11	18.3
51-60	17	28.3
61 and up	16	26.7
Marital status	(n = 59)	
Single	15	25.4
Divorced	6	1.0
Married	34	57.6
Married but living separately	4	0.7
Education	(n = 60)	
Elementary school	22	33.7
High school	13	21.7
University	23	38.3
Others	2	3.3
Place of origin	(n = 59)	
Born here	42	71.2
Born somewhere else	17	28.8
If born somewhere else, length of stay	(n = 19)	
Less than 20 years	10	52.6
21-30 years	3	15.8
31-40 years	3	15.8
41 years or more	3	15.8

Appendix 2: Results of Exploratory Factor Analysis for Community Participation

Factors/Items	Mean	SD	Factor Loading	Eigen values	Cronbach 's Alpha
<i>Direct participation and decision in tourism</i>				3.136	.918
I have attended public meetings regarding tourism planning and development	3.07	1.133	.874		
I have opportunities to attend public meetings regarding tourism development	3.12	1.027	.861		
I have been involved in action initiation relating to tourism development.	3.02	1.081	.831		
I am able to voice my opinions about tourism planning and development in the meetings.	3.17	.942	.804		
I have been consulted by the community leader regarding tourism development in my community.	3.33	.896	.745		
Community residents have opportunities to be involved in tourism decisions.	3.32	.813	.740		
I have opportunities to influence my community's decisions regarding tourism planning and development.	3.02	.965	.716		
I believe community residents have the right to know how tourism development in their community is planned.	3.23	.810	.623		
The tourism planning responsibility should be left to the government.	2.73	1.039	.545		
<i>Citizen commitment</i>				2.751	.801
I have hosted tourists in my property (home, orchard, etc.).	3.15	1.273	.792		
Strong public participation of the resident in community lead to the successful tourism development.	3.53	1.186	.792		
Local people need to have more input into community tourism development.	3.55	.910	.733		
I have provided funding for tourism development in my community.	2.60	1.061	.688		

Appendix 3: Results of Exploratory Factor Analysis for Benefit Sharing

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Distribution of benefits</i>				3.136	.841
I would benefit from more tourism development in my community.	2.90	1.020	.854		
My income has increased because of tourism.	2.82	1.157	.824		
The tourism industry provides many worthwhile job opportunities for community residents.	3.43	.981	.725		
Tourism has contributed to community improvement funds.	3.67	.933	.724		
<i>Improvement in jobs/ economy</i>				2.751	.779
Community residents should receive a fair share of benefits from tourism.	3.27	1.006	.773		
The most of benefit from tourism development goes to local entrepreneurs.	3.57	.998	.715		
Most people in my community have benefitted from having tourists visit my community.	3.22	.825	.685		
Most people in my community have a chance to get jobs in tourism businesses.	3.13	.791	.683		
The benefits from tourism are distributed fairly throughout my community.	2.93	1.039	.651		

Appendix 4: Results of Exploratory Factor Analysis for Tourism Resources Conservation

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Environmental and cultural protection</i>				3.250	.763
Tourism businesses should strengthen their efforts in environmental conservation.	4.27	.710	.788		
Local people have tried to protect local cultures such as agrarians' way of life, handicrafts and cultural performances in order to promote tourism.	4.15	.732	.754		
Tourism promotes cultural exchange and education.	3.97	.688	.703		
Local people have tried to protect natural environment such as canals and waterways, native trees, fireflies, etc.	4.02	.833	.647		
Tourism has been developed in harmony with the natural and cultural environment.	3.70	.809	.580		
Natural resources have been degraded because of tourism development.	3.37	.974	.555		
<i>Positive affirmation</i>				1.726	.690
I think that tourism in the local area will not damage the local environment in the future.	3.30	1.094	.903		
The diversity of nature has been valued and protected by the tourism businesses in the community.	3.63	0.823	.621		
The local government has helped protecting natural resources.	3.73	.607	.583		
<i>Negative affirmation</i>				1.287	.610
Tourists negatively affect a community's way of life.	3.07	.880	.927		

Appendix 5: Results of Exploratory Factor Analysis for Partnership and Support from within and outside of Community

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Government support</i>				2.453	.815
Local government provides educational support for employees or business related to tourism industry.	3.22	.739	.802		
New knowledge and technology have been transferred to the community with support from government and outside organizations.	3.33	.729	.799		
Local government provides funding for tourism development and promotion.	3.22	.613	.726		
Local government has created and maintained infrastructure necessary for tourism.	3.48	.701	.648		
<i>Community support</i>				3.224	.833
I am happy and proud to see tourists coming to see what my community has to offer.	3.87	.873	.794		
Tourism planning process in my community has engaged all interested parties.	3.32	.748	.768		
The majority of residents support tourism development in the community.	3.48	.725	.730		
Government sector has strongly supported tourism development in my community.	3.47	.676	.727		
Overall, I support tourism development in my community.	3.70	.869	.703		

Appendix 6: Results of Exploratory Factor Analysis for Local Ownership of Tourism Related Businesses

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Local management</i>				2.211	.73
Vendors in the floating markets are local people.	3.13	1.049	.879		
Most of the restaurants are owned by local residents.	3.28	.885	.875		
The tourist destination is operated by local people.	3.32	.930	.619		
<i>Local ownership</i>				1.526	.524
It is necessary that people from my community own tourism related businesses.	3.73	.899	.788		
Most of the homestays and resorts are owned by local residents.	4.00	.902	.571		
<i>Non-local ownership</i>				1.507	.201
Tourism development in my community is not controlled locally.	3.00	.781	.173		
Most of the tour operators are people who come from outside of the community.	2.52	.965	-.835		
It is acceptable when tourism businesses are not locally owned and operated.	2.80	1.022	.776		

