

**THE SUCCESS FACTORS OF COMMUNITY-BASED
TOURISM IN THAILAND**

Suthamma Nitikasetsoontorn

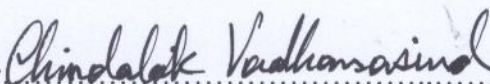
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Fulfillment of The Requirements for The Degree of
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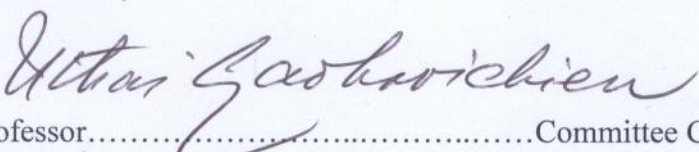
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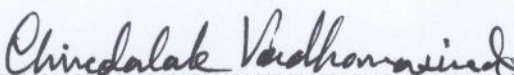
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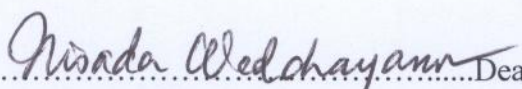
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ABSTRACT

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| Title of Dissertation | The Success Factors of Community-Based Tourism in Thailand |
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Community-based tourism (CBT) is tourism in which local people enhance their involvement and participation in tourism planning and development in their areas, having positive impact on social, economic, and environmental conditions of their communities. The popularity of community-based tourism has grown with the government, private sectors, and in academia as part of the strategies for conservation of natural resources and development in Thailand.

Most research conducted in community-based tourism has focused exclusively on selective success factors, particularly community involvement and participation. However, collaboration at the community level is not the only factor contributing to the success. The research provides a comprehensive analysis of the relevant factors contributing to community-based tourism success by comparing the two best examples of implementation, namely at Sam Chuk 100-year-old market Suphanburi province and Klong Suan 100-year-old market, Chachoengsao province.

The objectives of the research are: 1) study community-based tourism, the importance and potential effects of tourism, and the characteristics of success 2) analyze the determinants of success of community-based tourism perceived by community members by comparing the two best examples, namely Sam Chuk and Klong Suan markets, and 3) provide policy recommendations for community-based tourism in Thailand. The success factors, including participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership

and outside support, achieving authenticity, and achieving distinction, are used as criteria to determine the success factors of the two communities.

The research found that the success factors of community-based tourism in Sam Chuk and Klong Suan markets are different. Participation in decision-making processes, local ownership, collective responsibility, sharing of resources, leadership and management, achieving authenticity, and achieving distinction have a statistically significant effect on the success of community-based tourism for the Sam Chuk traditional market, while other factors, such as local innovation, have no statistically significant relationship with its success. On the other hand, participation in decision-making processes, local ownership, collective responsibility, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction are the determinants of success of community-based tourism in Klong Suan old market. Other factors, such as sharing of resources, revealed no statistically significant effect on the community's success.

Six factors were found to be statistically significant for the success of Sam Chuk and Klong Suan communities. These factors include participation in decision-making processes, local ownership, collective responsibility, leadership and management, achieving authenticity, and achieving distinction. In contrast, neither local innovation nor sharing of benefits enhances the community-based tourism success of the two communities. The results of the research contribute to policy development of community-based tourism in Thailand.

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CHAPTER 1

INTRODUCTION

This chapter presents an overview of community-based tourism in Thailand, statement of the problem, objectives of the study, research questions, significance of the study, expected benefits of the study, scope of the study, and organization of the study.

1.1 Overview of Community-Based Tourism in Thailand

During the past decades, the tourism industry has played important roles in the growth of Thailand's economy. It has been the major generator of the foreign exchange earnings through tourist expenditure on goods and services and foreign investment in tourism facilities. According to the World Travel and Tourism Council, tourism contributed 825.6 billion baht or 7.3% of total Gross Domestic Product (GDP) and created 2,020,000 jobs or 5.2% of total employment last year (World Travel and Tourism Council, 2013). The increasing number of international tourists has stimulated export, investment, and job creation.

On the other hand, Thailand has been faced with the challenge of facilitating economic growth while protecting its natural resources. Mass participation in tourism due to the emergence of tour operators has impacted the local destinations socially, economically, and environmentally; for example, with the deterioration of natural resources for tourism operations, the underdevelopment of the locals by exploitation of natural resources by tourists, and the large income gap between advantaged and disadvantaged groups of participants in tourism businesses. Local indigenous peoples are left worse off and are over-dependent on an unpredictable tourism industry. They are employed at low wages, lack job skills, and hold temporary positions for routine tasks in hotels and tourism businesses.

Due to the potential adverse effects of the large-scale, all-inclusive, mass tourism on local people's living conditions, community-based tourism (CBT) is an alternative approach that has gained popularity with the government and private sectors as part of the strategies for conservation of natural resources and development in Thailand.

Community-based tourism is believed to have the potential to provide some unique opportunities for communities, not only by offering financial benefits, but also by enhancing their involvement and participation in tourism planning and development in their areas in innovative ways (Harwood, 2010; Häusler and Strasdas, 2003; Johnson, 2010; López-Guzmán, Borges and Castillo-Canalejo, 2011; López-Guzmán, Sánchez-Cañizares and Pavón, 2011; Lucchetti and Font, 2013; Razzaq, Mustafa, Suradin, Hassan, Hamzah and Khalifah, 2012; Saarinen, 2010; Salazar, 2012; Scheyvens, 2003; Vanagas and Jagminas, 2011). Tourism development aims to conserve and promote the destination's culture and environment, while at the same time improving the socio-economic welfare of communities (Asker, Boronyak, Carrard and Paddon, 2010; Vanagas and Jagminas, 2011). In organizing and promoting tourism, local members are the owners and decision makers in tourism management for the benefit of their communities. They support cultural and natural heritage preservation and are concerned with the impact of tourism on their communities and the environment.

Community-based tourism produces meaningful benefits, not only for local people, but also for tourists seeking individualistic, participatory, sustainable, and distinctive spiritual and cultural features of the community (López-Guzmán et al., 2011; Thailand Community Based Tourism Institute, 2012). Local community members, often rural, poor, and economically marginalized, invite tourists to visit their communities with the provision of overnight accommodation. Visitors have unique travel experiences by discovering local ways of life, cultures, historical heritages, nature, and wisdom that local community members feel proud of and choose to share (Thailand Community Based Tourism Institute, 2012).

Some types of tourism are particularly appropriate for community-based tourism; for example, ecotourism, ethnic tourism, cultural tourism, village-based tourism, agriculture tourism, and rural tourism, in that they open to community

ownership and control (Häusler and Strasdas, 2003). Among the best examples of implementation of community-based tourism in Thailand, Mae Kampong village (Chiang Mai province), Kiriwong village (Nakorn Sri Thammarat province), Leeled village (Surat Thani province), 100-year-old markets at Sam Chuk (Suphanburi province) and Klong Suan (Chachoengsao and Samut Prakan province) are regarded as outstanding examples of successful community-based tourism destinations.

People in Thailand seek their own identity, culture, and artistic activities, which have been integrated into local communities. Sam Chuk community, Suphanburi province and Klong Suan community, Chachoengsao province were chosen as study sites for the following reasons. Firstly, Thai visitors want to explore history and traditional ways of life of their ancestors, which they can find in Sam Chuk and Klong Suan traditional markets. Secondly, the cultural heritages of 100 years old buildings and traditional goods offered in Sam Chuk and Klong Suan have been preserved and are attracting visitors. Finally, Sam Chuk and Klong Suan communities are good examples of local members participating in sustainable tourism.

Applying community development, sustainable development, sustainable tourism, and community-based tourism concepts, the research enhances the understanding of the key success factors of community-based tourism by examining traditional markets at Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province. The results of the research significantly contribute to policy development of community-based tourism in Thailand.

1.2 Statement of the Problem

Community-based tourism has recently received considerable attention by the government, private sectors, and scholars in Thailand. Most research has focused exclusively on selective success factors, particularly community involvement and participation. However, collaboration at the community level is not the only factor contributing to the success. Little research has conducted on the relative importance of the success factors of community-based tourism perceived by community members.

The research provides a comprehensive analysis of the relevant factors contributing to community-based tourism success by comparing the two best

examples of implementation, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province.

1.3 Objectives of the Study

- 1) To study community-based tourism, the importance and potential effects of tourism, and the characteristics of success
- 2) To analyze the determinants of success of community-based tourism destinations
- 3) To provide policy recommendations for community-based tourism in Thailand

1.4 Research Questions

The focus of the research is to investigate the significant factors that contribute to the success of community-based tourism in Thailand. It concerns with the factors fostering the success of community-based tourism perceived by community members, the similarities and differences between the two best examples of implementation, and recommendations for policy makers in improving the success of community-based tourism in Thailand. There are five principal questions addressed in the study.

- 1) What are the characteristics of successful community-based tourism?
- 2) What are the success factors of community-based tourism perceived by community members?
- 3) What are the significance and the comparative strength of direct and indirect relationships among the success factors?
- 4) What are the similarities and differences of the success factors between Sam Chuk and Klong Suan destinations?
- 5) What are the policy recommendations for enhancing the success of community-based tourism in Thailand?

1.5 Significance of the Study

The value of the research arises from its presentation of opinions and perceptions of local people responsible for tourism development. Traditional markets at Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province are recognized for successful outcomes in which community initiatives protect and conserve their districts from the pressures of rapid urbanization and development by using cultural tourism to enhance the local economy. They are noble examples of the development and participation of the community as the driving force behind the entire process for cultural and natural conservation and survival, reflecting the way that they have been transformed from old markets into popular tourist attractions in Thailand.

The study enhances the understanding of the important factors for successful community-based tourism, the improvement of existing traditional markets operations, as well as the potential development of community-based tourism in other tourist attractions, such as hill tribe villages and floating markets.

1.6 Expected Benefits of the Study

From the exploration of two communities, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province, the research contributes to a growing body of literature on community-based tourism in Thailand. Findings from the research reveal the success factors enhancing community-based tourism and the similarities and differences of the key success factors between two communities. Findings also provide valuable insights for other settings or communities on how to improve their practices and increase their chances of success.

In addition, the study contributes to tourism policy-making. Relevant government agencies, including Tourism Authority of Thailand, the national government, and local governments engaging in community-based tourism, will have better understanding of the success factors and better implementation of successful development strategies for the improvement of tourism at the community level in Thailand.

1.7 Scope of the Study

The research is designed to address the questions, not by studying problems encountered by community members, but by seeking to explore community-based tourism success. It intends to study the success factors of community-based tourism by comparing 100-year-old markets at Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province.

The innovation in tourism improvement will be expanded if further research includes other community-based tourism operations in Thailand that attempt to promote tourism by preserving traditional values and ways of life.

1.8 Organization of the Study

The research is divided into seven chapters. Chapter one, introduction, describes an overview of community-based tourism in Thailand, a statement of the problem, objectives of the study, research questions, the significance of the study, expected benefits of the study, scope of the study, and organization of the study. Chapter two, literature review, discusses the definition of the terms, community development, sustainable development, sustainable tourism, community-based tourism, dimensions of successful community-based tourism, factors contributing to the success of community-based tourism, the conceptual framework of the success factors of community-based tourism in Thailand, and introductions of the study areas describing the history of the two communities, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province and their development as tourist attractions. Chapter three, research methodology, clarifies research design, unit of analysis, population and sampling, operational definitions, scale construction, data collection, data analysis, and ethical considerations. Chapter four, validity and reliability of the instrument, explains pretesting of the questionnaires, validity and reliability of the questionnaires, and presents results of the pretest. Chapter five, discussions of quantitative analysis, analyzes data and discusses results from survey questionnaires. Chapter six, discussions of qualitative analysis, analyzes data and elaborates on the results from in-depth interviews. Chapter seven, conclusions and

recommendations, the conclusions and recommendations are suggested for community members and policy makers. Limitations of the study are concluded in the final part of the research.

CHAPTER 2

LITERATURE REVIEW

This chapter starts with the definition of the terms and discusses four related concepts, which are community development, sustainable development, sustainable tourism, and community-based tourism. Relevant research of the success factors of community-based tourism is also reviewed and summarized.

The review of the literature in this chapter helps develop the conceptual framework presenting the key success factors of community-based tourism perceived by community members. The chapter ends with introductions of the study areas, which describe the history of two communities, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province and their development as tourist attractions.

2.1 Definition of the Terms

The following definitions are provided for clarification of the terms used in the research.

Traveler, Visitor, and Tourist: Traveler is someone who moves between different geographic locations for any purpose and any duration. Visitor is a traveler taking a trip to a main destination outside his usual environment, for less than a year, for any main purpose, such as business, leisure, or other personal purpose, but not to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourist is an overnight visitor (Laimer, 2010).

Tourism: Tourism refers to the activity of visitors. Tourism is different from travel. In order for tourism to happen, there must be a displacement: An individual has to travel using any type of means of transportation. However, not all travel is tourism. Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. Firstly, a main destination must be outside his usual environment and 1) be

non-regular frequency, 2) be less than one-year duration, 3) include the crossing of administrative or national borders, and 4) be distant from the place of usual residence, such as an outside municipality. Secondly, a trip must be for less than a year. Finally, a trip must be for business, leisure, or other personal purpose, but not to be employed by a resident entity in the country or place visited (Laimer, 2010).

Tourism industry: Tourism industry is the myriad of businesses and organizations that supplies or facilitates tourist experiences, usually but not always for profit (Sharpley, 2009).

Community: Community refers to members of a group who share common characteristics and interests. The perception of community is an achievement, not necessarily belonging to the same geographical region. The focus is the context they share, such as a field of knowledge, interests, activities, or experiences bound by the community of people (Biddle and Biddle, 1965; Häusler and Strasdas, 2003).

Community development: Community development is a movement designed to promote better living for the whole community with the active participation and on the initiative of the community (Colonial Office, 1957).

Sustainable development: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development, 1987).

Sustainable tourism: Sustainable tourism is regarded as the application of sustainable development to the tourism sector, or tourism development that wisely uses and conserves natural resources to maintain long-term viability (Weaver, 2006).

Community-based tourism: Community-based tourism is tourism in which the significant number of local people has substantial control over and involvement in tourism development and management. It is managed and owned by the community, for the community, enabling visitors to increase their awareness and learn about the community and local ways of life (Häusler and Strasdas, 2003).

Community-based tourism is regarded as a tool for community development and cultural and natural conservation. Consequently, the research applies a holistic view of community development, sustainable development, sustainable tourism, and community-based tourism, encompassing social, economic, and environmental development in the community and tourism context to maximize the success of community-based tourism.

2.2 Community Development

2.2.1 Emergence of Community Development

To understand the meaning of community development as generally acceptable, it is useful to understand the history underlying it. Community development can be traced back to the earlier concept of mass education, used in the publication of the Mass Education in African Society Report in 1944. It refers to the realization of citizenship in a small unit where common loyalty and interest are expressed in daily activities (Colonial Office, 1957).

The term 'community development' was first used by the Cambridge Summer Conference on African Administration. They defined community development as a movement designed to promote better living for the whole community with the active participation and on the initiative of the community. Professions, agencies, or government bodies, particularly local governments, must work with local people to help them manage their own affairs and provide services they need (Colonial Office, 1957).

Community development emerged in the Third World in the context of the European colonialism during the middle decades of the last century. The British intended to promote social and economic development of communities. They promoted small-scale rural development programs that combined local labor with government resources. These programs were typically concerned with agricultural improvement, the development of small industries and crafts, the provision of infrastructure, and the construction of community centers (Midgley and Livermore, 2005).

In 1950 and 1960, community development was strengthened by colonial powers, nationalist independence leaders, and international development agencies, such as the United Nations. The British government promoted the spread of community development approach throughout its colonial territories. Nationalist independence leaders, such as Gandhi, stressed their local roots and traditional culture. They argued that social progress and economic growth should be based on industrialization of the national economy and the simultaneous betterment of local well-being through local self-help (Midgley and Livermore, 2005).

However, many of the community initiatives in developing countries advocated by international development agencies were terminated and failed due to resistance, lack of coordination, lack of involvement of community, and centrally led bureaucratic and reporting procedures. During the period, a top-down development approach was considered successful in achieving economic growth, but the poverty and local issues remained unsolved. Until 1980, local development approaches criticized a top-down approach in community development practices. Participatory development, community-based and community driven development, and people-centered development as a bottom-up approach have been widely recognized and recommended in developing countries (Pawar, 2010).

2.2.2 Principles of Community Development

Community development is recognized as an activity or process that brings about changes to developing economy, whether rural or urban community, to the higher level of advancement. It is a social process by which community members become more competent to live with and gain some control over local aspects of a changing world. Biddle and Biddle (1965) stated that community development is a group method for expediting personal growth through collective responsibility. It involves cooperation, collective action, group decision, and joint evaluation leading to continuing action. It requires involvement of professions and agencies, such as local governments, in solving problems and improving their living conditions. It is an indigenous process of growth that the locals initiate and contribute to the changes. According to Garkovich (2011), community development emphasizes local residents to address their own needs, concerns, problems, capabilities, skills, and knowledge. They define their own programs and solutions to improve the situations.

Community development is different from rural development, a more popular approach in gearing up economic growth of the country. Alliband (1983) argued that rural development approach focuses on economic growth as the major priority. It focuses on the establishment of important economic growth infrastructure, such as roads, irrigation, and investment in other inputs. However, economic growth is not the only concern of community development. Community development is also related to other issues, including the importance of developing local problem solving competency,

local participation in the development-planning process, and improving community human resources.

According to the United Nations Economic and Social Council resolution, participation requires the voluntary and democratic involvement of local people in contributing to development effort, sharing equitably in benefits, and decision-making in relation to setting goals, planning programs, and formulating policies. Community members need to take part in the planning, adoption, and implementation of initiatives aimed to improve their lives (Pawar, 2010).

2.2.3 Approaches to Community Development

Community development is a positive approach aimed at developing the initiative of the individual and the community and obtaining the participation of the people for promoting their own betterment (Colonial Office, 1957). It respects the diversity of people and uses those differences as strengths in improving their well-being (Ambrosino, Heffernan, Shuttlesworth and Ambrosino, 2005). Local residents have the ability to manage their own affairs and control the social and economic changes in their community. They also have the ability to make better decisions about the use of resources to support cultural and natural conservation (Colonial Office, 1957).

Pawar (2010) categorized five general community development approaches used in developing countries. Firstly, community-driven development emphasizes community control over its planning decisions and investment resources. Secondly, rights-based community development aims to realize human rights and responsibility and addresses the alleviation of poverty. Thirdly, asset-based community development is a strength-based approach that recognizes a community's assets, including skills and capacities of community members, relationship among the locals, and local physical aspects and economy. Fourthly, sustainable livelihood focuses on maintaining human resources, individual and community assets, and activities required for a means of living without undermining their natural resources. Finally, local level social development aims to promote comprehensive values or principles of community development, and usually includes multi-levels and all dimensions of the community.

Some practices may fall into one approach, while others may implement a combination of many approaches. Pawar (2010) proposed characteristics that are common in all approaches as the success factors for community development. They are empowerment and participation of community members. Participation has the same meaning as bottom-up development, people-centered development, participatory development, and community-driven development. Instead of being controlled by other parties, especially someone who has priority on the top, local people participate in planning and making decisions for their own affairs. Participation is an empowering process that enhances their betterment (Choi and Sirakaya, 2006; Pawar, 2010).

The fundamental goal of community development is to generate community-based, community-wide, and problem solving competency. Firstly, community-based competency is where changes and enhanced resources should be largely inspired by local needs. Rather than giving up decisions to government officials on what needs to be changed in the community, local people should decide on the initiatives and solutions that are best for them. When the locals decide for themselves what they feel to be the most pressing local needs, they tend to participate and feel a stronger emotional commitment in the change process or problem-solving program, though there is no guarantee that the remedy will be successful. Secondly, community-wide competency is related to distribute problem solving through community collaboration. Cooperative pooling of knowledge and financial resources are needed for change with limited external resources. When local people share resources within the community, they are more likely to pay greater attention to shared problems. In order for collaborative pooling of resources to be effective, each household should have some special talent, knowledge, and skill contributing to the whole community effort. Finally, problem-solving competency is created when community members' special talents and resources are devoted to solving their common problems. They gain a better idea in solving problems and develop their self-confidence from solving those problems (Alliband, 1983).

Successful community development is not recognized by a budget amount or the number of material projects completed. On the other hand, successful community development encourages local people to realize their own creative potential. They

prepare themselves to meet the need for adaptation in the face of change. It also brings about changes in attitude toward desirable ends, persisting to the point where the community can be said to appreciate its social obligations and responsibilities. Community success depends on the experiences gained and lessons learned by common effort among community members. Individuals must realize their own needs, problems, and solutions in relation to those of the communities', and be willing to participate, and accept the responsibility for improving their well-being. The result of the work is that the community has become a stable self-reliant unit with an assured sense of social responsibility (Colonial Office, 1957).

2.3 Sustainable Development

2.3.1 Emergence of Sustainable Development

The conventional development recognizes development as economic growth, the objective of modernization or westernization of societies. All societies follow an inevitable path from traditional to modern structures, institutions, and values, development and modernization is considered possible once the take-off stage has been reached, which means the emergence of one significant industry induces wider growth and investment (Sharpley, 2009).

The conventional development may stimulate growth and investment throughout the region; however, it may leave other areas depleted and enhance socio-economic inequalities (Sharpley, 2009). Developing countries have become more technically sophisticated and urbanized and made increased use of markets for the distribution of economic goods and services. They have to keep up with the more developed countries to be integrated into the global market system. Other adverse effects, for instance, are the depletion of natural resources from human production and consumption, underdevelopment in the Third World by exploitation of natural resources by the Western nations, and ecosystem limitation in absorbing pollution and producing enough resources for future use (Baker, 2006).

The alternative development emerged during the 1980s in response to the apparent failure of mainstream, economic growth-based model to deliver development. It represents an alternative to top-down, western-centric, economic growth model of

development, adopting instead a bottom-up, grassroots approach to development that focuses on human and environmental concerns. The fundamental principle of the alternative development is that development should be endogenous. The developmental process should be inspired and guided by the needs of the society, rather than being imposed or implemented exogenously. Consequently, it advocates decentralization and localization, community participation and decision-making, as well as community empowerment and the enhancement of the role of women. With development being increasingly linked with environmental sustainability, the alternative development becomes synonymous with sustainable development (Sharpley, 2009).

The term 'sustainable development' has been repeatedly discussed since the World Commission on Environment and Development (WCED) published its report in 1987, entitled *Our Common Future*, or better known as the Brundtland Report. It argued that the most effective way to balance the competing demand for environmental protection and economic development was through the adoption of a new approach known as sustainable development. Sustainable development represents the new thinking about the relationship between environment and development. It is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987).

After the Brundtland Report was published, many international organizations applied its principles across many areas of public policy, such as international development, urban and land-use planning, tourism development, environmental preservation, and agricultural and energy policy (Baker, 2006). Sustainable development is an increasingly influential approach to development, though it does not constitute a formal theory of development. Baker (2006) argued that the term 'sustainable development' differs from 'sustainability,' which emphasizes an ecosystem that subsists over time. Sustainable development creates a social and cultural system that is not only sensitive to the environment, but also promotes social values (Midgley and Livermore, 2005). Its consequences affect not only the humankind, but also the natural world, not only the present consumption, but also the future use. It also seeks to reconcile social progress, economic activity, and environmental protection (Baker, 2006).

2.3.2 Dimensions of Sustainable Development

Sustainable development steers societal change at the interface between social, economic, and ecological dimensions illustrated in figure 2.1. Baker (2006) stated that social dimension is related to human morals and values, relationships, communities, organizations, and institutions. Economic dimension concerns the allocation and distribution of natural resources that can be depleted. Ecological dimension refers to the societal and economic effects on natural resources and the environment, such as carrying capacity to absorb the pollution from human activities.

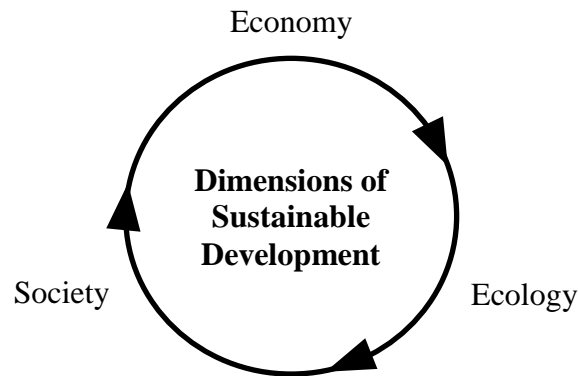


Figure 2.1 Dimensions of Sustainable Development

Source: Baker, 2006.

Baker (2006) proposed that promoting sustainable development is an ongoing process. Achieving one dimension is not the complete task, rather, its characteristics change over time, across different societies and within different social, cultural, economic, and historic contexts.

2.4 Sustainable Tourism

2.4.1 Emergence of Sustainable Tourism

The term ‘sustainable tourism’ emerged from the broader idea of sustainable development that appeared in the publication of the Brundtland Report in the late 1980s, focusing on natural resource conservation for maintaining long-term viability (Weaver, 2006). Weaver (2006) regarded sustainable tourism as the application of

sustainable development to the tourism sector, or tourism development that wisely uses and conserves natural resources to maintain long-term viability; for example, ecotourism, agriculture tourism, education tourism, and community-based tourism.

It is recognized as an alternative approach to mass participation in tourism, which has the potential negative impact on human living conditions and their natural resources, including the deterioration of natural resources, the underdevelopment, and the uneven development of the indigenous peoples.

2.4.2 Principles of Sustainable Tourism

Although sustainable tourism has been a dominant approach within the study of tourism, little has been known in regards to its generally accepted meaning and principles of sustainable tourism. Sharpley (2009) argued that there is a lack of consensus over the theoretical validity of the concept and a failure of its application.

Early conceptualization of sustainable tourism aligned with the concept of the Brundtland Report's sustainable development. Sustainable tourism was seen as a means of achieving sustainable development through tourism. It emphasized preservation of natural resources and conservation of the socio-cultural aspect of the area, rather than focusing on tourism's contribution to the sustainable development of the area (Sharpley, 2009). The United Nations World Tourism Organization (UNWTO), formerly World Tourism Organization (WTO), defined it as "the development that meets the needs of the present tourists and host regions, while protecting and enhancing opportunity for the future" (United Nations Environment Programme and World Tourism Organization, 2005).

A broader perspective outlines not only meaningful travel experiences as the primary objective, but also tourism's contribution to the sustainable development of destinations, such as community initiatives in tourism development and community participation in planning and monitoring of the progress. According the United Nations World Tourism Organization (UNWTO), the bottom line of sustainable tourism is socio-cultural, economic, and environmental sustainability. Firstly, sustainable tourism should promote the socio-cultural authenticity of host communities, conserve their cultural heritages and traditional values, and enhance the intercultural understanding. Secondly, sustainable tourism should ensure long-term

economic viability of host communities and fairly provide socio-economic benefits to all stakeholders. These include stable employment, income earning opportunities, and poverty alleviation. Finally, sustainable tourism should promote optimal and wisely use of natural and environmental resources, maintain essential ecological process, and help conserve natural heritages and biodiversity, including natural areas, habitats, and wildlife (United Nations Environment Programme and World Tourism Organization, 2005). Key principles of sustainable tourism are summarized in table 2.1.

Table 2.1 Principles of Sustainable Tourism

| Principles of Sustainable Tourism |
|--|
| 1) Reflect local community values in a living and dynamic way |
| 2) Provide mutual benefits to the host community and tourist |
| 3) Achieve authenticity in representing local history, heritage, culture, lifestyle, and natural resources |
| 4) Add value to existing attributes in order to offer a richer tourism experience and help diversify the local economy |
| 5) Achieve distinction from other competing tourism destinations |
| 6) Collaborate with other businesses and stakeholders in order to build local capacity |
| 7) Support the conservation of natural resources and wildlife |
| 8) Minimize negative environmental impact |

Source: Sharpley, 2009.

2.5 Community-Based Tourism

2.5.1 Emergence of Community-Based Tourism

There is a wide range of community involvement whether voluntarily or involuntarily in the context of tourism. Community can be regarded as the main attraction representing local knowledge or it can simply be a setting where tourism occurs. Community is drawn into tourism not only for the demand side, increasing awareness and learning about the community and local ways of life, but also for the

supply side, the increased contributions of community to locally managed tourism (Telfer and Sharpley, 2008).

Effects of tourism on community can be negative or positive. Irresponsible tourism development and practice can degrade local habitats and natural resources. In contrast, sustainable tourism supports cultural and natural heritage conservation and creates awareness of tourism impact on the community and environment (World Wide Fund for Nature International, 2001).

Community-based tourism became popular in the mid-1990s, reversing top-down development approach to bottom-up, in an effort to provide real and all-inclusive community participation at all levels of the development (Tasci, Semrad and Yilmaz, 2013). It has a substantial variance in definitions and applications among different destinations around the world. Different community-based tourism definitions are provided in table 2.2.

Table 2.2 Definitions of Community-Based Tourism

| Sources | Definitions of Community-Based Tourism |
|--|--|
| Asia-Pacific Economic Cooperation cited in Asker et al., 2010 | CBT is commonly understood to be managed and owned by the community, for the community. It is a form of local tourism, favoring local service providers and suppliers and focused on interpreting and communicating the local culture and environment. It has been pursued and supported by communities, local government agencies, and non-government organizations (NGOs). |
| Ramesh Boonratana, 2010 | CBT is defined as economically, environmentally, socially, and culturally responsible visitation to local, indigenous communities to enjoy and appreciate their cultural and natural heritage whose tourism resources, products, and services are developed and managed with their active participation and whose benefits from tourism, tangible or otherwise, are collectively enjoyed by the communities. |

Table 2.2 (Continued)

| Sources | Definitions of Community-Based Tourism |
|--|--|
| Caribbean Tourism Organization cited in Henry, 2009 | CBT is a collaborative approach to tourism in which community members exercise control through active participation in appraisal, development, management and/or ownership, whole or in part, of enterprises. Enterprises deliver net socio-economic benefits to community members, conserve natural and cultural resources, and add value to the experiences of local and foreign visitors. |
| Committee for Economic and Commercial Cooperation of Islamic Cooperation cited in Tasci et al., 2013 | CBT is tourism that is planned, developed, owned, and managed by the community for the community, guided by collective decision-making, responsibility, access, ownership, and benefits. |
| Thailand Community Based Tourism Institute, 2012 | CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. |
| World Wide Fund for Nature International, 2001 | Community-based ecotourism is a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community. |

The content of all these definitions can be summed up as follows. Community-based tourism is tourism in which local people participate and have control in tourism management and development. It is managed and owned by the community, for the benefits of the community, enabling visitors to increase awareness and learn about their natural and cultural heritages. Community-based tourism is favorable to host communities and tourists. Community members enhance their involvement and participation in tourism planning and development in their areas, while visitors gain enjoyment and satisfaction from discovering local ways of life.

2.5.2 Principles of Community-Based Tourism

Community-based tourism is believed to have the potential to provide some unique opportunities for communities not only by offering financial benefits, but also by enhancing their involvement and participation in tourism planning and development in their areas in innovative ways (Harwood, 2010; Häusler and Strasdas, 2003; Johnson, 2010; López-Guzmán et al., 2011; López-Guzmán et al., 2011; Lucchetti and Font, 2013; Razzaq et al., 2012; Saarinen, 2010; Salazar, 2012; Scheyvens, 2003; Vanagas and Jagminas, 2011). In developing and organizing tourism, local members are the owners and decision makers in tourism management for the benefits of their communities. They support cultural and natural heritage preservation and are concerned with the impact of tourism on their communities and the environment. The residents earn income as owners, entrepreneurs, and product and service providers. Normally, they set aside at least part of the tourism income for projects and initiatives that provide benefits to the community as a whole (Asker et al., 2010; Häusler and Strasdas, 2003; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; World Wide Fund for Nature International, 2001). Principles of community-based tourism are presented in table 2.3

Table 2.3 Principles of Community-Based Tourism

| Principles of Community-Based Tourism |
|---|
| 1) Involve communities in tourism planning, on-going decision-making, development, and operations |
| 2) Recognize, support, and promote community ownership of tourism |
| 3) Foster cross-cultural learning and include education as part of the tourism service |
| 4) Respect cultural differences and human dignity |
| 5) Aim to benefit local communities, particularly indigenous peoples in rural areas, improve the quality of life, and contribute to the well-being of their cultural and environmental assets |
| 6) Share the benefits equitably among community members |
| 7) Use a portion of the profits or resources for community development to maintain and protect a community cultural or natural heritage asset |

Table 2.3 (Continued)

| Principles of Community-Based Tourism |
|---|
| 8) Increase local and visitor awareness of cultural and natural heritage conservation |
| 9) Minimize negative impact on socio-cultural environment and natural resources and ensure environmental sustainability |

Source: Asker et al., 2010; Häusler and Strasdas, 2003; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; World Wide Fund for Nature International, 2001.

Community-based tourism produces meaningful benefits not only for local people, but also for visitors seeking individualistic, participatory, sustainable, and meaningful forms of tourism. Curious visitors learn more about the daily life of people from different cultures, especially those with an exotic image, typically urban people visiting the countryside while enjoying the simple way of life (Häusler and Strasdas, 2003). In doing so, local community members, often rural, poor and economically marginalized, invite tourists to visit their communities with the provision of overnight accommodation. They increase their awareness and discover local ways of life, culture, nature, and wisdom that local community members feel proud of and choose to share (Thailand Community Based Tourism Institute, 2012).

2.5.3 Goals of Community-Based Tourism

Community-based tourism is based on the belief that tourism considers not only the economic condition and welfare of local people, but also environmental conservation and ecosystem as a whole. It aims to improve local residents' quality of life by optimizing their economic benefits and by protecting their natural resources and environment.

Hatton (1999) stated that the first goal of community-based tourism is respect for local culture, heritage, and old values. Community-based tourism is seen as a tool to reinforce and rescue traditional ways of life. Respect is also implied for natural heritage in which the environment is part of the attraction. The second goal of

community-based tourism is that the tourism activities are developed and operated for the most part by local community members. The income and revenues are directed toward local people, neither governments, elite groups, nor other external parties exploiting the local community. With greater local control and by integrating tourism into the local economy using local labor and resources, there is an increased potential that community members will achieve empowerment and greater self-reliance (Telfer and Sharpley, 2008).

2.6 Successful World Cases of Community-Based Tourism

There are many interesting community-based tourism sites from around the world. They are different in development practices and strategies, depending on the geographic and socio-economic conditions. Examples of famous sustainable tourism development destinations are Tamaki Maori Village located in Rotorua, New Zealand and Songup Folk Village located in Cheju island of Korea (Tasci et al., 2013).

Tamaki Maori Village is located in Rotorua, New Zealand. It is the country's most awarded cultural tourism attractions. Tourism in the village is initiated, owned and managed by community members. All of the workers employed in the village are Maori. Opportunities exist for Maori artists to operate and own small businesses. Social and economic development belongs to local residents, including employment opportunities, ownership of retail stores, and cultural and environmental awareness. Community-based tourism in Tamaki Maori Village is not only beneficial to local communities, but also beneficial to tourists. Visitors can experience authentic Maori traditions and culture and participate in local activities, including seeing Maori weaponry displays, weavings, carvings, tattooings, and traditional songs and dances. Villagers earn income while promoting their rich culture (Tasci et al., 2013).

Songup Folk Village is located in Cheju island of Korea. The village is well-known for its cultural heritage and historical landscape. Subsidies are awarded to villagers in an effort to preserve their houses and landmarks, such as roads, gates, and walls. Community-based tourism in the village is managed and organized by several local distinct subgroups, including youth, women, and elders. Each subgroup participates in a distinct tourism activity. Women's tasks are managing the government-granted subsidies for development, while youth and elders are responsible for planning and

managing tourism promotion activities. Visitors can explore historical architecture and buildings, traditional lifestyles, carvings, handicrafts, as well as local foods and restaurants. Tourism improves the economic well-being of the community and increases awareness of cultural and natural heritage preservation (Tasci et al., 2013).

2.7 Dimensions of Successful Community-Based Tourism

The success of community-based tourism is difficult to assess because it encompasses many variables and qualities. However, reviews of the interrelated concepts of community development, sustainable development, sustainable tourism, and community-based tourism in the earlier section help define ‘successful community-based tourism.’ Community-based tourism is considered successful when it has positive impact on social, economic, and environmental conditions of the community (Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012). Successful community-based tourism is vital when tourism delivers benefits to host communities.

There are three dimensions of successful community-based tourism illustrated in figure 2.2 (Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

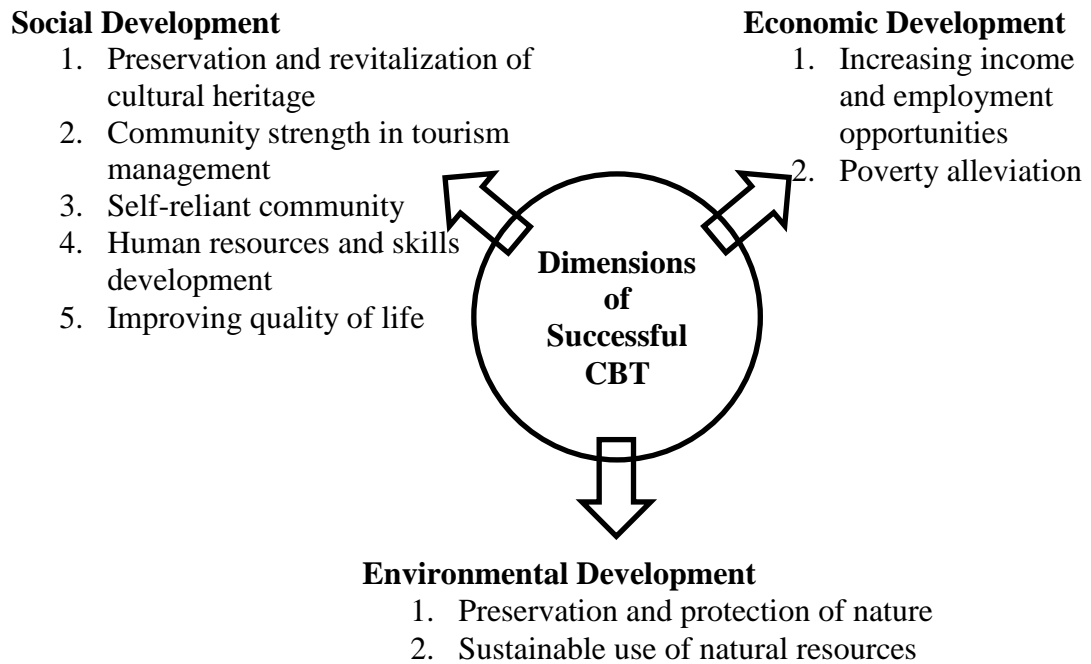


Figure 2.2 Dimensions of Successful Community-Based Tourism

Source: Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012.

2.7.1 Social Development

Successful community-based tourism achieves social development within the community in various ways, including preservation and revitalization of cultural heritage, community strength in tourism management, achieving a self-reliant community, human resources and skills development, and improving quality of life.

1) Preservation and revitalization of cultural heritage

Local culture and historical heritages, such as traditional life styles, architecture, unique streetscapes, and historic sites, are preserved from the pressures of rapid urbanization and development by using cultural tourism to enhance the local economy. Improving the conservation of cultural heritages is important not only for preserving its historic significance, but also for its potential to generate income for local residents. Traditional skills and knowledge held by the older generation, such as traditional knowledge of the environment, old lifestyle, home-based handicrafts, foods, ceremonies, and festivals, are passed on to the next generation. Younger generation takes interest in and appreciates their rich heritages.

2) Community strength in tourism management

Community members actively participate, share ideas, and pool resources in managing community-based tourism. They work together closely and contribute in tourism management and the benefits of tourism, creating strong relationships and strengthening community trust and unity. Local communities take part in building on their strengths and bringing people together to work on tourism development for the community benefits.

3) Self-reliant community

Community members develop their capabilities and manage tourism enterprises to maximizing community benefits. They address problems, apply knowledge and skills to satisfy their own needs, and minimize dependence on external agencies. Fonchingong and Fonjong (2003) argued that self-reliance is similar to the principles of self-help and mutual help. It enables the local people to exploit their resources and labor to increase the competence and confidence of a community in handling its own affairs. Similarly, Pawar (2010) stated that self-reliance is both the means and ends applying to individuals, communities, or societies. It means individuals, families, and communities are not necessarily dependent on others for day-to-day livelihood and survival. They may appropriately receive support from external resources when necessary. However, in the long-term, they strengthen their livelihoods and reduce their vulnerability from completely depending on external resources and assistance.

4) Human resources and skills development

Local members enhance their human capital and self-confidence through community-based tourism activities, including planning, management and organizing, communication, critical thinking, group discussion, and participation in decision-making about tourism activities affecting their lives. They use essential talents, skills, knowledge, and abilities, such as product development, hospitality, tour guiding, and marketing, to participate actively on various issues related to community-based tourism. The development of marketing, marketing knowledge, product development, and entrepreneurial skills is a continuous process that can be improved and shared among the members. It ensures that they gain a bigger share of benefits from the tourism.

5) Improving quality of life

Tourism development maintains and strengthens the quality of life in individuals and communities, not only with income and employment, but also through social belonging, physical health, education, recreation, and environment. For example, tourism brings the development of community facilities and services, which increase the well-being of the communities with benefits, such as outdoor amenities, sanitation and sewage system, water system, road and sign reconstruction, and electricity network and telecommunications (Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

2.7.2 Economic Development

Successful community-based tourism initiative improves the economic well-being of local people. The increasing number of visitors and amount of their spending results in an increase in income and employment opportunities, supporting families and communities financially. The provision of community-based tourism, such as selling local handicrafts and souvenirs, also generates economic benefits to communities in terms of poverty alleviation. Tourism businesses lift the communities out of poverty and enable them to gain access to means of living, including food, shelter, clothes, healthcare, and other infrastructures. Local members are kept intact without the need to leave their communities and migrate for jobs in the cities (Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

2.7.3 Environmental Development

Communities engage in preservation of natural resources because the environment is an essential part of the attraction. By doing so, successful community-based tourism program supports conservation of natural heritage assets in various ways. Community members recognize the need to conserve and protect nature from further depletion due to tourism activities and outline the need for sustainable use of natural resources, such as canals and rivers. They focus on how tourism management affects the quality of life for both present and future generations and how to remain

attractive destinations for future visitors. They also minimize negative impact of tourism activities on the environment and increase environmental awareness at the local and national levels (Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012). For instance, Sam Chuk community was acclaimed by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) to have a major impact in raising awareness of cultural and natural heritage conservation. It is an outstanding model for empowering other communities conducting tourism in Thailand (UNESCO Bangkok, 2009).

2.8 Factors Contributing to the Success of Community-Based Tourism

2.8.1 The Success Factors of Community-Based Tourism

A common similarity between many community-based tourism applications in several destinations is based on the assumption that tourism is adopted to generate socio-economic benefits, including increasing income, promoting the local economy, as well as conserving natural resources and environment. However, many of them have failed due to lack of some critical factors. Tasci and colleagues (2013) argued that several community-based tourism initiatives have failed due to lack of community involvement and participation, sense of ownership of the initiative among the community members, and lack of local financial resources.

Consequently, the research attempts to provide a comprehensive analysis of the relevant factors contributing to community-based tourism success. Communities conducting community-based tourism can improve their operations and practices and increase their chances of success. Reviews of the interrelated concepts of community development, sustainable development, sustainable tourism, and community-based tourism in the previous section bring a comprehensive understanding of ‘the success factors of community-based tourism.’

The following factors are considered necessary to the success of community-based tourism (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

1) Participation in decision-making processes

Local residents take part in decision-making processes at all stages of the development, from planning, organizing, implementing, to evaluating the success of community-based tourism. The whole community takes control of its own development and decides on the tourism activities that enhance community well-being. Community members share opinions and ideas and make their own decisions, particularly how they want their benefits to be shared, distributed, and used. The benefits of community participation are that decisions are based on their understanding of the issues and tailored to their needs and concerns (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012). Armstrong (2012) stated that community participation and involvement must encompass decision-making, management, and community control. They should share in all stages of development from planning through implementation to benefit sharing. True participation and involvement of community members mean being a critical partner in the tourism development and being active rather than passive, contributing to successful-community-based tourism.

Participation requires empowerment, a process describing an individual, group, or community mobilizing toward an increase in capacity, control, power, or the ability to manage resources in tourism development. Community empowerment determines the extent to which the community is able to participate in the development of community-based tourism. When community members have a right and responsibility to solve their problems, they gain control over their lives and are able to participate in decision-making, negotiate, and represent themselves more effectively with the outside groups; for example, local governments and business enterprises. Instead of being controlled by other parties, who neither understand their social and economic conditions nor serve their best interests, local empowerment and participation implies planning, developing, and making decisions for their own enterprises. They are the owners and decision makers in tourism management for the benefit of their community and environment (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

2) Local ownership

Local ownership or access to cultural and natural resources is imperative for community participation in tourism development (Ratnayake and Kasim, 2011; Saarinen, 2010; Stone and Stone, 2011). When local residents have ownership rights of cultural and natural resources that are the primary tourist attractions, they increase awareness of the positive and negative impact of tourism in their respective areas. They have the ability to manage their own enterprises and control the social and economic changes in tourism areas. They are interested in tourism development, participate in decision-making about the management and future development of tourism, and initiate projects that suit their best interests and maximize local benefits (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012). Armstrong (2012) mentioned that keys to community-based tourism success involve issues regarding ownership of resources, entrepreneurship, management roles, and tourism benefit-sharing. The strength of the community's sense of ownership, control, and participation is a critical element to success.

3) Local innovation

Changes and improvements related to tourism development are largely inspired by local needs and aspirations when local residents have ownership rights of their cultural and natural resources. Rather than giving up decisions to government officials what needs to be changed in the communities, local residents decide on the initiatives and solutions that are best for them. Tourism development that originates within the community and responds to their needs and capacities has a strong bearing on the success of community initiatives (Armstrong, 2012). When local people decide for themselves what they feel to be the most pressing local needs, they tend to participate and feel more emotional commitment in the change process or problem-solving program for their own betterment and success (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

4) Collective responsibility

Community members accept the shared responsibility of developing, organizing, and managing in community-based tourism activities aimed at improving their well-being. When they realize their own problems, solutions, and benefits in relation to those of communities, they are willing to participate and work together. Collective responsibility also refers to collective rights over natural resources, such as canals and rivers. They positively contribute to ecosystem conservation and foster responsible and sustainable use of natural heritages to maintain long-term viability, while minimizing negative impact on socio-cultural environment to remain attractive destinations for future visitors. These lead to long-term sustainable development of tourism areas. (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

5) Sharing of resources

Community members pool their knowledge and resources, particularly time, labor, effort, and money, for effectively implementing community-based tourism. Normally, local people set aside at least part of the tourism income for projects and initiatives that provide benefits to the community as a whole. For example, local residents agree to share expenses for maintenance of the community facilities, such as security services. When local people share resources within the community, they are more likely to pay greater attention and participate in shared problems and benefits. In order for collaborative pooling of resources to be effective, each household should have some special talent, knowledge, know-how, and skills contributing to the whole community effort (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012). Lucchetti and Font (2013) stressed that contribution of resources in terms of time, labor, and money by community members is a strong contributor to successful community-based tourism.