Appendix 7: Results of Exploratory Factor Analysis for Management and Leadership

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Planning efficiency</i>				3.299	.850
Tourism development in my community is well managed.	3.45	.790	.881		
Tourism development strategy/plan in my community is effective.	3.28	.691	.821		
Tourism development leaders in my community have strong leadership skills.	3.42	.743	.752		
Community residents have been encouraged to assume leadership roles in tourism planning committees.	3.35	.799	.620		
<i>Management efficiency</i>				3.271	.873
People in my community trust and are willing to support the community leaders.	3.40	.718	.825		
I think that the tourism development leaders can manage most of the problems related to tourism development in my community.	3.35	.732	.801		
Tourism development strategy/plan in my community is effective.	3.37	.736	.714		
Tourism development plan has been regularly evaluated and adjusted accordingly.	3.37	.736	.645		
The community leaders are able to manage the problems related to tourism development.	3.38	.715	.627		
I am willing to follow tourism development directions given by the community leaders.	3.63	.736	.524		

Appendix 8: Results of Exploratory Factor Analysis for Communication and Interaction among Stakeholders

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Communication and interaction among stakeholders</i>				4.999	.93
I discuss issues related to tourism in my community with the community leader.	3.10	.775	.905		
Tourism development leaders always respond to the residents' inquiries or concerns regarding tourism development in the community.	3.13	.769	.876		
I usually talk to my neighbors about tourism development in the community.	3.05	.852	.849		
I have chances to give information to tourists about my community and the floating market.	3.18	.948	.835		
Tourists talked to me about their experiences from traveling in my community.	3.27	.972	.826		
There is a full of collaboration and cooperation among government authorities responsible for tourism planning.	3.23	.767	.815		
Issues related to tourism development are widely discussed in the community meetings.	3.15	.917	.805		

Appendix 9: Results of Exploratory Factor Analysis for Quality of Life

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Positive impacts</i>				2.912	.808
Tourism development increases the quality of life in the area.	3.63	.663	.853		
The quality of public service (e.g. transportation and utilities) in my community has improved due to tourism.	3.58	.787	.809		
Tourism improves image of my community or culture.	3.83	.740	.773		
Overall, I am satisfied with the quality of life in my community.	3.70	.646	.685		
Because of tourism, community has developed more parks and recreational areas that local residents can use.	3.27	.861	.615		
<i>Negative impacts</i>				2.987	.797
Tourism has increased the crime rate in my community.	3.30	.926	.847		
My quality of life has deteriorated because of tourism.	3.38	.976	.808		
In recent years, my community has become overcrowded because of tourists.	3.00	.939	.726		
Healthcare facility has been improved as a result of tourism development in the area.	2.98	.833	.663		
Tourism results in an increase in the cost of living.	2.55	.832	.615		

Appendix 10: Results of Exploratory Factor Analysis for Scale of Tourism Development

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Large scale</i>				1.588	.511
The scale of tourism development in my community should be expanded to the larger scale.	3.17	.867	.902		
I think that tourism development in my community will be locally manageable if it is in a small scale.	3.57	.927	.611		
<i>Small scale</i>				3.003	.783
Tourism development in my community is in a small scale.	3.17	.886	.780		
Large-scale tourism projects produce negative impacts in my community.	3.42	.926	.709		
Tourism development at this level is locally manageable.	3.35	.755	.671		
Proper tourism development involves building facilities relatively small in scale.	3.57	.673	.656		
Small-scale of tourism facilities is important to the success of tourism development in my community.	3.50	.813	.651		
The large scale of tourism development is not appropriate in my community.	3.38	.904	.533		

Appendix 11: Results of Exploratory Factor Analysis for Tourist Satisfaction

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Tourist satisfaction</i>				5.129	.918
I believe that tourists are satisfied with accessibility to the community.	3.85	.732	.893		
I believe that tourists are satisfied with the hospitality of local people.	3.92	.720	.853		
I believe that tourists are satisfied with the quality of food and drinks.	3.82	.813	.852		
Overall, I think tourists are satisfied with their visits to my community.	3.80	.732	.851		
I believe that tourists are satisfied with the reasonable price of goods and services.	3.68	.813	.807		
I believe that tourists are satisfied with their shopping experiences.	3.68	.725	.760		
I believe that tourists are satisfied with the local accommodations.	3.75	.751	.730		
I believe that tourists are satisfied with the local attractions and tour programs (fruit garden, local wisdom and way of life learning, etc.).	3.90	.752	.626		

Appendix 12: Descriptive Statistics of Overall Opinion about Tourism Development in the Community (n=60)

Overall Opinions on Tourism Development in Community		Mean	Std.
1	The community enjoys being involved in tourism activities and interacted with tourists.	3.68	0.83
2	Life is better in the community because of tourism.	3.42	0.72
3	Tourism helps increase the level of collaboration between residents and the local government.	3.45	0.72
4	Tourism has created benefits more than problems to the community.	3.50	0.65
5	Tourism is necessary to community development.	3.55	0.57
6	Tourism has increased residents' pride to be in the community.	3.67	0.63
7	Tourism has made local residents appreciate their way of life more.	3.72	0.58
8	The local residents are satisfied with tourism development in the community.	3.58	0.59
9	Tourism holds great promise for my community's future.	3.75	0.70
10	Overall, tourism development in my community is successful.	3.65	0.61

Appendix 13: Stepwise Multiple Regression Analysis

R	R square	Adjusted R Square	Std. Error
.509	.259	.232	.79962

Analysis of variance

	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.047	1	6.047	9.457	.005
Residual	17.264	27	.639		
Total	23.310	28			

Variables	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.284	.813		1.580	.126	1.000	1.000
Mean score of Management Leadership	.742	.241	.509	3.075	.005	.509	.509