6) Sharing of benefits among members

Community participation in tourism development allows members to gain more benefits from tourism. Without equitable distribution of benefits from tourism, they are not willing to participate (Stone and Stone, 2011). Benefits accrued from tourism operations should be shared equitably among local communities

themselves; as a result, enhancing their involvement and participation in tourism planning and development in their respective areas. A share of benefits made from tourism should be for the whole community and not for a few individuals in the community. The benefits include amenities, facilities, income, and employment opportunity. As the community expands, local governments provide additional budget in forms of road improvement and direction signs in and around the community (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012). The success of community-based tourism depends on opportunities for community members to receive benefits from tourism. This includes the flow and equitable distribution of benefits throughout the community from the early stage of tourism development (Armstrong, 2012; Harwood, 2010).

7) Leadership and management

Dedicated and visionary community leaders contribute to tourism development and success. These refer to management, leadership, governance, and decision-making structures relevant to community enterprises (Armstrong, 2012; Ratnayake and Kasim, 2011). Local leaders are able to manage tourism development and work with community members. Effective community leaders are able to motivate them to participate and be involved in decision-making about the change process or problem-solving program. They bring people together and energize their plans to action. Leaders are also the linkages between local residents and other stakeholders, such as local governments and academics, help them work together and make communication and interaction among stakeholders possible (Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

8) Partnership and outside support

Partnership and outside support in the enterprise is a key to successful community-based tourism. Although the focus of community-based tourism is particularly at the community level, it is important to be aware of and incorporate critical linkages with other sectors, including local governments, academics, and business enterprises. Community-based tourism should not be planned in isolation from other sectors because the ability of the community to generate benefits is often

ties into key policies that originate from a variety of sectors, such as government agencies handling protected areas and tourism. The linkages with other sectors support and help sustain the development of tourism. They can provide assistance in conducting community-based tourism, including funding for tourism development, maintenance of infrastructure necessary for tourism, advertising of tourism attractions, as well as providing advice for doing business (Armstrong, 2012; Asker et al., 2010; Henry, 2009; Hiwasaki, 2006; Mountain Institute, 2000; Peaty and Portillo, 2009; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

9) Achieving authenticity

Local community represents special elements of its own culture, heritages, lifestyles, old values, and wisdom that community members feel proud of and choose to share. The community represents authentic culture and heritage that are original, developing strong image and identity to attract visitors and enhancing its success. Visitors, who seek individualistic, participatory, sustainable, and meaningful forms of tourism, are satisfied with authentic travel experiences by discovering their traditional ways of life that are original and different from their home environment (Armstrong, 2012; Asker et al., 2010; Henry, 2009; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

10) Achieving distinction

Local community achieves distinction from other competing tourism destinations. It adds value to existing attributes in order to offer a richer tourism experience and enhance the local economy. The creation of attractive, innovative, or unique tourism products and services, such as unique local food, handicraft, and souvenir, generates income for community members. Satisfied visitors increase their spending and length of stay, return more often, and recommend others to visit a destination. Competitiveness of tourism destinations promotes the viability of local businesses, being able to continue to pursue long-term growth, prosperity, and success (Asker et al., 2010; Henry, 2009; Lucchetti and Font, 2013; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012).

The success factors, including participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management,

partnership and outside support, achieving authenticity, as well as achieving distinction, are used as criteria to determine the success of community-based tourism destinations, namely Sam Chuk community, Suphanburi province and Klong Suan community, Chachoengsao province.

2.8.2 Relevant Research

Since each community has unique success factors, there is no single model that can be applied to all communities. However, many empirical studies have tried to derive the significant factors for successful community-based tourism using various approaches, including theoretical study, survey questionnaires, and in-depth interviews with key stakeholders (Goodwin and Santilli, 2009; Hiwasaki, 2006; Kibicho, 2008; Lucchetti and Font, 2013; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013).

Goodwin and Santilli (2009) analyzed examples of community-based tourism projects perceived by funders, conservationists, and development workers as successful. They mentioned factors, including 1) social capital and empowerment, 2) improved livelihoods and standard of living, 3) local economic development, 4) commercial viability, 5) conservation/environment, 6) education, 7) sense of place, 8) tourism, and 9) collective benefits, as criteria for successful community-based tourism.

Hiwasaki (2006) identified four common success factors based on case-study research on management of national parks in Japan. Those are 1) institutional arrangements, 2) self-regulations related to conservation, 3) high environmental awareness, and 4) the existence of partnerships.

Kibicho (2008), using a case study of community-based tourism development in Kenya, derived five key factors from factor analysis, which are 1) inclusion of stakeholders, 2) recognition of individual and mutual benefits, 3) appointment of legitimate convene, 4) formulation of aims and objectives, and 5) perception that decisions arrived at will be implemented.

Lucchetti and Font (2013) explored the critical success factors for a community-based tourism initiative in Peru. They are associated with 1) the links with the private sector, 2) proximity to the tourism market, 3) the creation of attractive and competitive products, 4) the consideration of profitability, 5) the community's will to engage in tourism, and 6) the implementation of a monitoring and evaluation process.

Thanathorn Vajirakachorn and Krittiya Anuwong (2013) conducting research on determinants of success for community-based tourism in Thailand presented factors, including 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.

From the review of literature attempting to determine the success factors of community-based tourism, it reveals that participation in decision-making processes as well as partnership and outside support are the key success factors of community-based tourism. Community-based tourism initiatives are more likely to succeed when local residents take active roles in tourism development, such as planning, developing, managing, making decisions, and evaluation, and when decisions are made by community members. Besides local participation, partnership and outside support are also important in developing successful community-based tourism. Linkages with other sectors, particularly local governments, academics, and business enterprises, support and help sustain the development of tourism in their areas. The success factors of community-based tourism derived from literature are summarized in table 2.4.

Table 2.4 The Success Factors of Community-Based Tourism

| The Success Factors of Community-Based Tourism | Sources |
|---|--|
| Participation in decision-making processes | Armstrong, 2012; Asker et al., 2010; Goodwin and Santilli, 2009; Henry, 2009; Kibicho, 2008; Lepper and Goebel, 2010; Lucchetti and Font, 2013; Mountain Institute, 2000; Okazaki, 2008; Samorn Aramwong and Pit Sompong, 2011; Tasci et al, 2013; Thailand Community Based Tourism Institute, 2012; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013; World Wide Fund for Nature International, 2001 |

Table 2.4 (Continued)

| The Success Factors of Community-Based Tourism | Sources |
|---|--|
| Local ownership | Armstrong, 2012; Asker et al., 2010; Goodwin and Santilli, 2009; Henry, 2009; Manyara and Jones, 2007; Mountain Institute, 2000; Nopparat Satarat, 2010; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013; World Wide Fund for Nature International, 2001 |
| Local innovation | Armstrong, 2012; Asker et al., 2010; Goodwin and Santilli, 2009; Henry, 2009; Kibicho, 2008; Mountain Institute, 2000; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012; World Wide Fund for Nature International, 2001 |
| Collective responsibility | Goodwin and Santilli, 2009; Henry, 2009; Tasci et al., 2013; World Wide Fund for Nature International, 2001 |
| Sharing of resources | Asker et al., 2010; Goodwin and Santilli, 2009; Henry, 2009; Lucchetti and Font, 2013; Tasci et al., 2013 |
| Sharing of benefits among members | Armstrong, 2012; Asker et al., 2010; Goodwin and Santilli, 2009; Harwood, 2010; Henry, 2009; Kibicho, 2008; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013 |
| Leadership and management | Armstrong, 2012; Giampiccoli and Kalis, 2012; Goodwin and Santilli, 2009; Henry, 2009; Kibicho, 2008; Ratnayake and Kasim, 2011; Samorn Aramwong and Pit Sompong, 2011; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013 |

Table 2.4 (Continued)

| The Success Factors of Community-Based Tourism | Sources |
|---|--|
| Partnership and outside support | Armstrong, 2012; Asker et al., 2010; Ellis, 2011; Goodwin and Santilli, 2009; Henry, 2009; Hiwasaki, 2006; Kibicho, 2008; Lucchetti and Font, 2013; Mountain Institute, 2000; Peaty and Portillo, 2009; Samorn Aramwong and Pit Sompong, 2011; Tasci et al., 2013; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013 |
| Achieving authenticity | Armstrong, 2012; Goodwin and Santilli, 2009; Henry, 2009; Lucchetti and Font, 2013; Samorn Aramwong and Pit Sompong, 2011; Thailand Community Based Tourism Institute, 2012; Thanathorn Vajirakachorn and Krittiya Anuwong, 2013 |
| Achieving distinction | Goodwin and Santilli, 2009; Henry, 2009; Lucchetti and Font, 2013; Samorn Aramwong and Pit Sompong, 2011; Thailand Community Based Tourism Institute, 2012 |

2.9 The Conceptual Framework of the Success Factors of Community-Based Tourism in Thailand

After the success factors of community-based tourism were introduced, the conceptual framework is developed to provide a comprehensive model of the relevant factors contributing to community-based tourism success in Thailand. Although each community conducting community-based tourism may have different success factors, the model is expected to apply to community-based tourism in general. Findings from the research provide valuable insights for any community to be able to improve its operations and increase the likelihood of success. The conceptual framework is proposed as follows.

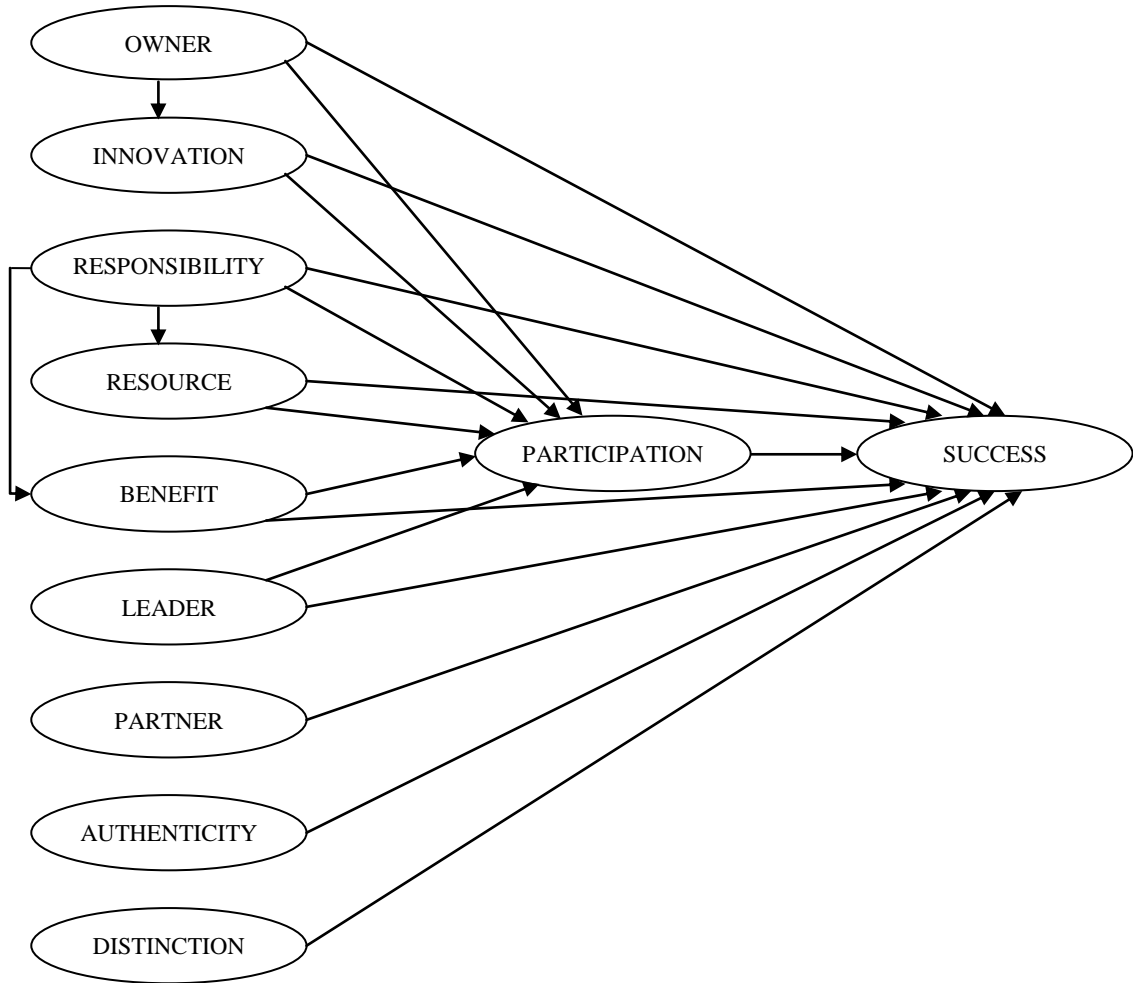


Figure 2.3 The Conceptual Framework of the Success Factors of Community-Based Tourism in Thailand

| | | |
|----------------|---|--|
| Where SUCCESS | = | Successful community-based tourism |
| PARTICIPATION | = | Participation in decision-making processes |
| OWNER | = | Local ownership |
| INNOVATION | = | Local innovation |
| RESPONSIBILITY | = | Collective responsibility |
| RESOURCE | = | Sharing of resources |
| BENEFIT | = | Sharing of benefits among members |
| LEADER | = | Leadership and management |
| PARTNER | = | Partnership and outside support |
| AUTHENTICITY | = | Achieving authenticity |
| DISTINCTION | = | Achieving distinction |

From the conceptual framework:

| | |
|---------------|--|
| SUCCESS | depends on (1) PARTICIPATION, (2) OWNER, (3) INNOVATION, (4) RESPONSIBILITY, (5) RESOURCE, (6) BENEFIT, (7) LEADER, (8) PARTNER, (9) AUTHENTICITY, and (10) DISTINCTION |
| PARTICIPATION | depends on (1) OWNER, (2) INNOVATION, (3) RESPONSIBILITY, (4) RESOURCE, (5) BENEFIT, and (6) LEADER |
| INNOVATION | depends on (1) OWNER |
| RESOURCE | depends on (1) RESPONSIBILITY |
| BENEFIT | depends on (1) RESPONSIBILITY |

Two models of Sam Chuk community, Suphanburi province and Klong Suan community, Chachoengsao province are being analyzed separately in order to compare the similarities and differences of the key success factors between the two destinations. Ten independent variables, which are participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction, are used as criteria to determine the success factors of the two communities.

2.10 Study Areas

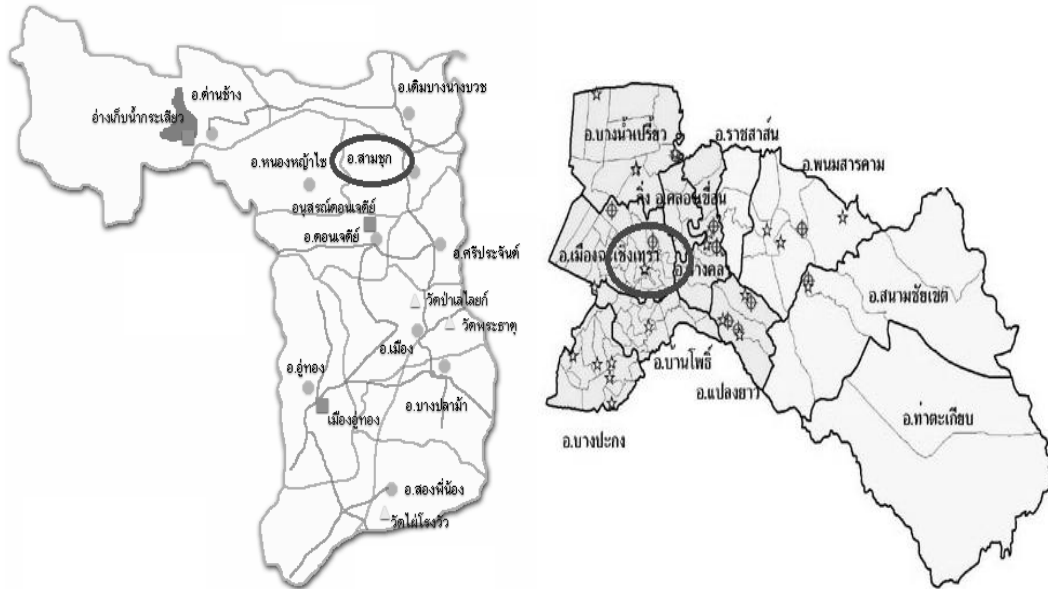


Figure 2.4 Maps of Sam Chuk, Suphanburi Province and Klong Suan, Chachoengsao Province

The following reasons explain the selection of two communities, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province. Firstly, the number of tourists visiting these markets, particularly Thais, has been increasing due to an emerging trend of nostalgia tourism in which people explore history and traditional ways of life. Visitors are interested to see old attractions, such as historic sites, old temples and shrines, and local ways of life. Although they are small communities, people come and revisit their places, especially during weekends and public holidays. The success of Sam Chuk community was recognized by international agency, such as the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Sam Chuk community was awarded “Asia-Pacific Heritage Awards for Culture Heritage Conservation” in 2009 (UNESCO Bangkok, 2009). It was also awarded “Architectural Conservation Award” from the Association of Siamese Architects under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn in 2005 (Ministry of Tourism and Sports, 2010). Klong Suan also received

recognition and accreditation by awarded “Architectural Conservation Award” from Her Royal Highness Princess Maha Chakri Sirindhorn in 2004 (Ministry of Culture, 2012). In 2009, it won the award of “Thailand’s Top Nine Destinations” organized by The Post Publishing. It was ranked in the first tier for the attractive and popular tourist destination from a list of over 300 candidate tourist spots in Thailand (The Post Publishing, 2009).

Secondly, Sam Chuk and Klong Suan communities preserve cultural and natural heritages, including traditional ways of life, architecture, old buildings, and historic commercial centers. They are living museums where the owner-merchants still live in the house, such as traditional herbal medicine shop, coffee shop, barbershop, and antique shop. They provide visitors with unique opportunities to interact with local people and learn more about their cultures.

Finally, Sam Chuk and Klong Suan community members have an enthusiastic participation in revitalizing and restoring their communities. The members help protect and conserve their cultural heritages from the pressures of rapid urbanization and modern development.

However, Sam Chuk community is different from Klong Suan’s. Firstly, Sam Chuk traditional market is larger in size and has a higher population than Klong Suan market. It welcomes more visitors than Klong Suan’s because of its renowned reputation. Secondly, the historical backgrounds and the management of local tourism of both communities are different. Sam Chuk traditional market was revitalized because of the cooperation of the local residents. They set up the committee and initiated the renovation projects in an attempt to promote tourism by preserving the old values and traditional ways of life. The old market was restored through strong cooperation of local people in preserving their cultural and natural heritages. Klong Suan old market received support from local governments of Chachoengsao province, which helped Klong Suan community members in preserving the community’s traditional culture and its historical buildings. They actively worked with community groups to enhance their involvement and participation in the planning and training local entrepreneurs. The following table summarized the highlights of Sam Chuk and Klong Suan communities.

Table 2.5 The Highlights of Sam Chuk and Klong Suan Communities

| | Sam Chuk Community | Klong Suan Community |
|----------------------------------|---|---|
| Population | 1,000 | 300 |
| Tourist Attractions | Traditional architectures and living museum | Traditional architectures and living museum |
| Hours of Operation | Daily 8 am- 5 pm | Daily 8 am- 5 pm |
| Awards | UNESCO “Asia-Pacific Heritage Awards for Culture Heritage Conservation” (2009) | “Architectural Conservation Award” from Her Royal Highness Princess Maha Chakri Sirindhorn (2004) |
| | “Architectural Conservation Award” from Her Royal Highness Princess Maha Chakri Sirindhorn (2005) | “Thailand’s Top Nine Destinations” organized by The Post Publishing (2009) |
| Tourism Development Organization | Sam Chuk community and old market district committee | Subdistrict municipality |

2.10.1 History of Sam Chuk Community, Suphanburi Province



Figure 2.5 Riverside View of Sam Chuk Market

Sam Chuk 100-year-old market located at Suphanburi province represents an intact historical commercial area that flourished from the trading of rice, agricultural products, and household goods along the Ta Chin River since the reign of King Rama V. Residents of Sam Chuk are Thai, Chinese, and Mon from Myanmar (UNESCO Bangkok, 2009).



Figure 2.6 Shopping at Sam Chuk Market

The establishment of a local government office in 1938 indicated that it was recognized nationally as a major commercial town. The community continued to grow steadily until a change in mode of transportation from boat to automobile in 1967. The market had to compete with large department stores and local markets around Sam Chuk area, decreasing its trade volume. The Treasury Department planned to upgrade the entire market region by constructing modern buildings in replacement of traditional wooden shophouses. The community members decided collectively that the areas would not be demolished and deconstructed. The villagers and merchants set up Sam Chuk Community and Old Market District Committee in 2000 (UNESCO Bangkok, 2009). With the help of Chum Chon Thai Foundation in 2002, they initiated the renovation projects at Sam Chuk market in an attempt to preserve the old values and traditional ways of life, including organizing activities, improving the landscape, and establishing the museum by using a local nobleman's house for exhibition (Thai Museums Database, 2012).

In 2003, the district was chosen as a pilot city in the “Project for Livable Communities and Cities.” In 2005, Sam Chuk community was awarded “Architectural Conservation Award” from the Association of Siamese Architects under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn (Ministry of Tourism and Sports, 2010). In addition, it was recognized by the Fine Arts Department for “Local Historic District” in 2007, representing a huge victory for the community as it essentially legitimized their conservation approach. Due to hard work and cooperation of people in community, the old market and traditional life along the river was preserved (UNESCO Bangkok, 2009).

In 2009, Sam Chuk community received the merit award granted by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) “Asia-Pacific Heritage Awards for Culture Heritage Conservation.” It means the old market is being recognized internationally as one of the most admired tourist spots. UNESCO acclaims Sam Chuk community and old market district that it was successfully revitalized through the far-sighted vision and cooperation of the local residents. The conservation work was awarded for not only the architectural heritage, but also the living heritage of a historic commercial center, thus contributing to a comprehensive understanding of the site’s value as a cultural heritage resource for the community. UNESCO admires Sam Chuk community for having a major impact in raising awareness of grassroots heritage conservation and for being an outstanding model for empowering other historic communities in Thailand (UNESCO Bangkok, 2009).

Currently, Sam Chuk old market is popular for its 100-year-old market. It presents a living museum, where traditional ways of life come alive through the participation and cooperation of local people. The market nowadays attracts a large number of visitors during weekdays and weekends. People come here to shop and dine. There are owners of small shops and stalls selling souvenirs, clothes, jewelry, and toys. Scholars and academics also visit the market to learn about the community’s initiation and cooperation. The example of strong community inspires other communities to conserve natural heritages and traditional values.

2.10.2 History of Klong Suan Community, Chachoengsao Province



Figure 2.7 Riverside View of Klong Suan Market

The origins of Klong Suan 100-year-old riverside community dated back to the reign of King Rama V. In the past, the market was most conveniently accessible by boat. There was only one passenger boat service from Chachoengsao province to Bangkok, managed by Nai Loet company. The boat picked up passengers at Chachoengsao, traveled through Klong Suan Market, and eventually arrived at Pratunam in Bangkok (Tourism Authority of Thailand, 2013).

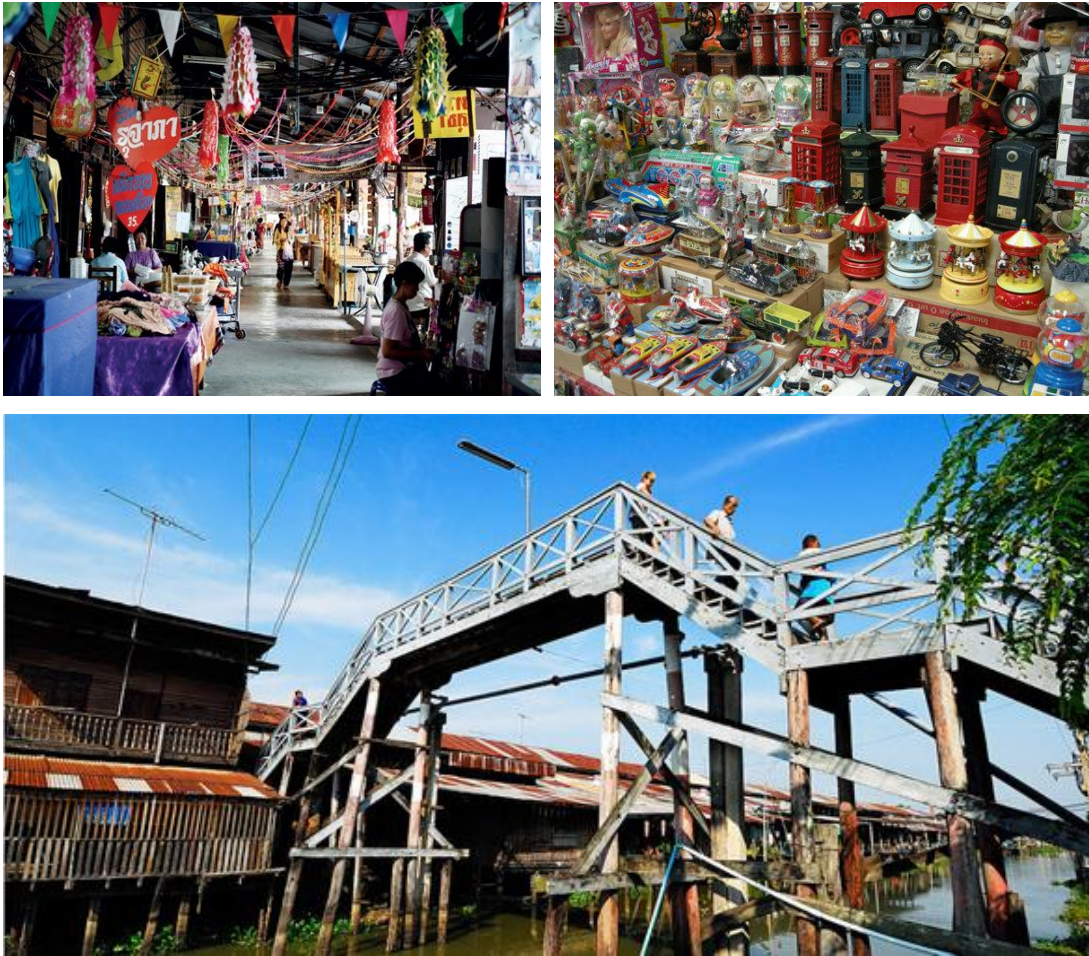


Figure 2.8 Shopping at Klong Suan Market

Klong Suan old market was once a popular stopover point and an important trading center dealing with agriculture products, seeds, and fertilizers. However, the popularity of the market started to decline with the development of roads. Preference in mode of transportation changed from boat to automobile. The establishment of supermarkets and convenience stores replaced the traditional markets. Many of these traditional markets closed down. Fortunately, local governments of Chachoengsao province, which promoted and enhanced the development of tourism business, recognized the importance of their cultural heritages. They worked with local people and helped preserve the community's traditional culture and its historical buildings. For example, community members cooperated with local governments in developing the community facilities and infrastructure, including the reconstruction of bridges

and roads (Tourism Authority of Thailand, 2013). In 2004, Klong Suan community received recognition and accreditation by awarded “Architectural Conservation Award” from Her Royal Highness Princess Maha Chakri Sirindhorn (Ministry of Culture, 2012), representing the conservation and revitalization of cultural heritages.

Presently, Klong Suan old market is well-known for its 100-year-old market. It represents a center uniting the spirit of the Buddhists, Chinese immigrants, and Muslims, who live peacefully in the same area, as seen from the heritage architecture of temples, shrines, and mosques. Though community members have different religions and beliefs, they socialize with each other at the traditional coffee shops, which serve traditional coffee and tea. They share ideas, experiences, news, and personal opinions on politics early morning before they start welcoming the visitors (Tourism Authority of Thailand, 2013).

CHAPTER 3

RESEARCH METHODOLOGY

This chapter begins with research design, unit of analysis, and population and sampling. It provides details on operational definitions of successful community-based tourism and ten factors contributing to the success of community-based tourism in Sam Chuk and Klong Suan communities, followed by scale construction. The chapter ends with data collection, data analysis, and ethical considerations.

3.1 Research Design

The research employed a mixed method approach to data collection and data analysis. It mainly employed quantitative method to assess the success factors of community-based tourism in Thailand. The addition of qualitative approach to data collection and analysis was applied for the broad purposes of breadth and depth of understanding and corroboration, which was more likely to benefit the research project. Qualitative data can play an important role in seeking elaboration, enhancement, illustration, clarification, and extending the meaningfulness of quantitative results (Johnson, Onwuegbuzie and Turner, 2007). The research questions are addressed, providing richer and more comprehensive understanding of the success factors of community-based tourism in Thailand. Hopefully, other communities operating community-based tourism will be able to improve their operations and increase their likelihood of success.

In this research, quantitative analysis through the use of a structured questionnaire and a statistical hypothesis test provides information on the factors fostering the success of community-based tourism at Sam Chuk community, Suphanburi province and Klong Suan community, Chachoengsao province. Findings from quantitative analysis reveal the significance and relationship among those factors represented in terms of numbers.

However, the research intends to explore community members' opinions and experiences about the success of the community, which are also valuable and meaningful contributions to the study. An in-depth interview is unstructured, personal, and conducted on a single community member. It uses open-ended questions to discover the respondents' feelings and perspectives on a subject, uncovering their roles, opinions, and attitudes on community-based tourism development in their respective areas.

3.2 Unit of Analysis

The objective of the research is to discover the factors that contribute to the success of community-based tourism at Sam Chuk community, Suphanburi province and Klong Suan community, Chachoengsao province, the opinions and perceptions of local people in their respective areas are emphasized. Consequently, the unit of analysis is an individual level in which each respondent is requested to express their opinions in a scale in the questionnaires. Local residents are appropriate to make opinions on community-based tourism success. These people are the driving force behind the entire process for cultural and natural conservation and survival, reflecting the way that they have been transformed from old markets into popular tourist attractions in Thailand.

3.3 Population and Sampling

The research developed questionnaires from the literature review in the previous chapter to examine the factors that contribute to the success of community-based tourism. The study applied Krejcie and Morgan's formula for determining the sample size of a given population (Krejcie and Morgan, 1970). Approximately 300 respondents were drawn as a sample size from the population of 1,000 community members at Sam Chuk market, Suphanburi province. On the other hand, about 150 respondents were drawn as a sample size from the population of 300 community members at Klong Suan market, Chachoengsao province.

Simple random sampling (SRS), which is a probability sampling technique in which each element in the population has a known and equal probability of selection, was applied (Malhotra, 1996). It was an appropriate technique for this study because the researcher gained access to the respondents and selected a group of subjects from a larger group that is available and complete. The sample was randomly selected to assess the success factors of community-based tourism in their respective areas. They were requested to score on a seven-point scale toward the level of successful community-based tourism, participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction of the communities.

The researcher conducted in-depth interviews with approximately 10 community members at each community to elicit detailed information about their roles and attitudes in community-based tourism development in their respective areas.

Another set of questionnaires was applied to 50 tourists at each community to explore characteristics of tourists and identify reasons for visiting heritage sites, such as promotional websites, which are useful recommendations. Visitors may provide different perspectives from those of community members. The findings will help communities as the hosts understand the tourist's choices for visiting or revisiting places, thus, being able to improve the marketing and promotion of these sites.

3.4 Operational Definitions

Reviews of the interrelated concepts of community development, sustainable development, sustainable tourism, and community-based tourism in the previous chapter help define 'successful community-based tourism' and bring a comprehensive understanding of 'the success factors of community-based tourism.' Ten factors are identified as criteria to determine the success of community-based tourism destinations, namely Sam Chuk community, Suphanburi province and Klong Suan community, Chachoengsao province.

The following definitions are used to assess the success factors of community-based tourism in their respective areas.

3.4.1 Dependent Variable

Successful community-based tourism: Community-based tourism has positive impact on social, economic, and environmental conditions of the community. There are three dimensions of successful community-based tourism, which are social development, economic development, and environmental development.

3.4.1.1 Social Development Dimension

1) Preservation and revitalization of cultural heritages: Local community's culture and historical heritage assets, such as traditional life styles, architecture, unique landscapes, and historic sites, are preserved from the pressures of rapid urbanization and development.

(1) Cultural and historic resources are perceived as valuable and often irreplaceable.

(2) Traditional skills and knowledge held by the older generation, such as traditional knowledge of the environment, old lifestyle, home-based handicrafts, foods, ceremonies, and festivals, are passed on to the next generation.

(3) Community members preserve and pass on historic buildings and life inside the surrounding environments to future generations. Future generations take enthusiasm and appreciation of their rich heritages.

(4) Culture and historical heritage assets are restored, impaired, and used to attract and serve visitors.

2) Community strength in tourism management: Community members build strong relationships within communities through managing community-based tourism in their respective areas.

(1) Strong relationships among local residents are created.

(2) Community trust and unity are strengthened.

(3) Local people in the community actively participate in managing their cultural heritage and share decision-making.

3) Self-reliant community: Local community is not necessarily dependent on others for day-to-day livelihood and survival.

(1) Local members take responsibility for their own economic well-being and income generating activities.

(2) Local members rely on their resources to solve their own problems and issues.

(3) Local members increase the competence and confidence of a community in handling their own enterprises.

4) Human resources and skills development: Community members enhance their human capital and self-confidence through community-based tourism activities, including planning, management and organizing, communication, critical thinking, group discussion, and participation in decision-making about tourism activities affecting their lives.

(1) Essential talents, skills, knowledge, and abilities, such as product development, hospitality, tour guiding, and marketing, are used on various issues related to community-based tourism.

(2) Marketing knowledge, product development, and managerial and entrepreneurial skills of community members are developed and improved to ensure a bigger share of benefits from the tourism.

(3) Local people in the community gradually transform the community into knowledge-based society.

5) Improving quality of life: Community-based tourism maintains and enhances the quality of life in individuals and communities in the tourism areas.

(1) Community members' social belonging and engagement, self-esteem, accomplishment, recreation, physical health, and environment are strengthened.

(2) The development of community facilities and services, such as outdoor amenities, water system, electricity network and telecommunications, sanitation and sewage system, as well as road and sign reconstruction, is created, thus, improving the well-being of the communities.

(3) Gender equality in the community is strengthened as more female workers engage in tourism activities.

3.4.1.2 Economic Development Dimension

1) Increasing income and employment opportunities: Community-based tourism improves the economic well-being of local people.

(1) Tourism generates earnings and savings for individuals and households.

(2) Tourism creates jobs and employment opportunities for local people in the community.

(3) Local community receives a fair share of earnings from tourism venture. Economic benefits to community members are fairly distributed.

2) Poverty alleviation: Community-based tourism lifts people out of poverty.

(1) Local members gain equitable access to necessities, such as food, shelter, clothes, healthcare, and other infrastructures.

(2) Tourism activities bring in supplemental income sources, such as small entrepreneurs conducting businesses during the weekend.

(3) Local members are kept intact without the need to leave their communities and migrate for jobs in the city.

3.4.1.3 Environmental Development Dimension

1) Preservation and protection of nature: Local residents recognize the need to preserve and protect nature and the environment due to tourism activities in their respective areas.

(1) The present conditions of the natural resources are maintained.

(2) Negative impact of tourism activities on the environment is minimized.

(3) The community introduces methods of waste reduction, waste disposal, and recycling of used packaging materials.

2) Sustainable use of natural resources: Community members recognize the need for conservation of natural resources, such as water, rivers, and forests.

(1) Natural heritage assets are used in the way that they will be attractive for future visitors.

(2) Local government introduces training programs for small entrepreneurs on environmental issues.

(3) Environmental protection measures are strictly observed by community members.

3.4.2 Independent Variables

There are ten independent variables, which are participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction.

1) Participation in decision-making processes: Local citizens take part in decision-making processes at all stages of the development, including planning, adopting, implementing, and evaluating the success of community-based tourism.

(1) Community members are involved in making decisions related to tourism development.

(2) Community members express opinions and share ideas and knowledge with others.

(3) Community members work toward a collective vision of how to manage the local areas.

(4) Community members depend on networks based on personal friendships and family relations, developing collective forms of business cooperation that offer good products and services to visitors.

2) Local ownership: Local citizens are aware of their ownership rights of cultural and natural resources that are the primary tourist attractions.

(1) Local residents are aware of the positive and negative impact of tourism in their respective areas.

(2) Local residents are able to decide and manage their own enterprises.

(3) Local residents are actively involved in tourism as entrepreneurs through the ownership and operation of retail stores and not merely as employees.

3) Local innovation: Changes and improvements related to tourism development are initiated by local needs and aspirations.

(1) Local entrepreneurs initiate development programs that generate more revenues from tourists.

(2) Local entrepreneurs are willing to take business risks by investing in small shops, which do not require high capital investment.

(3) Creation of attractive, innovative, or unique tourism products and services enhances businesses in the areas.

4) Collective responsibility: Community members accept the shared responsibility of developing, organizing, and managing in community-based tourism activities aimed to improving their well-being. The shared responsibility also implies for their cultural and natural resources.

(1) Each member understands his roles in enhancing local participation in tourism business, thus, contributing to sustainable development.

(2) Each member has positive impact while minimizing negative impact on socio-cultural environment to remain attractive destinations for future visitors by helping to keep the community clean and dispose of waste materials.

(3) Each member takes immediate actions to correct problems of cultural and natural resources deterioration and depletion.

5) Sharing of resources: Community members pool their resources, particularly time, labor, and money, for effectively implementing community-based tourism.

(1) Local citizens pool resources, particularly time, labor, and money, in promoting community-based tourism.

(2) Local citizens set aside at least part of the tourism income for projects that provide benefits to the community as a whole; for example, local residents agree to share expenses for maintenance of the community facilities.

(3) Local citizens exchange special talent, knowledge, know-how, and skills with the whole community.

(4) Local citizens spread flyers and promotional materials containing information about products and services offered at the tourist site.

6) Sharing of benefits among members: Community members share tourism benefits equitably among themselves.

(1) A share of benefits made from tourism is for the whole community and not for a few individuals in the community.

(2) Each community member has the right to access public facilities, such as recreation parks.

(3) Local government provides additional budget in forms of road improvement and direction signs in and around the community.

7) Leadership and management: Local leaders are able to direct and manage tourism development and work with community members and other stakeholders.

(1) Local leaders encourage members to participate and be involved in decision-making in the change process or problem-solving program.

(2) Local leaders energize plans to action.

(3) Local leaders act as the linkages between members and other stakeholders, such as local governments and academics, helping them work together and making communication and interaction among stakeholders possible.

8) Partnership and outside support: Community incorporates with other sectors, including local governments, academics, and business enterprises, which influence the policies and the development of tourism.

(1) Local government helps the community in marketing and promotion of the area.

(2) Local government as a stakeholder provides advice and support.

(3) Local government promotes training and educational programs to enhance vocational and professional skills to local businesses.

9) Achieving authenticity: Local community represents special elements of its own culture, heritages, lifestyles, old values, and wisdom that community members feel proud of and choose to share.

(1) This market is well-known for a 100-year-old authentic Thai market.

(2) The community represents authentic culture and heritage that are original, developing a strong image and identity to attract visitors.

(3) Community members are proud of unique architectural and traditional textures of the community.

10) Achieving distinction: Local community achieves distinction from other competing tourism destinations.

(1) Local community adds value to tourism products and services to distinguish itself from other destinations.

(2) Local community provides appropriate information and creates a good relationship with visitors, leading to greater visitor satisfaction.

(3) Competitiveness of tourism destinations promotes the viability of local businesses, being able to continue to pursue long-term growth and prosperity.

3.5 Scale Construction

A self-administered questionnaire was used to administer a dependent variable, which is successful community-based tourism, and ten independent variables, which are participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction.

The Likert rating scale, named after its developer Rensis Likert, was used in the research. It requires the respondents to indicate the agreement or disagreement with each series of statement about the objects (Malhotra, 1996). The seven-point format typically provides the following response options ranging from ‘Very strongly disagree’ to ‘Very strongly agree.’

- | | | |
|---|---|------------------------|
| 1 | = | Very strongly disagree |
| 2 | = | Strongly disagree |
| 3 | = | Disagree |
| 4 | = | Neutral |
| 5 | = | Agree |
| 6 | = | Strongly agree |
| 7 | = | Very strongly agree |

A seven-point Likert scale is preferred since it has been shown to be a more accurate measure and a better reflection of a participant’s true subjective evaluation than a five-point scale. Even when it is compared to higher-order items, seven-point

items appear to be the best solution for questionnaires (Finstad, 2010). A seven-point Likert scale is also simple for the respondents to understand and complete the questionnaires, making it suitable for this research. However, a major disadvantage of a seven-point scale is that it only gives seven options of choice, with which the respondents may not fully agree. Scale construction is illustrated in table 3.1.

Table 3.1 Scale Construction

| Variables | Definitions | Operational Definitions |
|------------------------------------|--|--|
| Successful community-based tourism | Community-based tourism is considered successful when it has positive impact on social, economic, and environmental conditions of the community. | <p>Community-based tourism has positive impact on social, economic, and environmental conditions of the community. There are three dimensions of successful community-based tourism, which are social development, economic development, and environmental development.</p> <p>Social Development Dimension</p> <p>1) Preservation and revitalization of cultural heritages: Local community's culture and historical heritage assets are preserved from the pressures of rapid urbanization and development.</p> <p>(1) Cultural and historic resources are perceived as valuable and often irreplaceable.</p> <p>(2) Traditional skills and knowledge held by the older generation, such as traditional knowledge of the environment, old lifestyle, home-based handicrafts, foods, ceremonies, and festivals, are passed on to the next generation.</p> <p>(3) Community members preserve and pass on historic buildings and life inside the surrounding environments to future generations. Future generations take enthusiasm and appreciation of their rich heritages.</p> |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|-----------|-------------|---|
| | | <p>(4) Culture and historical heritage assets are restored, impaired, and used to attract and serve visitors.</p> <p>Score 1-7</p> |
| | | <p>2) Community strength in tourism management: Community members build strong relationships within communities through managing community-based tourism in their respective areas.</p> <p>(1) Strong relationships among local residents are created.</p> <p>(2) Community trust and unity are strengthened.</p> <p>(3) Local people in the community actively participate in managing their cultural heritage and share decision-making.</p> <p>Score 1-7</p> |
| | | <p>3) Self-reliant community: Local community is not necessarily dependent on others for day-to-day livelihood and survival.</p> <p>(1) Local members take responsibility for their own economic well-being and income generating activities.</p> <p>(2) Local members rely on their resources to solve their own problems and issues.</p> <p>(3) Local members increase the competence and confidence of a community in handling their own enterprises.</p> <p>Score 1-7</p> |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|-----------|-------------|---|
| | | <p>4) Human resources and skills development: Community members enhance their human capital and self-confidence through community-based tourism activities, including planning, management and organizing, communication, critical thinking, group discussion, and participation in decision-making about tourism activities affecting their lives.</p> <p>(1) Essential talents, skills, knowledge, and abilities, such as product development, hospitality, tour guiding, and marketing, are used on various issues related to community-based tourism.</p> <p>(2) Marketing knowledge, product development, and managerial and entrepreneurial skills of community members are developed and improved to ensure a bigger share of benefits from the tourism.</p> <p>(3) Local people in the community gradually transform the community into knowledge-based society.</p> <p>Score 1-7</p> |
| | | <p>5) Improving quality of life: Community-based tourism maintains and enhances the quality of life in individuals and communities in the tourism areas.</p> <p>(1) Community members' social belonging and engagement, self-esteem, accomplishment, recreation, physical health, and environment are strengthened.</p> |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|-----------|-------------|--|
| | | <p>(2) The development of community facilities and services, such as outdoor amenities, water system, electricity network and telecommunications, sanitation and sewage system, as well as road and sign reconstruction, is created, thus, improving the well-being of the communities.</p> <p>(3) Gender equality in the community is strengthened as more female workers engage in tourism activities.</p> <p>Score 1-7</p> |
| | | <p>Economic Development Dimension</p> |
| | | <p>6) Increasing income and employment opportunities: Community-based tourism improves the economic well-being of local people.</p> <p>(1) Tourism generates earnings and savings for individuals and households.</p> <p>(2) Tourism creates jobs and employment opportunities for local people in the community.</p> <p>(3) Local community receives a fair share of earnings from tourism venture. Economic benefits to community members are fairly distributed.</p> <p>Score 1-7</p> |
| | | <p>7) Poverty alleviation: Community-based tourism lifts people out of poverty.</p> <p>(1) Local members gain equitable access to necessities, such as food, shelter, clothes, healthcare, and other infrastructures.</p> |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|-----------|-------------|--|
| | | <p>(2) Tourism activities bring in supplemental income sources, such as small entrepreneurs conducting businesses during the weekend.</p> <p>(3) Local members are kept intact without the need to leave their communities and migrate for jobs in the city.</p> <p>Score 1-7</p> |
| | | <p>Environmental Development Dimension</p> |
| | | <p>8) Preservation and protection of nature: Local residents recognize the need to preserve and protect nature and the environment due to tourism activities in their respective areas.</p> <p>(1) The present conditions of the natural resources are maintained.</p> <p>(2) Negative impact of tourism activities on the environment is minimized.</p> <p>(3) The community introduces methods of waste reduction, waste disposal, and recycling of used packaging materials.</p> <p>Score 1-7</p> |
| | | <p>9) Sustainable use of natural resources: Community members recognize the need for conservation of natural resources.</p> <p>(1) Natural heritage assets are used in the way that they will be attractive for future visitors.</p> <p>(2) Local government introduces training programs for small entrepreneurs on environmental issues.</p> |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|--|---|--|
| | | (3) Environmental protection measures are strictly observed by community members. Score 1-7 |
| Participation in decision-making processes | Local citizens take part in decision-making processes at all stages of the development, including planning, adopting, implementing, and evaluating the success of community-based tourism | (1) Community members are involved in making decisions related to tourism development. (2) Community members express opinions and share ideas and knowledge with others. (3) Community members work toward a collective vision of how to manage the local areas. (4) Community members depend on networks based on personal friendships and family relations, developing collective forms of business cooperation that offer good products and services to visitors. Score 1-7 |
| Local ownership | Local citizens are aware of their ownership rights of cultural and natural resources that are the primary tourist attractions. | (1) Local residents are aware of the positive and negative impact of tourism in their respective areas. (2) Local residents are able to decide and manage their own enterprises. (3) Local residents are actively involved in tourism as entrepreneurs through the ownership and operation of retail stores and not merely as employees. Score 1-7 |
| Local innovation | Changes and improvements related to tourism development are initiated by local needs and aspirations. | (1) Local entrepreneurs initiate development programs that generate more revenues from tourists. |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|---------------------------|---|--|
| Collective responsibility | Community members accept the shared responsibility of developing, organizing, and managing in community-based tourism activities aimed to improving their well-being. This also implies their shared responsibility for cultural and natural resources. | <p>(2) Local entrepreneurs are willing to take business risks by investing in small shops, which do not require high capital investment.</p> <p>(3) Creation of attractive, innovative, or unique tourism products and services enhances businesses in the areas.</p> <p>Score 1-7</p> |
| Sharing of resources | Community members pool their resources, particularly time, labor, and money, for effectively implementing community-based tourism. | <p>(1) Each member understands his roles in enhancing local participation in tourism business, thus, contributing to sustainable development.</p> <p>(2) Each member has positive impact while minimizes negative impact on socio-cultural environment to remain attractive destinations for future visitors by helping to keep the community clean and dispose of waste materials.</p> <p>(3) Each member takes immediate actions to correct problems of cultural and natural resources deterioration and depletion.</p> <p>Score 1-7</p> |
| Sharing of resources | Community members pool their resources, particularly time, labor, and money, for effectively implementing community-based tourism. | <p>(1) Local citizens pool resources, particularly time, labor, and money, in promoting community-based tourism.</p> <p>(2) Local citizens set aside at least part of the tourism income for projects that provide benefits to the community as a whole; for example, local residents agree to share expenses for maintenance of the community facilities.</p> <p>(3) Local citizens exchange special talent, knowledge, know-how, and skills with the whole community.</p> |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|-----------------------------------|---|---|
| | | (4) Local citizens spread flyers and promotional materials containing information about products and services offered at the tourist site. Score 1-7 |
| Sharing of benefits among members | Community members share tourism benefits equitably among themselves. | (1) A share of benefits made from tourism is for the whole community and not for a few individuals in the community. (2) Each community member has the right to access public facilities, such as recreation parks. (3) Local government provides additional budget in forms of road improvement and direction signs in and around the community. Score 1-7 |
| Leadership and management | Local leaders are able to direct and manage tourism development and work with community members and other stakeholders. | (1) Local leaders encourage members to participate and be involved in decision-making in the change process or problem-solving program. (2) Local leaders energize plans to action. (3) Local leaders act as the linkages between members and other stakeholders, such as local governments and academics, help them work together and make communication and interaction among stakeholders possible. Score 1-7 |
| Partnership and outside support | Community incorporates with other sectors, including local governments, academics, and business enterprises, which influence the policies and the development of tourism. | (1) Local government helps the community in marketing and promotion of the area. (2) Local government as a stakeholder provides advice and support. |

Table 3.1 (Continued)

| Variables | Definitions | Operational Definitions |
|------------------------|---|--|
| Achieving authenticity | Local community represents special elements of its own culture, heritages, lifestyles, old values, and wisdom that community members feel proud of and choose to share. | (3) Local government promotes training and educational programs to enhance vocational and professional skills to local businesses. Score 1-7 |
| Achieving distinction | Local community achieves distinction from other competing tourism destinations. | (1) This market is well-known for a 100-year-old authentic Thai market. (2) The community represents authentic culture and heritage that are original, developing strong image and identity to attract visitors. (3) Community members are proud of unique architectural and traditional textures of the community. Score 1-7 (1) Local community adds value to tourism products and services to distinguish itself from other destinations. (2) Local community provides appropriate information and creates a good relationship with visitors, leading to greater visitor satisfaction. (3) Competitiveness of tourism destinations promotes the viability of local businesses, being able to continue to pursue long-term growth and prosperity. Score 1-7 |

3.6 Data Collection

The researcher collected data from survey questionnaires. They were followed by in-depth interviews to elaborate the findings from quantitative analysis. Data collected by the survey questionnaires and in-depth interviews is accounted as primary source since it is originated by the researcher for the specific purpose of addressing research questions (Malhotra, 1996). Consequently, the findings offer insightful information for understanding the determinants of successful community-based tourism in Thailand.

Fieldwork for the study at two destinations extended over approximately four months, from January to April 2014. After the collection of data was completed, there were the statistical analysis of the data, interpretations of the fieldwork, and presentations of conclusions and recommendations. These processes took two months. The research was finalized in June 2014. The budget used was 50,000 baht, which covered costs of paper work, transportation, accommodation, and the dissertation edition.

3.6.1 Quantitative Data Collection

The questionnaires were distributed by the researcher herself to community members at two destinations, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province. The sample was randomly selected to assess the success factors of community-based tourism in their respective areas.

3.6.2 Qualitative Data Collection

Face-to-face in-depth interviews with community members were conducted at their places or at the location of their choice, such as coffee shops, where they socialize with each other. The interviews were conducted in Thai and the durations varied between thirty minutes to one hour.

The in-depth interviews followed the guidelines of Guion, Diehl, and McDonald (2001). The interview inquiry started with the formulation of the purpose of an investigation and the conception of a theme to be investigated. In this research, the use of in-depth interviews was to extend the meaningfulness of the data from

quantitative analysis. After determining what type of information was needed from the interviews, the interview guide, which was designed to elicit this information through the interview process, was used. The three basic parts of the interview guide are as follows. Firstly, the face sheet is used to record the time, date, and place of the interview, and special conditions or circumstances that may affect the interviews. Secondly, the interview questions are placed on the left side of the page, along with a blank space on the right side of the page for written observations. The questions mainly consist of three parts, which are the respondents' background information, nature of community-based tourism management and development in their areas, and the success factors of community-based tourism perceived by community members. Finally, the post-interview comment sheet is a place to write notes after the interviews. These notes include feelings, interpretations, and other comments that were presented during the interviews. Conducting the interviews based on the interview guide, the researcher made introductions, explained the purpose of the study, and requested the respondent's permission of verbatim recording. Data from the interviews was transcribed from oral speech to written text as soon as the interviews were finished, so that unclear points would be able to resolve when information was still fresh. Reviewing notes and transcripts helped refine the questions or add new questions to make certain that information was complete.

3.7 Data Analysis

The research analyzed data from survey questionnaires and in-depth interviews to enhance the findings from quantitative analysis.

3.7.1 Quantitative Data Analysis

Data from the survey questionnaires was analyzed using a software package named IBM SPSS Statistics version 22. There are two parts of data analysis. The first part is demographic profile of the respondents, such as gender, age, and education. The second part is analytical statistics, which mainly consist of descriptive statistics, hypothesis testing, regression analysis, and path analysis. Multiple regression analysis is essential part of the path analysis. It is a means of determining relationships

between a dependent variable and independent variables, seeing what may be causing the variation in the dependent variable (McArthur and West, 1974). Path analysis was used to examine causal relationships among variables, particularly the comparative strength of direct and indirect relationships among those variables (Lleras, 2005).

Conducting path analysis, the research is able to identify the factors fostering the success of community-based tourism perceived by community members and compare the similarities and differences between two destinations, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province. Discussions of the significant factors enhancing community-based tourism success of two communities provide valuable insights for other settings or communities to be able to improve their practices and increase their chances of success.

3.7.2 Qualitative Data Analysis

Analyzing data from the in-depth interviews primarily involved coding, which is organizing large amounts of text and data into meaningful categories. Researcher is able to discover patterns among the data that point to theoretical understandings of a social phenomenon and to retrieve materials that may later be interest in (Babbie, 2010).

Bogdan and Biklen (2007) provided suggestions for coding. After careful reading all notes and transcripts at least twice, the researcher developed a preliminary list of possible coding categories, including writing notes and lists of ideas and diagrams, which sketched out relationship of data. In developing codes, the researcher looked for special vocabularies that might signify aspects of the setting important to explore, generated numerous categories, and labeled data that were related to the variety of categories. The final task was to eliminate, combine, or subdivide categories, looked for repeating ideas, and connected categories into identifiable themes. The coding categories were modified, new ones were developed, while old ones were discarded during the coding. The number of codes was limit to thirty to fifty categories and encompassed topics intended to be explored.

After data from the in-depth interviews was used to clarify the findings from path analysis, the analysis made recommendations for policy makers and tourist regulators, including Tourism Authority of Thailand, the national government, and

local governments engaging in community-based tourism, for improving the success of community-based tourism in Thailand.

3.8 Ethical Considerations

The research conformed to the general agreements shared by researchers about what is proper and improper in the conduct of social research (Babbie, 2010). Participation in the research was voluntary. Informed consent for participation in the research was acquired through a written agreement on a full understanding of the research process and the possible benefits and risks from participating in the research project. The participants were informed about the purposes and procedures of the study, the interview questions, the permission to audio record and take notes during interviews, the choice of identification by name or anonymity and the release of identifiable information, the permission to publish the whole interview or parts of it, the access to the transcript and the analysis of data, as well as the right of the participants to refuse to answer the interview questions or withdraw from the interviews at any time (Kvale and Brinkmann, 2009).

CHAPTER 4

VALIDITY AND RELIABILITY OF THE INSTRUMENT

This chapter describes how the questionnaires were pretested. It further explains validity and reliability of the questionnaires by applying factor analysis and Cronbach's coefficient alpha, and then presents the results of pretest.

4.1 Pretesting of the Instrument

The questionnaires were pretested with the sample of 20 community members at Bang Phli 100-year-old market, Samut Prakan Province, which has the same phenomenon as Sam Chuk and Klong Suan's. Pilot interview was carried out with 5 participants at Bang Phli traditional market.

Pretesting of the questionnaires helps refine potential difficulties and confusions about survey questions. On the other hand, a pilot interview helps assess the interview guide, the ability of questions to obtain information, and other logical issues. The questionnaires and interview questions were tested whether they actually worked in practice, seeing how the respondents understand and respond. The questions might have to be restructured and various items might have to be re-written before being used in the research settings for its intended purpose (Synodinos, 2003).

4.2 Validity and Reliability of the Instrument

Two of the most important qualities for construction and evaluation of any instrument or measure, including a questionnaire and an in-depth interview, are validity and reliability. It must be ensured that an instrument being used measures what it is supposed to measure and is in a consistent manner (Rudestam and Newton, 2007).

Validity of the quantitative research indicates that a measure indeed measures what it purports to measure (Rudestam and Newton, 2007). An empirical measure must adequately reflect the real meaning of the concept under consideration (Babbie, 2010). Factor analysis was adopted to ensure construct validity of the questionnaires, which addresses the question of what construct or characteristic the scale is measuring. An attempt is made to answer theoretical questions of why a scale works and what deductions can be made concerning the theory underlying the scale (Malhotra, 1996).

Reliability of the quantitative approach refers to the ability of a measure to produce consistent results (Rudestam and Newton, 2007). To ensure reliability of the questionnaires, Cronbach's coefficient alpha was applied to the questionnaires to measure internal consistency, which refers to the extent to which all of the items in the test measure the same concept, thus, it is connected to the interrelatedness of the items within the test. Cronbach's coefficient alpha is expressed as a number between 0 and 1. A reliability coefficient of 0.70 or higher is considered acceptable for the study (Tavakol and Dennick, 2011).

Validity in qualitative research, often used the terms quality, rigor, or trustworthiness, concerns the trustworthiness of reported observations, interpretations, and conclusions. The credibility of findings is ascertained by various ways, such as spending sufficient time with the participants to check for distortions, exploring the participants' experiences in detail, as well as transcribing data from the interviews as soon as the interviews are finished. Reliability or dependability in qualitative approach refers to the replication of the study under similar circumstances, such as coding data in the way that another person can understand a theme and arrive at similar conclusions (Rudestam and Newton, 2007). The findings of qualitative research are also judged by the generalizability whether the knowledge produced in a specific situation may be transferred to other relevant situations (Kvale and Brinkmann, 2009).

Triangulation was used to test and enhance validity and reliability in qualitative research. It involves soliciting the data from using multiple methods, data sources, and researchers as means of cross-checking and collaborating evidence and illuminating a theme (Rudestam and Newton, 2007). Triangulation strengthens a

study by using several kinds of methods or data, including using both quantitative and qualitative approaches (Golafshani, 2003). Specifically, methodological triangulation, the use of multiple methods in the examination of a social phenomenon (Mathison, 1988), was used in this research. Findings from surveys and interviews were compared to see if similar results from each of the methods were being found, which provided confirmation of interpretations and conclusions. However, it was likely that qualitative method might yield different results from those of quantitative; the researcher might explain the reasons for inconsistent, divergent, or contradictory evidence in the discussion of findings.

4.3 Results of the Pretest

4.3.1 Factor Analysis

Factor analysis was adopted to ensure construct validity of the questionnaires, which addresses the question of what construct or characteristic the scale is measuring. An attempt is made to answer theoretical questions of why a scale works and what deductions can be made concerning the theory underlying the scale (Malhotra, 1996).

There are 28 questions to measure successful community-based tourism. Confirmatory factor analysis categorizes successful community-based tourism into three factors, namely social development, economic development, and environmental development. Its factor loading is presented in table 4.1.

Table 4.1 Factor Loading of Successful Community-Based Tourism

| Factor | Item | Factor Loading | | |
|---|---|----------------|----|-----|
| | | I | II | III |
| Factor I | Social Development | | | |
| | Participation in managing cultural heritages | 0.8834 | | |
| | Perception on cultural and historic resources as valuable | 0.8751 | | |
| | Community trust and unity | 0.8448 | | |
| | Passing on traditional skills and knowledge | 0.8370 | | |
| | Strong relationships among local residents | 0.8218 | | |
| | Restoration of culture and historical heritage assets | 0.8194 | | |
| | Future generations enthusiasm and appreciation | 0.8139 | | |
| | Taking responsibility for own economic well-being | 0.8109 | | |
| | Competence and confidence in handling own enterprises | 0.7967 | | |
| | Using essential talents, skills, knowledge, and abilities | 0.7949 | | |
| | Development of marketing knowledge, product development, and managerial and entrepreneurial skills | 0.7153 | | |
| | Creation of community facilities and services | 0.6950 | | |
| | Strengthening of social belonging and engagement, self-esteem, accomplishment, recreation, physical health, and environment | 0.6835 | | |
| | Relying on own resources | 0.6638 | | |
| Factor II | Knowledge-based society | 0.6621 | | |
| | Gender equality | 0.5405 | | |
| | Economic Development | | | |
| | Distribution of economic benefits | 0.8939 | | |
| | Generating earnings and savings | 0.8934 | | |
| | Job creation | 0.8914 | | |
| | Gaining equitable access to necessities | 0.8213 | | |
| Bringing in supplemental income sources | 0.7671 | | | |
| Keeping intact of local members | 0.7462 | | | |

Table 4.1 (Continued)

| Factor | Item | Factor Loading | | |
|------------|---|----------------|----|--------|
| | | I | II | III |
| Factor III | Environmental Development | | | |
| | Minimizing negative impact of tourism activities | | | 0.8925 |
| | Maintaining the present conditions of the natural resources | | | 0.8650 |
| | Environmental protection measures | | | 0.8603 |
| | Introduction of methods of waste reduction, waste disposal, and recycling | | | 0.8568 |
| | Training programs on environmental issues | | | 0.7946 |
| | Using natural heritage assets to attract future visitors | | | 0.7895 |

Data from table 4.1 shows that 28 questions were constructed as a measurement of successful community-based tourism. Sixteen items were constructed to measure social development, containing moderate to high factor loading. Six items were constructed to measure economic development, and another six items were constructed to measure environmental development. Both economic and environmental dimensions have high factor loading.

Table 4.2 Factor Loading of Participation in Decision-Making Processes

| Factor | Item | Factor Loading |
|----------|---|----------------|
| | | I |
| Factor I | Participation in decision-making processes | |
| | Involved in making decisions related to tourism development | 0.8883 |
| | Working toward a collective vision | 0.8630 |
| | Expressing opinions and sharing ideas and knowledge | 0.8389 |
| | Depending on networks | 0.7901 |

As shown in table 4.2, it appears that four items were constructed to measure participation in decision-making processes. Each has high factor loading, ranging from 0.7901 to 0.8883. Involved in making decisions related to tourism development has the highest factor loading, followed by working toward a collective vision, expressing opinions and sharing ideas and knowledge, while depending on networks has the lowest factor loading.

Table 4.3 Factor Loading of Local Ownership

| Factor | Item | Factor Loading I |
|----------|--|---------------------|
| Factor I | Local ownership | |
| | Being able to manage own enterprises | 0.8947 |
| | Involved in tourism as entrepreneurs | 0.8259 |
| | Being aware of the positive and negative impact of tourism | 0.7667 |

Data from table 4.3 shows that a measurement of local ownership has high factor loading, which is composed of three items; being able to manage own enterprises, involved in tourism as entrepreneurs, and being aware of the positive and negative impact of tourism.

Table 4.4 Factor Loading of Local Innovation

| Factor | Item | Factor Loading I |
|----------|--|---------------------|
| Factor I | Local innovation | |
| | Initiation of development programs | 0.8941 |
| | Creation of attractive, innovative, or unique tourism products | 0.8594 |
| | Taking business risk | 0.8461 |

Data from table 4.4 reveals that three items, which are initiation of development programs, creation of attractive, innovative, or unique tourism products, and taking business risk, were constructed to measure local innovation. Each item has high factor loading.

Table 4.5 Factor Loading of Collective Responsibility

| Factor | Item | Factor Loading |
|----------|---|----------------|
| | | I |
| Factor I | Collective responsibility | |
| | Taking immediate actions to correct problems | 0.8837 |
| | Having positive impact while minimizing negative impact | 0.8788 |
| | Understanding roles in tourism business | 0.8692 |

As presented in table 4.5, it appears that three items were constructed to measure collective responsibility. Each has high factor loading, ranging from 0.8692 to 0.8837. Taking immediate actions to correct problems has the highest factor loading, followed by having positive impact while minimizing negative impact, while understanding roles in tourism business has the lowest factor loading.

Table 4.6 Factor Loading of Sharing of Resources

| Factor | Item | Factor Loading |
|----------|--|----------------|
| | | I |
| Factor I | Sharing of resources | |
| | Pooling resources | 0.8984 |
| | Setting aside at least part of the tourism income for community projects | 0.8928 |
| | Exchanging special talent, knowledge, know-how, and skills | 0.7335 |
| | Spread of flyers and promotional materials | 0.6987 |

Data from table 4.6 shows that a measurement of sharing of resources has relatively high factor loading, which is composed of four items; pooling resources, setting aside at least part of the tourism income for community projects, exchanging special talent, knowledge, know-how, and skills, and spread of flyers and promotional materials.

Table 4.7 Factor Loading of Sharing of Benefits among Members

| Factor | Item | Factor Loading |
|----------|---|----------------|
| | | I |
| Factor I | Sharing of benefits among members | |
| | A share of benefits for the whole community | 0.8843 |
| | Access to public facilities | 0.8731 |
| | Access to additional budget | 0.7963 |

Data from table 4.7 reveals that three items, which are a share of benefits for the whole community, access to public facilities, and access to additional budget, were constructed to measure sharing of benefits among members. Each item has high factor loading.

Table 4.8 Factor Loading of Leadership and Management

| Factor | Item | Factor Loading |
|----------|---|----------------|
| | | I |
| Factor I | Leadership and management | |
| | Encouraging members to participate in decision-making | 0.8721 |
| | Acting as the linkages between members and other stakeholders | 0.8636 |
| | Energizing plans into action | 0.7808 |

As shown in table 4.8, it appears that three items were constructed to measure leadership and management. Each has high factor loading, ranging from 0.7808 to 0.8721. Encouraging members to participate in decision-making has the highest factor loading, followed by acting as the linkages between members and other stakeholders, while energizing plans into action has the lowest factor loading.

Table 4.9 Factor Loading of Partnership and Outside Support

| Factor | Item | Factor Loading I |
|----------|--|---------------------|
| Factor I | Partnership and outside support | |
| | Provision of advice and support | 0.8964 |
| | Promotion of training and educational programs | 0.8743 |
| | Helping the community in marketing and promotion | 0.6957 |

Data from table 4.9 shows that a measurement of partnership and outside support has relatively high factor loading, which is composed of three items; provision of advice and support, promotion of training and educational programs, and helping the community in marketing and promotion.

Table 4.10 Factor Loading of Achieving Authenticity

| Factor | Item | Factor Loading I |
|----------|--|---------------------|
| Factor I | Achieving authenticity | |
| | Well-known for a 100-year-old authentic Thai market | 0.8884 |
| | Proud of unique architectural and traditional textures | 0.8675 |
| | Creation of a sense of place and culture uniqueness | 0.8238 |

Data from table 4.10 reveals that three items, which are well-known for a 100-year-old authentic Thai market, proud of unique architectural and traditional textures, and creation of a sense of place and culture uniqueness, were constructed to measure achieving authenticity. Each item has high factor loading.

Table 4.11 Factor Loading of Achieving Distinction

| Factor | Item | Factor Loading I |
|----------|---|---------------------|
| Factor I | Achieving distinction | |
| | Adding value to tourism products and services | 0.8984 |
| | Competitiveness of tourism destinations | 0.8245 |
| | Creating a good relationship with visitors | 0.8157 |

As presented in table 4.11, it appears that three items were constructed to measure achieving distinction. Each has high factor loading, ranging from 0.8157 to 0.8984. Adding value to tourism products and services has the highest factor loading, followed by competitiveness of tourism destinations, whereas creating a good relationship with visitors has the lowest factor loading.

4.3.2 Cronbach's Coefficient Alpha

In addition to ensuring construct validity of the questionnaires, Cronbach's coefficient alpha was applied to the questionnaires to measure internal consistency, which refers to the extent to which all of the items in the test measure the same concept, thus, it is connected to the interrelatedness of the items within the test. Cronbach's coefficient alpha is expressed as a number between 0 and 1. A reliability coefficient of 0.70 or higher is considered acceptable for this study (Tavakol and Dennick, 2011).

Successful community-based tourism is composed of three dimensions, including social development, economic development, and environmental development. There are a total number of 28 questions. The total value of Cronbach's Alpha and the

Cronbach's Alpha if item deleted of successful community-based tourism is presented in table 4.12.

Table 4.12 Cronbach's Alpha of Successful Community-Based Tourism

| Item | Cronbach's Alpha if Item Deleted |
|---|---|
| Perception on cultural and historic resources as valuable | 0.8103 |
| Passing on traditional skills and knowledge | 0.7989 |
| Future generations enthusiasm and appreciation | 0.7316 |
| Restoration of culture and historical heritage assets | 0.7274 |
| Strong relationships among local residents | 0.7892 |
| Community trust and unity | 0.7789 |
| Participation in managing cultural heritages | 0.7976 |
| Taking responsibility for own economic well-being | 0.7629 |
| Relying on own resources | 0.7787 |
| Competence and confidence in handling own enterprises | 0.7239 |
| Using essential talents, skills, knowledge, and abilities | 0.7997 |
| Development of marketing knowledge, product development, and managerial and entrepreneurial skills | 0.8158 |
| Knowledge-based society | 0.7766 |
| Strengthening of social belonging and engagement, self-esteem, accomplishment, recreation, physical health, and environment | 0.7239 |
| Creation of community facilities and services | 0.7002 |
| Gender equality | 0.7421 |
| Generating earnings and savings | 0.7726 |
| Job creation | 0.7503 |
| Distribution of economic benefits | 0.7345 |

The total value of Cronbach's Alpha shown in table 4.12 is 0.8235, indicating that all of the 28 questions have acceptable internal consistency. Each Cronbach's Alpha if item deleted is lower than the alpha with the item included, describing that there is no need to consider deleting any item to improve the overall reliability of the questionnaires.

Table 4.13 Cronbach's Alpha of Participation in Decision-Making Processes

| Item | Cronbach's Alpha if Item Deleted |
|---|-------------------------------------|
| Involved in making decisions related to tourism development | 0.8094 |
| Expressing opinions and sharing ideas and knowledge | 0.8090 |
| Depending on networks | 0.7987 |
| Total | 0.8500 |

The total value of Cronbach's Alpha of participation in decision-making processes presented in table 4.13 is 0.8500. The Cronbach's Alpha if item deleted of involved in making decisions related to tourism development, expressing opinions and sharing ideas and knowledge, working toward a collective vision, and depending on networks are 0.8094, 0.8090, 0.7514, and 0.7987 respectively, indicating that they have acceptable internal consistency.

Table 4.14 Cronbach's Alpha of Local Ownership

| Item | Cronbach's Alpha if Item Deleted |
|--|-------------------------------------|
| Being aware of the positive and negative impact of tourism | 0.7581 |
| Being able to manage own enterprises | 0.7368 |
| Involved in tourism as entrepreneurs | 0.7411 |
| Total | 0.8215 |

The total value of Cronbach's Alpha of local ownership as shown in table 4.14 is 0.8215. The Cronbach's Alpha if item deleted of being aware of the positive and negative impact of tourism, being able to manage own enterprises, and involved in tourism as entrepreneurs are 0.7581, 0.7368, and 0.7411 respectively, describing that they have acceptable internal consistency.

Table 4.15 Cronbach's Alpha of Local Innovation

| Item | Cronbach's Alpha if Item Deleted |
|--|-------------------------------------|
| Initiation of development programs | 0.7806 |
| Taking business risks | 0.7605 |
| Creation of attractive, innovative, or unique tourism products | 0.7447 |
| Total | 0.8317 |

Data in table 4.15 reveals that the total value of Cronbach's Alpha of local innovation is 0.8317. The Cronbach's Alpha if item deleted is 0.7806 for initiation of development programs, 0.7605 for taking business risks, and 0.7447 for creation of attractive, innovative, or unique tourism products. Data indicates the questions have acceptable internal consistency.

Table 4.16 Cronbach's Alpha of Collective Responsibility

| Item | Cronbach's Alpha if Item Deleted |
|---|-------------------------------------|
| Understanding roles in tourism business | 0.7625 |
| Having positive impact while minimizing negative impact | 0.7719 |
| Taking immediate actions to correct problems | 0.7497 |
| Total | 0.7754 |

The total value of Cronbach's Alpha of collective responsibility presented in table 4.16 is 0.7754. The Cronbach's Alpha if item deleted of understanding roles in tourism business, having positive impact while minimizing negative impact, and taking immediate actions to correct problems are 0.7625, 0.7719, and 0.7497 respectively, indicating that they have acceptable internal consistency.

Table 4.17 Cronbach's Alpha of Sharing of Resources

| Item | Cronbach's Alpha if Item Deleted |
|--|-------------------------------------|
| Pooling resources | 0.8684 |
| Setting aside at least part of the tourism income for community projects | 0.8527 |
| Exchanging special talent, knowledge, know-how, and skills | 0.7335 |
| Spread of flyers and promotional materials | 0.6987 |
| Total | 0.8766 |

The total value of Cronbach's Alpha of sharing of resources as shown in table 4.17 is 0.8766. The Cronbach's Alpha if item deleted of pooling resources, setting aside at least part of the tourism income for community projects, exchanging special talent, knowledge, know-how, and skills, as well as spread of flyers and promotional materials are 0.8684, 0.8527, 0.7335, and 0.6987 respectively, describing that they have acceptable internal consistency.

Table 4.18 Cronbach's Alpha of Sharing of Benefits among Members

| Item | Cronbach's Alpha if Item Deleted |
|---|-------------------------------------|
| A share of benefits for the whole community | 0.7498 |
| Access to public facilities | 0.7537 |
| Access to additional budget | 0.7621 |
| Total | 0.7788 |

Data in table 4.18 reveals that the total value of Cronbach's Alpha of sharing of benefits among members is 0.7788. The Cronbach's Alpha if item deleted is 0.7498 for a share of benefits for the whole community, 0.7537 for access to public facilities, and 0.7621 for access to additional budget. Data indicates the questions have acceptable internal consistency.

Table 4.19 Cronbach's Alpha of Leadership and Management

| Item | Cronbach's Alpha if Item Deleted |
|---|-------------------------------------|
| Encouraging members to participate in decision-making | 0.7465 |
| Energizing plans into action | 0.7374 |
| Acting as the linkages between members and other stakeholders | 0.7412 |
| Total | 0.7531 |

The total value of Cronbach's Alpha of leadership and management presented in table 4.19 is 0.7531. The Cronbach's Alpha if item deleted of encouraging members to participate in decision-making, energizing plans into action, and acting as the linkages between members and other stakeholders are 0.7465, 0.7374, and 0.7412 respectively, indicating that they have acceptable internal consistency.

Table 4.20 Cronbach's Alpha of Partnership and Outside Support

| Item | Cronbach's Alpha if Item Deleted |
|--|-------------------------------------|
| Helping the community in marketing and promotion | 0.7302 |
| Provision of advice and support | 0.7833 |
| Promotion of training and educational programs | 0.7307 |
| Total | 0.7910 |

The total value of Cronbach's Alpha of partnership and outside support as shown in table 4.20 is 0.7910. The Cronbach's Alpha if item deleted of helping the community in marketing and promotion, provision of advice and support, and promotion of training and educational programs are 0.7302, 0.7833, and 0.7307 respectively, describing that they have acceptable internal consistency.

Table 4.21 Cronbach's Alpha of Achieving Authenticity

| Item | Cronbach's Alpha if Item Deleted |
|--|-------------------------------------|
| Well-known for a 100-year-old authentic Thai market | 0.7210 |
| Creation of a sense of place and culture uniqueness | 0.7541 |
| Proud of unique architectural and traditional textures | 0.8040 |
| Total | 0.8563 |

Data in table 4.21 reveals that the total value of Cronbach's Alpha of achieving authenticity is 0.8563. The Cronbach's Alpha if item deleted is 0.7210 for well-known for a 100-year-old authentic Thai market, 0.7541 for creation of a sense of place and culture uniqueness, and 0.8040 for proud of unique architectural and traditional textures. Data indicates the questions have acceptable internal consistency.

Table 4.22 Cronbach's Alpha of Achieving Distinction

| Item | Cronbach's Alpha if Item Deleted |
|---|-------------------------------------|
| Adding value to tourism products and services | 0.8457 |
| Creating a good relationship with visitors | 0.8261 |
| Competitiveness of tourism destinations | 0.8167 |
| Total | 0.8592 |

The total value of Cronbach's Alpha of achieving distinction in table 4.22 is 0.8592. The Cronbach's Alpha if item deleted of adding value to tourism products and services, creating a good relationship with visitors, and competitiveness of tourism destinations are 0.8457, 0.8261, and 0.8167 respectively, indicating that they have acceptable internal consistency.

Last but not least, table 4.23 summarizes total value of Cronbach's Alpha of dependent variable, which is successful community-based tourism, and ten independent variables, which are participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction.

Table 4.23 Summary of Cronbach's Alpha of Variables

| Variable | Total Cronbach's Alpha |
|--|------------------------|
| Successful community-based tourism | 0.8235 |
| Participation in decision-making processes | 0.8500 |
| Local ownership | 0.8215 |
| Local innovation | 0.8317 |
| Collective responsibility | 0.7754 |
| Sharing of resources | 0.8766 |
| Sharing of benefits among members | 0.7788 |
| Leadership and management | 0.7531 |
| Partnership and outside support | 0.7910 |
| Achieving authenticity | 0.8563 |
| Achieving distinction | 0.8592 |

In summary, each total value of Cronbach's Alpha of dependent variable and ten independent variables is higher than 0.70, representing that they have acceptable internal consistency. In addition, each Cronbach's Alpha if item deleted, both dependent variable and ten independent variables, is lower than the total value of Cronbach's Alpha, showing that there is no need to delete any item to improve the overall reliability of the questionnaires.

CHAPTER 5

DISCUSSIONS OF QUANTITATIVE ANALYSIS

The chapter analyzes data and discusses results from survey questionnaires using a software package named IBM SPSS Statistics version 22. Two principal questions addressed in this chapter are 1) What are the significance and the comparative strength of direct and indirect relationships among the success factors? 2) What are the similarities and differences of the success factors between Sam Chuk and Klong Suan destinations? The chapter begins with demographic profile of the respondents, such as gender, age, and education, descriptive statistics, the conceptual framework and hypotheses, hypotheses testing and regression analysis, and path analysis at the end. The final part of the chapter discusses the similarities and differences of the success factors between Sam Chuk and Klong Suan communities.

5.1 Demographic Profile of the Respondents

Demographic profile of the respondents intends to reveal important information of community members, including gender, age, education, average number of household members, average number of years living in the community, average household income, and average household income related to tourism.

5.1.1 Demographic Profile of Sam Chuk Respondents

The characteristics of the respondents were collected and analyzed from the survey questionnaires during March and April 2014. The total of 300 community members was requested to complete the questionnaires, 247 of them were agreed to participate, resulting in 82.33% response rate. Table 5.1 presents demographic profile of Sam Chuk respondents.

Table 5.1 Demographic Profile of Sam Chuk Respondents (N=247)

| Characteristics | Number | Percentage |
|---|--------|------------|
| Gender | | |
| Female | 135 | 54.66 |
| Male | 112 | 45.34 |
| Age | | |
| 18-24 years | 4 | 1.62 |
| 25-34 years | 35 | 14.17 |
| 35-44 years | 79 | 31.98 |
| 45-54 years | 124 | 50.20 |
| 55-64 years | 3 | 1.22 |
| 65 years and older | 2 | 0.81 |
| Education | | |
| Lower than high school | - | - |
| High school | 56 | 22.67 |
| Vocational/ High Vocational school | 82 | 33.20 |
| Bachelor's degree | 109 | 44.13 |
| Higher than a Bachelor's degree | - | - |
| Average number of household members 4 Persons | | |
| Average number of years living in the community 38 Years | | |
| Average household income (approximately) 20,000 Baht per month | | |
| Average household income related to tourism (approximately) 20,000 Baht per month | | |

Data from the survey questionnaires shows that the number of the respondents at Sam Chuk community who are females (54.66%) is near the number of the respondents who are males (45.34%). Half of the participants are between 45-54 of age (50.20%), where 35-44 years old accounts for 31.98% and 25-34 years old accounts for 14.17%. The proportion of the participants who are 18-24 years old (1.62%) is slightly higher than those who are 55-64 years old (1.22%). The elderly respondents, who are 65 years old and older, report for less than one percent (0.81%).

As shown in table 5.1, all of the respondents have at least high school education. Out of 247 participants, 44.13% indicated that they completed a Bachelor's degree, while 33.20% of them achieved vocational/ high vocational school and 22.67% of them achieved high school education. However, none has higher than a Bachelor's degree.

In terms of household members, the average number of household members is four persons. From the observations, parents are merchants, who provide goods and services to tourists at the market, while their children study abroad or work at other places. One or two employees are hired to help them do businesses. The average number of years that the respondents live in the community is 38 years. They have only one occupation, which is merchant selling goods and services to tourists. Therefore, the total income comes merely from tourism, which is approximately 20,000 baht per month.

5.1.2 Demographic Profile of Klong Suan Respondents

The respondents provided information about their characteristics through the survey questionnaires during January and February 2014. The total of 150 community members was requested to complete the questionnaires, 134 of them participated, resulting in 89.33% response rate. Table 5.2 presents demographic profile of Klong Suan respondents.

Table 5.2 Demographic Profile of Klong Suan Respondents (N=134)

| Characteristics | Number | Percentage |
|-----------------|--------|------------|
| Gender | | |
| Female | 53 | 39.55 |
| Male | 81 | 60.45 |
| Age | | |
| 18-24 years | 8 | 5.97 |
| 25-34 years | 10 | 7.46 |
| 35-44 years | 45 | 33.58 |

Table 5.2 (Continued)

| Characteristics | Number | Percentage |
|---|--------|------------|
| 45-54 years | 58 | 43.28 |
| 55-64 years | 9 | 6.72 |
| 65 years and older | 4 | 2.99 |
| Education | | |
| Lower than high school | - | - |
| High school | 27 | 20.15 |
| Vocational/ High Vocational school | 46 | 34.33 |
| Bachelor's degree | 61 | 45.52 |
| Higher than a Bachelor's degree | - | - |
| Average number of household members 4 Persons | | |
| Average number of years living in the community 52 Years | | |
| Average household income (approximately) 10,000 Baht per month | | |
| Average household income related to tourism (approximately) 10,000 Baht per month | | |

Data from the survey questionnaires reveals that most of the respondents at Klong Suan community are males (60.45%), while females account for 39.55%. A majority of the respondents are between 35-54 of age (76.86%), where 35-44 years old accounts for 33.58% and 45-54 years old accounts for 43.28%. The proportion of the participants who are 25-34 years old (7.46%) is slightly higher than those who are 55-64 years old (6.72%) and those who are 18-24 years old (5.97%). The elderly respondents, who are 65 years old and older, report for only a small percentage (2.99%).

As presented in table 5.2, 45.52% of the respondents indicated that they completed a Bachelor's degree, while the rest of them have at least a high school education. The proportion of the participants who earned vocational/ high vocational school diploma (34.33%) is more than those who earned high school education (20.15%). However, none of them achieved higher than a Bachelor's degree.

In terms of household members, the average number of household members is four persons. From the observations, grandparents and parents are merchants, who

continue to sell goods and services to tourists at the market, while children and grandchildren often live and work at some other places; for example, government bureaus or commercial banks at the center of Chachoengsao province or other provinces, such as Bangkok. The average number of years that the respondents live in the community is 52 years. The total income of the respondents comes only from tourism, which is approximately 10,000 baht per month.

Comparing demographic profile of the respondents of Sam Chuk and Klong Suan communities, it can be concluded that most of the respondents at Sam Chuk are females, while most of the respondents at Klong Suan are males, 54.66% and 60.45% respectively. The proportion of Sam Chuk participants who are between 35-54 of age (82.18%) is more than those of Klong Suan (76.86%). Klong Suan has more elderly respondents, who are 65 years old and older (2.99%), than those of Sam Chuk (0.81%). The proportion of Sam Chuk participants who graduated with a Bachelor's degree (44.13%) is not much different from Klong Suan's (45.52%). Klong Suan's local people live in their areas (52 years) 14 years longer than Sam Chuk's (38 years). However, local people in Sam Chuk earn slightly more income from tourism (approximately 20,000 baht per month) than those of Klong Suan (approximately 10,000 baht per month). The reason is that Sam Chuk market is larger in size and attracts a large number of visitors during weekdays and weekends because of its renowned reputation.

5.2 Descriptive Statistics

5.2.1 Descriptive Statistics of Sam Chuk Community

The following tables show descriptive statistics of a dependent variable, which is successful-community-based tourism and ten independent variables, which are participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction. Each item is based on a seven-point Likert scale ranging from 1 = very strongly disagree to 7 = very strongly agree. A total number of the respondents are 247.

Table 5.3 Descriptive Statistics of Successful Community-Based Tourism at Sam Chuk (N=247)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Perception on cultural and historic resources as valuable | 2.02% | 1.62% | 3.24% | 6.88% | 10.12% | 48.99% | 27.13% |
| Passing on traditional skills and knowledge | 0.81% | 2.02% | 2.02% | 8.50% | 19.03% | 34.41% | 33.21% |
| Future generations enthusiasm and appreciation | 2.83% | 4.45% | 4.05% | 6.48% | 23.89% | 30.77% | 27.53% |
| Restoration of culture and historical heritage assets | 1.21% | 0.81% | 2.83% | 10.93% | 8.91% | 15.79% | 59.52% |
| Strong relationships among local residents | 3.64% | 3.24% | 1.62% | 11.34% | 17.41% | 29.96% | 32.79% |
| Community trust and unity | 2.43% | 6.48% | 5.67% | 14.17% | 23.48% | 25.91% | 21.86% |
| Participation in managing cultural heritages | 0.81% | 1.21% | 2.02% | 3.24% | 11.34% | 12.15% | 69.23% |
| Taking responsibility for own economic well-being | 2.02% | 1.62% | 2.83% | 0.81% | 19.03% | 21.86% | 51.83% |
| Relying on own resources | 3.24% | 1.21% | 4.45% | 12.96% | 20.65% | 31.58% | 25.91% |
| Competence and confidence in handling own enterprises | 0.81% | 1.62% | 2.83% | 7.69% | 23.89% | 28.74% | 34.42% |
| Using essential talents, skills, knowledge, and abilities | 2.43% | 2.83% | 3.64% | 7.29% | 24.70% | 25.10% | 34.01% |
| Development of marketing knowledge, product development, and managerial and entrepreneurial skills | 2.83% | 4.45% | 6.48% | 17.00% | 19.03% | 24.29% | 25.92% |
| Knowledge-based society | 2.02% | 2.43% | 3.24% | 15.79% | 27.53% | 31.58% | 17.41% |
| Strengthening of social belonging and engagement, self-esteem, accomplishment, recreation, physical health, and environment | 1.21% | 0.81% | 3.64% | 9.31% | 21.86% | 30.36% | 32.81% |

Table 5.3 (Continued)

| | Percentage | | | | | | |
|---|------------|-------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Creation of community facilities and services | 2.02% | 1.62% | 6.48% | 8.10% | 9.31% | 37.25% | 35.22% |
| Gender equality | 2.02% | 3.24% | 0.81% | 8.50% | 12.96% | 27.13% | 45.34% |
| Generating earnings and savings | 1.62% | 1.21% | 3.64% | 10.12% | 15.51% | 17.25% | 50.65% |
| Job creation | 3.64% | 2.43% | 2.02% | 2.83% | 4.45% | 34.01% | 50.62% |
| Distribution of economic benefits | 4.05% | 2.02% | 5.26% | 17.00% | 21.46% | 31.58% | 18.63% |
| Gaining equitable access to necessities | 2.02% | 4.05% | 8.50% | 4.86% | 25.10% | 27.53% | 27.94% |
| Bringing in supplemental income sources | 1.21% | 2.83% | 4.45% | 11.74% | 21.86% | 29.15% | 28.76% |
| Keeping intact of local members | 1.62% | 5.26% | 6.88% | 21.86% | 19.84% | 20.65% | 23.89% |
| Maintaining the present conditions of the natural resources | 3.64% | 4.05% | 16.60% | 51.01% | 15.38% | 5.67% | 3.65% |
| Minimizing negative impact of tourism activities | 4.45% | 1.62% | 6.48% | 48.18% | 23.08% | 11.34% | 4.85% |
| Introduction of methods of waste reduction, waste disposal, and recycling | 1.62% | 3.64% | 5.67% | 8.50% | 48.99% | 19.43% | 12.15% |
| Using natural heritage assets to attract future visitors | 1.21% | 2.83% | 2.02% | 12.96% | 46.15% | 19.03% | 15.79% |
| Training programs on environmental issues | 2.02% | 2.83% | 8.91% | 42.91% | 22.67% | 19.84% | 0.82% |
| Environmental protection measure | 4.05% | 3.64% | 12.55% | 45.34% | 12.55% | 18.22% | 3.65% |

Regarding preservation and revitalization of Sam Chuk cultural heritages as shown in table 5.3, almost half of the respondents (48.99%) strongly agree that the community's cultural and historic resources are perceived as valuable and often irreplaceable. 59.52% of them very strongly agree that their culture and historical heritage assets are restored, impaired, and used to attract visitors. Out of 247 respondents, 69.23% very strongly agree that community members build strong relationships through active participation in managing their cultural heritage and sharing decision-making. More than half of them (51.83%) very strongly agree that

local community is not necessarily dependent on others for day-to-day livelihood and survival. They take responsibility for their own economic well-being and income generating activities. About income and employment opportunities, half of the participants (50.65%) very strongly agree that community-based tourism generates earnings and savings for individuals and households; likewise, 50.62% of them very strongly agree that tourism creates jobs and employment opportunities for local residents. However, half of the respondents are neutral about the need to preserve and protect nature and the environment due to tourism activities in their areas, particularly maintaining the present conditions of the natural resources (51.01%), minimizing negative impact of tourism activities on the environment (48.18%), introduction of government training programs on environmental issues (42.91%), and observation of environmental protection measures (45.34%).

Table 5.4 Descriptive Statistics of Participation in Decision-Making Processes at Sam Chuk (N=247)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Involved in making decisions related to tourism development | 0.81% | 2.02% | 1.21% | 2.83% | 4.45% | 34.41% | 54.27% |
| Expressing opinions and sharing ideas and knowledge | 0.81% | 1.21% | 1.21% | 9.31% | 23.08% | 30.36% | 34.02% |
| Working toward a collective vision | 2.83% | 4.05% | 2.83% | 9.72% | 11.05% | 17.53% | 51.99% |
| Depending on networks | 0.81% | 2.43% | 3.64% | 11.74% | 12.96% | 41.30% | 27.12% |

Data from table 5.4 shows that more than half of the respondents (54.27%) very strongly agree that local people are involved in making decisions related to tourism development, including planning, adopting, implementing, and evaluating the success of community-based tourism. Out of 247 respondents, only 9.31% are neutral that they express opinions and share ideas and knowledge with other community members, while the rest of them agree, strongly agree, or very strongly agree on this issue. 41.30% of the participants strongly agree that they depend on networks based

on personal friendships and family relations in developing collective forms of business cooperation.

Table 5.5 Descriptive Statistics of Local Ownership at Sam Chuk (N=247)

| | Percentage | | | | | | |
|--|------------|--------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Being aware of the positive and negative impact of tourism | 4.05% | 10.12% | 9.31% | 15.79% | 18.62% | 19.43% | 22.68% |
| Being able to manage own enterprises | 6.07% | 0.81% | 1.62% | 14.17% | 20.24% | 29.55% | 27.73% |
| Involved in tourism as entrepreneurs | 2.83% | 4.86% | 10.53% | 7.29% | 27.94% | 25.10% | 21.45% |

A majority of the respondents rated ‘agree,’ ‘strongly agree,’ or ‘very strongly agree’ on local ownership. Table 5.5 reveals that 22.68% of the respondents very strongly agree that local citizens are aware of the positive and negative impact of tourism in their areas, while 29.55% of them strongly agree that they are able to decide and manage their own enterprises. 27.94% of the participants agree that they are actively involved in tourism as entrepreneurs through the ownership and operation of retail stores.

Table 5.6 Descriptive Statistics of Local Innovation at Sam Chuk (N=247)

| | Percentage | | | | | | |
|--|------------|-------|-------|-------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Initiation of development programs | 1.62% | 2.43% | 2.83% | 5.67% | 10.65% | 32.79% | 44.01% |
| Taking business risks | 1.21% | 1.21% | 2.83% | 9.72% | 19.84% | 28.74% | 36.45% |
| Creation of attractive, innovative, or unique tourism products | 3.64% | 3.24% | 6.88% | 8.91% | 16.19% | 29.96% | 31.18% |

As presented in table 5.6, a majority of the respondents rated ‘strongly agree’ or ‘very strongly agree’ on local innovation. Out of 247 respondents, almost half of them (44.01%) very strongly agree that changes and improvements related to tourism development are initiated by local needs and aspirations. Less than 10% of them are neutral on initiation of development programs (5.67%), taking business risks (9.72%), and creation of attractive, innovative, or unique tourism products (8.91%).

Table 5.7 Descriptive Statistics of Collective Responsibility at Sam Chuk (N=247)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Understanding roles in tourism business | 4.05% | 2.02% | 1.62% | 2.02% | 10.53% | 29.55% | 50.21% |
| Having positive impact while minimizing negative impact | 1.21% | 2.02% | 4.86% | 10.93% | 5.26% | 23.48% | 52.24% |
| Taking immediate actions to correct problems | 1.62% | 3.64% | 6.88% | 7.29% | 8.91% | 9.31% | 62.35% |

Data from table 5.7 presents that more than half of the respondents very strongly agree that community members accept the shared responsibility of developing, organizing, and managing in community-based tourism activities aimed to improving their well-being. 50.21% of the respondents very strongly agree that they understand their roles in enhancing local participation in tourism business. 52.24% of the participants very strongly agree on maximizing positive impact on socio-cultural environment; similarly, 62.35% of them very strongly agree on taking immediate actions to correct problems of cultural and natural resources deterioration and depletion.

Table 5.8 Descriptive Statistics of Sharing of Resources at Sam Chuk (N=247)

| | Percentage | | | | | | |
|--|------------|-------|-------|-------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Pooling resources | 3.24% | 2.02% | 1.62% | 1.21% | 8.91% | 16.19% | 66.81% |
| Setting aside at least part of the tourism income for community projects | 1.21% | 1.21% | 3.24% | 9.31% | 15.79% | 13.48% | 55.76% |
| Exchanging special talent, knowledge, know-how, and skills | 4.86% | 4.45% | 5.26% | 4.17% | 8.62% | 30.77% | 41.87% |
| Spread of flyers and promotional materials | 1.62% | 1.21% | 3.24% | 7.69% | 18.62% | 13.20% | 54.42% |

The respondents very strongly agree on sharing of resources. Table 5.8 illustrates that 66.81% of the respondents very strongly agree that local residents pool their resources, particularly time, labor, effort, and money, for effectively implementing community-based tourism. Out of 247 respondents, 55.76% very strongly agree that they set aside at least part of the tourism income for community projects. A majority of the participants strongly agree or very strongly agree that they exchange special talent, knowledge, know-how, and skills with the other members, while only 4.86% of them very strongly disagree on this issue. 54.42% of them very strongly agree that local people spread flyers and promotional materials containing information about products and services offered at the destination.

Table 5.9 Descriptive Statistics of Sharing of Benefits among Members at Sam Chuk (N=247)

| | Percentage | | | | | | |
|---|------------|--------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| A share of benefits for the whole community | 0.81% | 7.29% | 9.31% | 21.05% | 17.81% | 23.08% | 20.65% |
| Access to public facilities | 4.45% | 11.34% | 1.21% | 8.50% | 14.57% | 27.53% | 32.40% |
| Access to additional budget | 1.62% | 3.24% | 7.29% | 8.91% | 19.03% | 33.20% | 26.71% |

As shown in table 5.9, a majority of the respondents rated ‘agree,’ ‘strongly agree,’ or ‘very strongly agree’ on sharing of benefits among members. Local citizens believe that tourism benefits are shared equitably among themselves. By doing so, a share of benefits made from tourism should be distributed for the whole community and not be distributed for a few individuals in the community. Each community member has the right to access public facilities and local government budgets in improving community-based tourism in the area.

Table 5.10 Descriptive Statistics of Leadership and Management at Sam Chuk
(N=247)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Encouraging members to participate in decision-making | 2.43% | 2.83% | 5.26% | 10.93% | 13.36% | 11.86% | 53.33% |
| Energizing plans into action | 0.81% | 2.02% | 1.21% | 3.24% | 6.07% | 15.79% | 70.86% |
| Acting as the linkages between members and other stakeholders | 3.24% | 4.45% | 5.67% | 10.12% | 2.55% | 18.62% | 55.35% |

Data from table 5.10 shows that more than half of the respondents very strongly agree that local leaders are important persons in managing tourism development and working with community members and other stakeholders. 70.86% of the participants very strongly agree that community committees actually energize plans to action.

Table 5.11 Descriptive Statistics of Partnership and Outside Support at Sam Chuk
(N=247)

| | Percentage | | | | | | |
|--|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Helping the community in marketing and promotion | 2.02% | 6.88% | 6.48% | 11.34% | 20.65% | 22.27% | 30.36% |
| Provision of advice and support | 0.81% | 2.43% | 4.45% | 7.29% | 12.96% | 34.01% | 38.05% |
| Promotion of training and educational programs | 2.43% | 4.45% | 5.67% | 8.50% | 18.22% | 31.58% | 29.15% |

A majority of the respondents rated ‘agree,’ ‘strongly agree,’ or ‘very strongly agree’ on partnership and outside support. Table 5.11 reveals that most of the participants believe that local governments play important roles in tourism development, including marketing and promotion of the market, providing advice and support, and providing training and educational programs to enhance vocational and professional skills to local businesses.

Table 5.12 Descriptive Statistics of Achieving Authenticity at Sam Chuk (N=247)

| | Percentage | | | | | | |
|--|------------|-------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Well-known for a 100-year-old authentic Thai market | 0.81% | 1.62% | 4.86% | 3.64% | 8.50% | 23.48% | 57.09% |
| Creation of a sense of place and culture uniqueness | 2.02% | 5.26% | 9.72% | 15.38% | 16.65% | 29.91% | 21.06% |
| Proud of unique architectural and traditional textures | 1.21% | 7.29% | 10.93% | 10.12% | 10.12% | 31.58% | 28.75% |

As presented in table 5.12, 57.09% of 247 respondents very strongly agree that Sam Chuk is well-known for a 100-year-old authentic Thai market. Around 30% of them strongly agree that the community represents authentic culture and heritage that are original and community members are proud of unique architectural and traditional textures of the community.

Table 5.13 Descriptive Statistics of Achieving Distinction at Sam Chuk (N=247)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Adding value to tourism products and services | 2.02% | 2.83% | 4.57% | 10.24% | 11.86% | 25.91% | 42.57% |
| Creating a good relationship with visitors | 0.81% | 1.21% | 3.24% | 3.64% | 18.62% | 35.22% | 37.26% |
| Competitiveness of tourism destinations | 0.81% | 0.81% | 7.29% | 7.69% | 27.53% | 33.20% | 22.67% |

Data from table 5.13 presents that almost half of the respondents (42.57%) very strongly agree that local community adds value to tourism products and services to distinguish itself from other destinations. 37.26% of the participants very strongly agree that local community provides appropriate information and creates a good relationship with visitors; on the other hand, 33.20% of them strongly agree that competitiveness of tourism destinations promotes the viability of local businesses to be able to continue to pursue long-term growth and prosperity.

Table 5.14 Correlation Matrix at Sam Chuk (N=247)

| | Success | Participation | Owner | Innovation | Responsibility | Resource | Benefit | Leader | Partner | Authenticity |
|----------------|---------|---------------|--------|------------|----------------|----------|---------|--------|---------|--------------|
| Participation | 0.5418 | | | | | | | | | |
| Owner | 0.4825 | 0.2524 | | | | | | | | |
| Innovation | 0.3809 | 0.2487 | 0.3813 | | | | | | | |
| Responsibility | 0.4969 | 0.3049 | 0.4583 | 0.3184 | | | | | | |
| Resource | 0.5344 | 0.3021 | 0.5722 | 0.3578 | 0.2785 | | | | | |
| Benefit | 0.3639 | 0.4341 | 0.3488 | 0.3234 | 0.2400 | 0.3462 | | | | |
| Leader | 0.5016 | 0.3625 | 0.3283 | 0.3079 | 0.3172 | 0.3138 | 0.3882 | | | |
| Partner | 0.2752 | 0.3303 | 0.3223 | 0.3087 | 0.3730 | 0.3717 | 0.2993 | 0.3552 | | |
| Authenticity | 0.4740 | 0.2242 | 0.3112 | 0.3151 | 0.3339 | 0.3409 | 0.2989 | 0.2513 | 0.2344 | |
| Distinction | 0.5272 | 0.3397 | 0.3762 | 0.3357 | 0.3197 | 0.3202 | 0.2849 | 0.3466 | 0.3414 | 0.3439 |

Data from table 5.14 shows correlations between variables. Correlations vary from 0.2242 to 0.5722. These indicate that variables, including successful-community-based tourism, participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction, do not have multicollinearity problem.

5.2.2 Descriptive Statistics of Klong Suan Community

The following tables illustrate descriptive statistics of a dependent variable, which is successful-community-based tourism and ten independent variables, which are participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction. Each item is based on a seven-point Likert scale ranging from 1 = very strongly disagree to 7 = very strongly agree. A total number of the respondents are 134.

Table 5.15 Descriptive Statistics of Successful Community-Based Tourism at Klong Suan (N=134)

| | Percentage | | | | | | |
|---|------------|-------|-------|-------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Perception on cultural and historic resources as valuable | 1.49% | 2.99% | 2.24% | 3.73% | 17.91% | 15.67% | 55.97% |
| Passing on traditional skills and knowledge | 3.73% | 6.72% | 2.99% | 6.72% | 7.46% | 46.27% | 26.11% |
| Future generations enthusiasm and appreciation | 2.24% | 8.21% | 5.97% | 3.73% | 11.94% | 31.34% | 36.57% |
| Restoration of culture and historical heritage assets | 2.24% | 3.73% | 4.48% | 5.97% | 2.99% | 38.06% | 42.53% |
| Strong relationships among local residents | 0.75% | 3.73% | 5.22% | 4.48% | 8.21% | 17.16% | 60.45% |
| Community trust and unity | 5.22% | 5.22% | 4.48% | 5.97% | 15.67% | 12.69% | 50.75% |

Table 5.15 (Continued)

| | Percentage | | | | | | |
|---|------------|-------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Participation in managing cultural heritages | 1.49% | 3.73% | 2.24% | 5.22% | 17.16% | 21.64% | 48.52% |
| Taking responsibility for own economic well-being | 2.99% | 5.97% | 6.72% | 9.70% | 14.93% | 35.07% | 24.62% |
| Relying on own resources | 1.49% | 3.73% | 2.99% | 5.97% | 8.21% | 38.06% | 39.55% |
| Competence and confidence in handling own enterprises | 4.48% | 3.73% | 2.24% | 5.22% | 14.93% | 35.82% | 33.58% |
| Using essential talents, skills, knowledge, and abilities | 1.49% | 5.22% | 5.97% | 3.73% | 3.73% | 32.09% | 47.77% |
| Development of marketing knowledge, product development, and managerial and entrepreneurial skills | 0.75% | 6.72% | 11.19% | 7.46% | 20.90% | 23.13% | 29.85% |
| Knowledge-based society | 2.24% | 1.49% | 2.99% | 8.21% | 17.91% | 34.33% | 32.83% |
| Strengthening of social belonging and engagement, self-esteem, accomplishment, recreation, physical health, and environment | 5.22% | 2.99% | 3.73% | 6.72% | 23.13% | 26.12% | 32.09% |
| Creation of community facilities and services | 3.73% | 5.97% | 7.46% | 9.70% | 21.64% | 25.37% | 26.13% |
| Gender equality | 0.75% | 5.22% | 8.96% | 7.46% | 2.99% | 51.49% | 23.13% |
| Generating earnings and savings | 3.73% | 7.46% | 6.72% | 8.21% | 9.70% | 11.19% | 52.99% |
| Job creation | 2.24% | 2.99% | 3.73% | 6.72% | 14.18% | 19.40% | 50.74% |
| Distribution of economic benefits | 4.48% | 5.97% | 5.97% | 7.46% | 9.70% | 38.81% | 27.61% |
| Gaining equitable access to necessities | 1.49% | 2.24% | 2.24% | 2.24% | 5.22% | 35.82% | 50.75% |
| Bringing in supplemental income sources | 1.49% | 2.24% | 2.24% | 5.22% | 3.73% | 37.31% | 47.77% |
| Keeping intact of local members | 2.24% | 2.99% | 3.73% | 4.48% | 4.48% | 38.06% | 44.02% |
| Maintaining the present conditions of the natural resources | 1.49% | 1.49% | 2.24% | 2.24% | 4.48% | 42.54% | 45.52% |
| Minimizing negative impact of tourism activities | 0.75% | 2.99% | 3.73% | 2.24% | 7.46% | 36.57% | 46.26% |
| Introduction of methods of waste reduction, waste disposal, and recycling | 3.73% | 5.22% | 8.21% | 54.48% | 8.96% | 7.46% | 11.94% |

Table 5.15 (Continued)

| | Percentage | | | | | | |
|--|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Using natural heritage assets to attract future visitors | 1.49% | 1.49% | 1.49% | 2.99% | 4.48% | 50.00% | 38.06% |
| Training programs on environmental issues | 1.49% | 4.48% | 6.72% | 50.75% | 14.93% | 8.21% | 13.42% |
| Environmental protection measure | 2.24% | 3.73% | 8.21% | 60.45% | 5.97% | 5.22% | 14.18% |

As shown in table 5.15, a majority of the respondents rated ‘strongly agree’ or ‘very strongly agree’ on social development dimension. More than half of the respondents (55.97%) very strongly agree that Klong Suan cultural and historic assets are perceived as valuable and irreplaceable. They very strongly agree that community members have strong relationships like close family and friends, strengthening their trust and unity. Out of 134 respondents, 48.52% very strongly agree that local residents have opportunities to actively participate in managing their cultural heritage and share decision-making. 47.77% of them very strongly agree that essential talents, skills, knowledge, and abilities, such as product development, hospitality, tour guiding, and marketing, are used on various issues related to community-based tourism. Regarding economic development dimension, more than half of the participants (52.99%) very strongly agree that community-based tourism improves the economic well-being of local people by generating earnings and savings for individuals and households. 50.74% of the participants very strongly agree that tourism creates jobs and employment opportunities for them, while 38.81% of them strongly agree that economic benefits from tourism are equitably distributed. About environmental development dimension, almost half of the respondents (45.52%) very strongly agree that the present conditions of the natural resources are maintained. 60.45% of them are neutral that environmental protection measures are strictly observed by local citizens; in contrast, 2.24% of them very strongly disagree on this issue.

Table 5.16 Descriptive Statistics of Participation in Decision-Making Processes at Klong Suan (N=134)

| | Percentage | | | | | | |
|---|------------|-------|-------|-------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Expressing opinions and sharing ideas and knowledge | 1.49% | 2.24% | 3.73% | 5.97% | 38.06% | 42.54% | 5.97% |
| Working toward a collective vision | 2.99% | 3.73% | 2.99% | 5.97% | 36.57% | 39.55% | 8.20% |
| Depending on networks | 0.75% | 1.49% | 2.24% | 2.99% | 51.49% | 37.31% | 3.73% |

Data from table 5.16 shows that out of 134 respondents, 50.75% strongly agree that community members are involved in making decisions related to tourism development. 42.54% of them strongly agree that they express opinions and share ideas with other members, while 5.97% of them are neutral about it. A majority of the participants agree or strongly agree about working toward a collective vision and depending on networks based on personal friendships and family relations, approximately 3% of them are neutral on these issues.

Table 5.17 Descriptive Statistics of Local Ownership at Klong Suan (N=134)

| | Percentage | | | | | | |
|--|------------|-------|-------|-------|-------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Being aware of the positive and negative impact of tourism | 1.49% | 2.24% | 2.24% | 2.99% | 3.73% | 49.25% | 38.06% |
| Being able to manage own enterprises | 2.99% | 2.99% | 2.24% | 2.99% | 4.48% | 41.79% | 42.54% |
| Involved in tourism as entrepreneurs | 1.49% | 2.99% | 2.24% | 2.99% | 4.48% | 45.52% | 40.30% |

A majority of the respondents rated ‘strongly agree’ or ‘very strongly agree’ on local ownership. From table 5.17, they believe that local residents are aware of their ownership rights of cultural and natural resources that are the primary tourist attractions. Local people are aware of the positive and negative impact of tourism in their area. They are able to decide and manage their own enterprises and are actively involved in tourism as entrepreneurs through the ownership and operation of retail stores.

Table 5.18 Descriptive Statistics of Local Innovation at Klong Suan (N=134)

| | Percentage | | | | | | |
|--|------------|-------|-------|-------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Initiation of development programs | 3.97% | 3.73% | 4.48% | 6.72% | 33.34% | 41.04% | 6.72% |
| Taking business risks | 0.75% | 1.49% | 3.73% | 5.49% | 41.52% | 43.28% | 3.74% |
| Creation of attractive, innovative, or unique tourism products | 2.24% | 1.49% | 5.97% | 4.18% | 42.84% | 36.57% | 6.71% |

As presented in table 5.18, a majority of the respondents agree or strongly agree on initiation of development programs that generate more revenues from tourists, taking business risks by investing in small shops, and creation of attractive, innovative, or unique tourism products and services that enhances businesses in the areas. About 5% of the participants are neutral; on the other hand, a small percentage very strongly agrees on these issues.

Table 5.19 Descriptive Statistics of Collective Responsibility at Klong Suan (N=134)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Understanding roles in tourism business | 1.49% | 0.75% | 2.24% | 50.75% | 37.31% | 2.24% | 5.22% |
| Having positive impact while minimizing negative impact | 1.49% | 1.49% | 2.99% | 47.76% | 36.57% | 6.72% | 2.98% |
| Taking immediate actions to correct problems | 3.73% | 5.22% | 6.72% | 30.60% | 35.07% | 10.45% | 8.21% |

Data from table 5.19 presents that a majority of the respondents rated ‘neutral’ or ‘agree’ on collective responsibility. Interestingly, out of 134 respondents, half of them (50.75%) are neutral that local people understand their roles in enhancing local participation in tourism business. Almost half of them (47.76%) are neutral that they have positive impact while minimize negative impact on socio-cultural environment to remain attractive destinations for future visitors.

Table 5.20 Descriptive Statistics of Sharing of Resources at Klong Suan (N=134)

| | Percentage | | | | | | |
|--|------------|--------|--------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Pooling resources | 68.66% | 12.69% | 7.46% | 4.48% | 2.99% | 2.24% | 1.48% |
| Setting aside at least part of the tourism income for community projects | 78.36% | 5.22% | 3.73% | 3.73% | 4.48% | 2.99% | 1.49% |
| Exchanging special talent, knowledge, know-how, and skills | 50.00% | 18.66% | 12.69% | 5.97% | 4.48% | 5.22% | 2.98% |
| Spread of flyers and promotional materials | 61.19% | 19.40% | 8.96% | 4.48% | 2.24% | 2.24% | 1.49% |

Surprisingly, the respondents rated very low score on sharing of resources. Table 5.20 illustrates that most of the respondents very strongly disagree that local citizens pool their resources, particularly time, labor, and money, for effectively implementing community-based tourism. Out of 134 participants, 68.66% very strongly disagree that they pool resources in promoting tourism. Likewise, 78.36% of them very strongly disagree that they set aside at least part of the tourism income for projects that provide benefits to the community as a whole. 50.00% of them very strongly disagree that they exchange special talent, knowledge, know-how, and skills with other members. 61.19% of them very strongly disagree that they spread flyers and promotional materials containing information about products and services offered at the market.

Table 5.21 Descriptive Statistics of Sharing of Benefits among Members at Klong Suan (N=134)

| | Percentage | | | | | | |
|---|------------|-------|-------|-------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| A share of benefits for the whole community | 3.73% | 6.72% | 2.69% | 1.94% | 25.52% | 53.43% | 5.97% |
| Access to public facilities | 2.99% | 5.97% | 4.48% | 5.22% | 35.82% | 38.81% | 6.71% |
| Access to additional budget | 3.73% | 2.99% | 2.24% | 2.99% | 37.31% | 44.03% | 6.71% |

As shown in table 5.21, most of the respondents (53.43%) strongly agree that a share of benefits made from tourism is equitable distributed. Out of 134 respondents, 38.81% strongly agree that community members have the right to access public facilities; similarly, 44.03% of them strongly agree that they gain access to government budget in forms of road improvement and direction signs in and around the community.

Table 5.22 Descriptive Statistics of Leadership and Management at Klong Suan
(N=134)

| | Percentage | | | | | | |
|---|------------|-------|-------|-------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Encouraging members to participate in decision-making | 1.49% | 4.48% | 5.97% | 6.72% | 31.34% | 41.79% | 8.21% |
| Energizing plans into action | 2.24% | 2.99% | 2.24% | 8.96% | 32.84% | 38.06% | 12.69% |
| Acting as the linkages between members and other stakeholders | 3.73% | 4.48% | 5.97% | 5.97% | 31.34% | 36.57% | 11.94% |

Data from table 5.22 shows that almost half of the respondents (41.79%) strongly agree that local leaders encourage members to participate and are involved in decision-making in the change process or problem-solving program. Out of 134 participants, 38.06% strongly agree that they energize plans to action, and 36.57% strongly agree that they act as the linkages between members and other stakeholders.

Table 5.23 Descriptive Statistics of Partnership and Outside Support at Klong Suan
(N=134)

| | Percentage | | | | | | |
|--|------------|-------|-------|-------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Helping the community in marketing and promotion | 0.75% | 1.49% | 2.99% | 6.72% | 38.81% | 43.28% | 5.96% |
| Provision of advice and support | 1.49% | 4.48% | 2.24% | 7.46% | 36.57% | 41.04% | 6.72% |
| Promotion of training and educational programs | 1.49% | 2.24% | 6.72% | 7.46% | 35.07% | 41.79% | 5.23% |

Table 5.23 reveals that almost half of the respondents strongly agree that the community incorporates with other sectors, including local governments, academics, and business enterprises, which influence the policies and the development of tourism.

Table 5.24 Descriptive Statistics of Achieving Authenticity at Klong Suan (N=134)

| | Percentage | | | | | | |
|--|------------|-------|-------|-------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Well-known for a 100-year-old authentic Thai market | 2.24% | 5.97% | 8.21% | 8.21% | 14.18% | 10.45% | 50.74% |
| Creation of a sense of place and culture uniqueness | 0.75% | 2.24% | 4.48% | 1.49% | 5.22% | 38.06% | 47.76% |
| Proud of unique architectural and traditional textures | 2.24% | 1.49% | 3.73% | 7.46% | 5.97% | 11.94% | 67.17% |

As presented in table 5.24, half of the respondents (50.74%) very strongly agree that Klong Suan market is well-known for a 100-year-old authentic Thai market. 47.76% of 134 respondents very strongly agree that the community represents authentic culture and heritage that are original. 67.17% of the participants very strongly agree that local residents are proud of unique architectural and traditional textures of the community, while only 2.24% of them very strongly disagree on this issue.

Table 5.25 Descriptive Statistics of Achieving Distinction at Klong Suan (N=134)

| | Percentage | | | | | | |
|---|------------|-------|-------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Adding value to tourism products and services | 1.49% | 5.97% | 7.46% | 10.45% | 13.43% | 14.18% | 47.02% |
| Creating a good relationship with visitors | 3.73% | 2.24% | 2.99% | 7.46% | 2.99% | 42.54% | 38.05% |
| Competitiveness of tourism destinations | 1.49% | 2.24% | 1.49% | 1.49% | 2.99% | 44.03% | 46.27% |

Data from table 5.25 presents that most of the respondents rated ‘strongly agree’ or ‘very strongly agree’ on achieving distinction. The participants believe that local community adds value to tourism products and services to distinguish itself from other destinations. The community provides appropriate information and creates a good relationship with visitors. As a result, competitiveness of tourism destinations promotes the viability of local businesses, being able to continue to pursue long-term growth and prosperity.

Table 5.26 Correlation Matrix at Klong Suan (N=134)

| | Success | Participation | Owner | Innovation | Responsibility | Resource | Benefit | Leader | Partner | Authenticity |
|----------------|---------|---------------|--------|------------|----------------|----------|---------|--------|---------|--------------|
| Participation | 0.6440 | | | | | | | | | |
| Owner | 0.6121 | 0.2357 | | | | | | | | |
| Innovation | 0.3911 | 0.2880 | 0.3142 | | | | | | | |
| Responsibility | 0.4372 | 0.3531 | 0.5333 | 0.2159 | | | | | | |
| Resource | 0.2150 | 0.5380 | 0.5273 | 0.5161 | 0.3054 | | | | | |
| Benefit | 0.2302 | 0.3905 | 0.2895 | 0.3513 | 0.2863 | 0.5293 | | | | |
| Leader | 0.5266 | 0.3715 | 0.3723 | 0.2420 | 0.5862 | 0.5298 | 0.3222 | | | |
| Partner | 0.4973 | 0.3691 | 0.3156 | 0.4258 | 0.2040 | 0.5337 | 0.3538 | 0.3090 | | |
| Authenticity | 0.6122 | 0.4142 | 0.3818 | 0.3045 | 0.4714 | 0.5369 | 0.2434 | 0.4004 | 0.2982 | |
| Distinction | 0.5680 | 0.5153 | 0.3875 | 0.3968 | 0.2422 | 0.0513 | 0.2836 | 0.2829 | 0.3439 | 0.3340 |

Data from table 5.26 shows correlations between variables. Correlations vary from 0.2040 to 0.6440. These indicate that variables, including successful-community-based tourism, participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction, do not have multicollinearity problem.

5.3 The Conceptual Framework and Hypotheses

5.3.1 The Conceptual Framework and Hypotheses of Sam Chuk Community

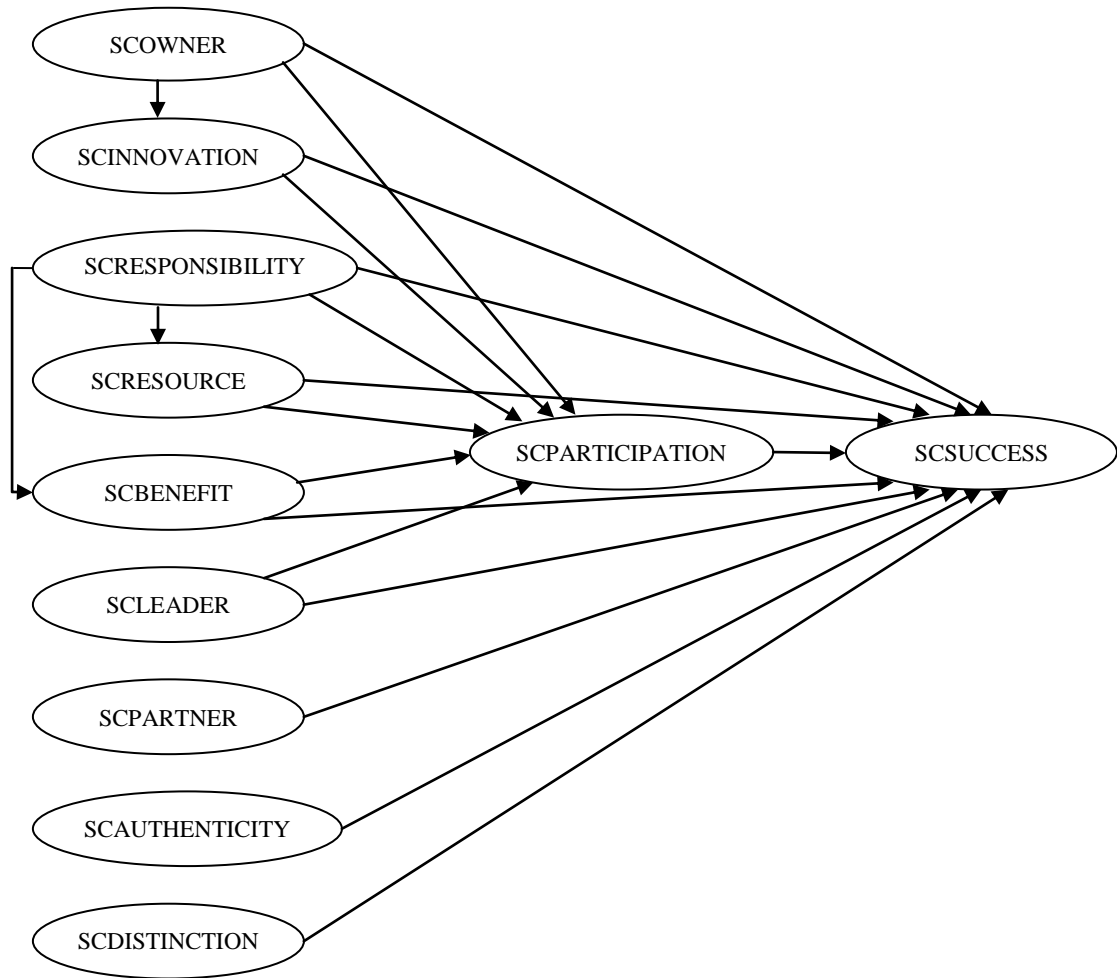


Figure 5.1 The Conceptual Framework of the Success Factors at Sam Chuk Community, Suphanburi Province

| | | |
|------------------|---|--|
| Where SCSUCCESS | = | Successful community-based tourism at Sam Chuk |
| SCPARTICIPATION | = | Participation in decision-making processes at Sam Chuk |
| SCOWNER | = | Local ownership at Sam Chuk |
| SCINNOVATION | = | Local innovation at Sam Chuk |
| SCRESPONSIBILITY | = | Collective responsibility at Sam Chuk |
| SCRESOURCE | = | Sharing of resources at Sam Chuk |
| SCBENEFIT | = | Sharing of benefits among members at Sam Chuk |
| SCLEADER | = | Leadership and management at Sam Chuk |
| SCPARTNER | = | Partnership and outside support at Sam Chuk |
| SCAUTHENTICITY | = | Achieving authenticity at Sam Chuk |
| SCDISTINCTION | = | Achieving distinction at Sam Chuk |

Five hypotheses were used to conduct hypothesis tests at Sam Chuk community.

Hypothesis 1: Participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction have no statistically significant effect on successful community-based tourism at Sam Chuk community.

Hypothesis 2: Local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management have no statistically significant effect on participation in decision-making processes at Sam Chuk community.

Hypothesis 3: Local ownership has no statistically significant effect on local innovation at Sam Chuk community.

Hypothesis 4: Collective responsibility has no statistically significant effect on sharing of resources at Sam Chuk community.

Hypothesis 5: Collective responsibility has no statistically significant effect on sharing of benefits among members at Sam Chuk community.

A set of hypothesized causal relationships depicted in figure 5.1 correspond to the following path equations.

$$\begin{aligned} \text{SCSUCCESS} &= B_0 + B_1\text{SCPARTICIPATION} + B_2\text{SCOWNER} + \\ &B_3\text{SCINNOVATION} + B_4\text{SCRESPONSIBILITY} + \\ &B_5\text{SCRESOURCE} + B_6\text{SCBENEFIT} + B_7\text{SCLEADER} + \\ &B_8\text{SCPARTNER} + B_9\text{SCAUTHENTICITY} + \\ &B_{10}\text{SCDISTINCTION} \text{-----} (1) \end{aligned}$$

$$\begin{aligned} \text{SCPARTICIPATION} &= B_{11} + B_{12}\text{SCOWNER} + B_{13}\text{SCINNOVATION} + \\ &B_{14}\text{SCRESPONSIBILITY} + B_{15}\text{SCRESOURCE} + \\ &B_{16}\text{SCBENEFIT} + B_{17}\text{SCLEADER} \text{-----} (2) \end{aligned}$$

$$\text{SCINNOVATION} = B_{18} + B_{19}\text{SCOWNER} \text{-----} (3)$$

$$\text{SCRESOURCE} = B_{20} + B_{21}\text{SCRESPONSIBILITY} \text{-----} (4)$$

$$\text{SCBENEFIT} = B_{22} + B_{23}\text{SCRESPONSIBILITY} \text{-----} (5)$$

5.3.2 The Conceptual Framework and Hypotheses of Klong Suan Community

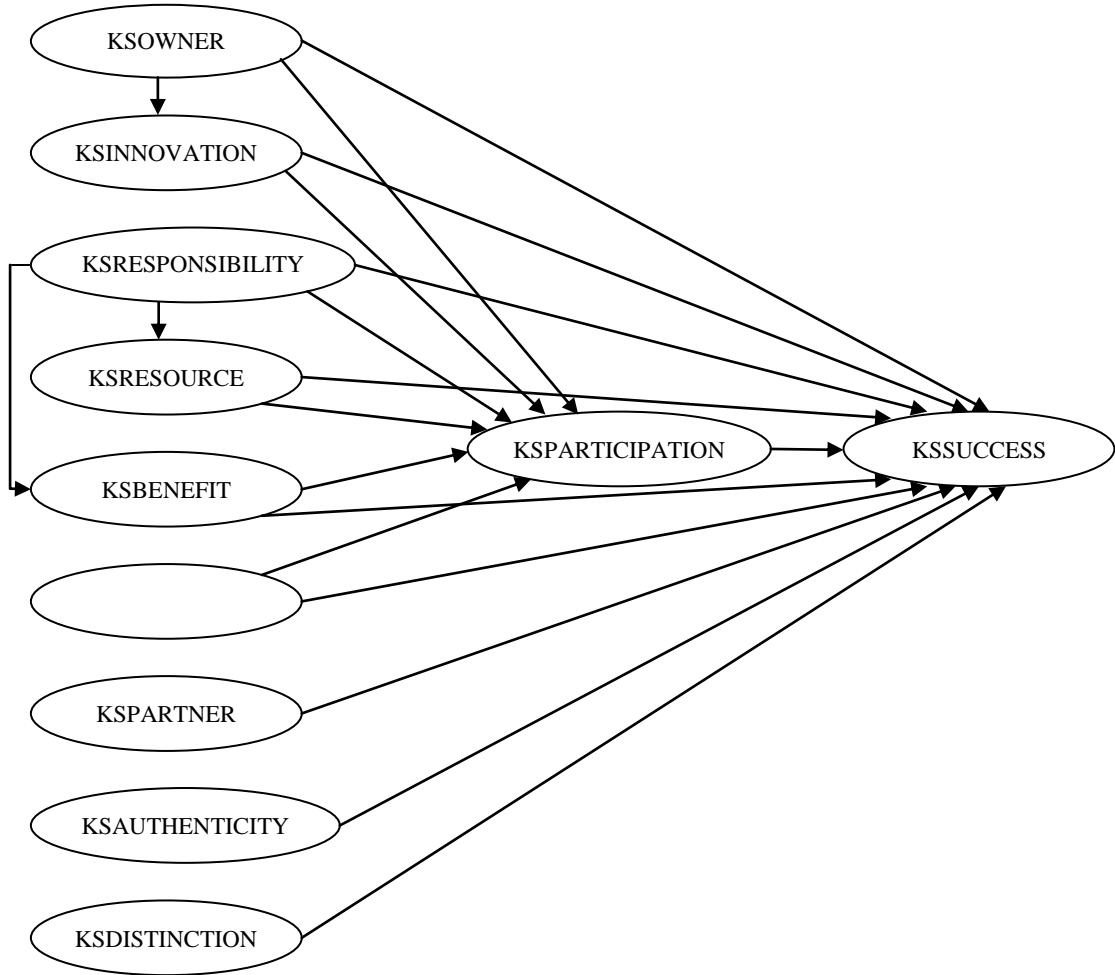


Figure 5.2 The Conceptual Framework of the Success Factors at Klong Suan Community, Chachoengsao Province

| | | |
|------------------|---|--|
| Where KSSUCCESS | = | Successful community-based tourism at Klong Suan |
| KSPARTICIPATION | = | Participation in decision-making processes at Klong Suan |
| KSOWNER | = | Local ownership at Klong Suan |
| KSINNOVATION | = | Local innovation at Klong Suan |
| KSRESPONSIBILITY | = | Collective responsibility at Klong Suan |
| KSRESOURCE | = | Sharing of resources at Klong Suan |
| KS BENEFIT | = | Sharing of benefits among members at Klong Suan |
| KSLEADER | = | Leadership and management at Klong Suan |
| KSPARTNER | = | Partnership and outside support at Klong Suan |
| KSAUTHENTICITY | = | Achieving authenticity at Klong Suan |
| KSDISTINCTION | = | Achieving distinction at Klong Suan |

Another five hypotheses were used to conduct hypothesis tests at Klong Suan community.

Hypothesis 6: Participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction have no statistically significant effect on successful community-based tourism at Klong Suan community.

Hypothesis 7: Local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management have no statistically significant effect on participation in decision-making processes at Klong Suan community.

Hypothesis 8: Local ownership has no statistically significant effect on local innovation at Klong Suan community.

Hypothesis 9: Collective responsibility has no statistically significant effect on sharing of resources at Klong Suan community.

Hypothesis 10: Collective responsibility has no statistically significant effect on sharing of benefits among members at Klong Suan community.

A set of hypothesized causal relationships depicted in figure 5.2 correspond to the following path equations.

$$\begin{aligned} \text{KSSUCCESS} &= B_{24} + B_{25}\text{KSPARTICIPATION} + B_{26}\text{KSOWNER} + \\ &B_{27}\text{KSINNOVATION} + B_{28}\text{KSRESPONSIBILITY} + \\ &B_{29}\text{KSRESOURCE} + B_{30}\text{KSBENEFIT} + B_{31}\text{KSLEADER} + \\ &B_{32}\text{KSPARTNER} + B_{33}\text{KSAUTHENTICITY} + \\ &B_{34}\text{KSDISTINCTION} \text{-----} \quad (6) \end{aligned}$$

$$\begin{aligned} \text{KSPARTICIPATION} &= B_{35} + B_{36}\text{KSOWNER} + B_{37}\text{KSINNOVATION} + \\ &B_{38}\text{KSRESPONSIBILITY} + B_{39}\text{KSRESOURCE} + \\ &B_{40}\text{KSBENEFIT} + B_{41}\text{KSLEADER} \text{-----} \quad (7) \end{aligned}$$

$$\text{KSINNOVATION} = B_{42} + B_{43}\text{KSOWNER} \text{-----} \quad (8)$$

$$\text{KSRESOURCE} = B_{44} + B_{45}\text{KSRESPONSIBILITY} \text{-----} \quad (9)$$

$$\text{KSBENEFIT} = B_{46} + B_{47}\text{KSRESPONSIBILITY} \text{-----} \quad (10)$$

5.4 Hypothesis Testing and Regression Analysis

5.4.1 Hypothesis Testing and Regression Analysis of Sam Chuk Community

The researcher conducted regression analysis, specifically stepwise regression analysis, to differentiate between significant and non-significant factors from the models.

5.4.1.1 Factors Affecting Successful Community-Based Tourism at Sam Chuk Community

The significant level (p-value) equal to 0.05 was used as a criterion or a cut-off for rejecting the following hypotheses. In hypothesis 1, the research tested whether participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction have no statistically significant effect on successful community-based tourism at Sam Chuk 100-year-old market or not.

It was found that p-value is 0.0000, indicating that we reject the above hypothesis. It means one or more of the following variables, including participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction,

have a statistically significant effect on successful community-based tourism at Sam Chuk traditional market.

Table 5.27 Coefficients of Successful Community-Based Tourism at Sam Chuk

| | Unstandardized Coefficients | | t | Sig. |
|----------------|-----------------------------|------------|--------|--------|
| | B | Std. Error | | |
| (Constant) | 1.7757 | 0.2016 | 8.8095 | 0.0000 |
| PARTICIPATION | 0.1300 | 0.0257 | 5.0602 | 0.0000 |
| OWNER | 0.0665 | 0.0241 | 2.7568 | 0.0063 |
| RESPONSIBILITY | 0.0773 | 0.0251 | 3.0738 | 0.0024 |
| RESOURCE | 0.1315 | 0.0237 | 5.5450 | 0.0000 |
| LEADER | 0.0764 | 0.0223 | 3.4291 | 0.0007 |
| AUTHENTICITY | 0.0774 | 0.0228 | 3.3993 | 0.0008 |
| DISTINCTION | 0.0822 | 0.0226 | 3.6384 | 0.0003 |

As shown in table 5.27, there are seven factors that significantly and positively contribute to successful community-based tourism at Sam Chuk 100-year-old market. These factors include participation in decision-making processes (p-value = 0.0000), local ownership (p-value = 0.0063), collective responsibility (p-value = 0.0024), sharing of resources (p-value = 0.0000), leadership and management (p-value = 0.0007), achieving authenticity (p-value = 0.0008), and achieving distinction (p-value = 0.0003). Okazaki (2008) stated that community participation is important part of sustainable tourism development, since it increases a community's carrying capacity by having positive impact and minimizing negative impact on its socio-cultural environment. When Sam Chuk community members take more active roles in decision-making processes, such as planning, implementing, and evaluating the success of community-based tourism, tourism development in their area is more likely to succeed.

Similarly, when they are more aware of their ownership rights of cultural and natural resources, accept more responsibility for managing in community-based tourism activities, pool more resources for effectively implementing

community-based tourism, and have effective local leaders, who are able to direct and manage tourism development, community-based tourism at Sam Chuk is more successful. Manyara and Jones (2007) mentioned that community support and local ownership are critical to the success of community-based tourism enterprises, indicating the capacity to manage and operate its own affairs. Giampiccoli and Kalis (2012); on the other hand, described that community leadership is an important element for successful community-based tourism, because local leaders are key actors in collaborating activities, building capacity, and facilitating its tourism development.

Achieving authenticity in representing special elements of their community's culture, heritage, and lifestyle and achieving distinction from other competing tourism destinations also make Sam Chuk community more successful.

Only three factors have p-value more than 0.05. Local innovation, sharing of benefits among members, and partnership and outside support do not statistically significantly enhance the success of community-based tourism at Sam Chuk old market. Their p-value is 0.0540, 0.1732, and 0.0582 respectively.

Model of analysis for successful community-based tourism is summarized as follows.

$$\begin{aligned}
 \text{SCSUCCESS} = & 1.7757 + 0.1300\text{SCPARTICIPATION} + 0.0665\text{SCOWNER} + \\
 & \qquad\qquad\qquad (5.0602) \qquad\qquad\qquad (2.7568) \\
 & 0.0773\text{SCRESPONSIBILITY} + 0.1315\text{SCRESOURCE} + \\
 & \qquad\qquad\qquad (3.0738) \qquad\qquad\qquad (5.5450) \\
 & 0.0764\text{SCLEADER} + 0.0774\text{SCAUTHENTICITY} + \\
 & \qquad\qquad\qquad (3.4291) \qquad\qquad\qquad (3.3993) \\
 & 0.0822\text{SCDISTINCTION} \text{-----} (11) \\
 & \qquad\qquad\qquad (3.6384)
 \end{aligned}$$

$$R = 0.7940, R^2 = 0.6304, \text{SEE} = 0.1361, \text{p-value} < 0.05, F = 58.2267, \text{Sig F} = 0.0000$$

Results reveal that seven significant factors, which are participation in decision-making processes, local ownership, collective responsibility, sharing of resources, leadership and management, achieving authenticity, and achieving distinction, can explain successful community-based tourism at Sam Chuk market 63.04%, which is fairly good for prediction of dependent variable.

5.4.1.2 Factors Affecting Participation in Decision-Making Processes

In hypothesis 2, the study tested whether local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management have no statistically significant effect on participation in decision-making processes at Sam Chuk community or not.

P-value is 0.0000, showing that we disprove the above mentioned hypothesis. It means one or more of the following variables, including local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management, have a statistically significant effect on participation in decision-making processes at Sam Chuk community.

Table 5.28 Coefficients of Participation in Decision-Making Processes at Sam Chuk

| | Unstandardized Coefficients | | t | Sig. |
|----------------|--------------------------------|------------|--------|--------|
| | B | Std. Error | | |
| (Constant) | 2.3660 | 0.4148 | 5.7039 | 0.0000 |
| RESPONSIBILITY | 0.1299 | 0.0552 | 2.3522 | 0.0195 |
| RESOURCE | 0.1302 | 0.0510 | 2.5512 | 0.0114 |
| BENEFIT | 0.2297 | 0.0527 | 4.3555 | 0.0000 |
| LEADER | 0.1402 | 0.0532 | 2.6370 | 0.0089 |

It appears that four factors presented in table 5.28 significantly and positively increase community's participation in decision-making processes. These factors are the following: collective responsibility (p-value = 0.0195), sharing of resources (p-value = 0.0114), sharing of benefits among members (p-value = 0.0000), and leadership and management (p-value = 0.0089). When local residents accept more responsibility for community-based tourism development, pool more resources, such as time, labor, and money, and share more tourism benefits equitably among themselves, they are more likely to participate in decision-making processes. Nopparat Satarat (2010), who did research on sustainable management and community-based tourism in Thailand, found that local residents who receive greater

benefits of tourism are more willing to participate in tourism development. Participation also largely depends on local leaders, such as the community committees, who are able to direct and manage tourism development and work with community members and other stakeholders. The more local leaders play active roles in the community, the more local people are involved in making decisions related to tourism development.

Two factors were found to have p-value more than 0.05. Local ownership and local innovation do not statistically significantly lead to participation in decision-making processes at Sam Chuk community. Local ownership's p-value is 0.1239, while local innovation's p-value is 0.1123.

Model of analysis for participation in decision-making processes is summarized as follows.

$$\begin{aligned} \text{SCPARTICIPATION} = & 2.3660 + 0.1299\text{SCRESPONSIBILITY} + \\ & (2.3522) \\ & 0.1302\text{SCRESOURCE} + 0.2297\text{SCBENEFIT} + \\ & (2.5512) \qquad (4.3555) \\ & 0.1402\text{SCLEADER} \text{-----} (12) \\ & (2.6370) \end{aligned}$$

$$R = 0.5310, R^2 = 0.2816, \text{SEE} = 0.3322, \text{p-value} < 0.05, F = 23.7154, \text{Sig F} = 0.0000$$

Results show that four significant factors, which are collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management, can explain participation in decision-making processes at Sam Chuk community 28.16%.

5.4.1.3 Relationship between Local Ownership and Local Innovation

In hypothesis 3, the research tested whether local ownership has no statistically significant effect on local innovation at Sam Chuk traditional market or not.

It was found that p-value is 0.0000, indicating that we reject the above hypothesis. It means that local ownership has a statistically significant effect on local innovation at Sam Chuk traditional market.

Table 5.29 Coefficients of Local Innovation at Sam Chuk

| | Unstandardized Coefficients | | t | Sig. |
|------------|--------------------------------|------------|--------|--------|
| | B | Std. Error | | |
| (Constant) | 3.7282 | 0.3999 | 9.3236 | 0.0000 |
| OWNER | 0.4073 | 0.0631 | 6.4562 | 0.0000 |

This can be interpreted that when community members are more aware of the positive and negative impact of tourism in their areas and are more able to decide and manage their own enterprises, they are more likely to initiate changes and improvements related to tourism development that are apt to their needs and capacities.

Model of analysis for local innovation is summarized as follows.

$$\text{SCINNOVATION} = 3.7282 + 0.4073\text{SCOWNER} \text{-----} (13)$$

(6.4562)

$$R = 0.3810, R^2 = 0.1454, \text{SEE} = 0.4313, \text{p-value} < 0.05, F = 41.6819, \text{Sig F} = 0.0000$$

However, results reveal that local ownership can explain local innovation at Sam Chuk old market only 14.54%.

5.4.1.4 Relationship between Collective Responsibility and Sharing of Resources

In hypothesis 4, the study tested whether collective responsibility has no statistically significant effect on sharing of resources at Sam Chuk community or not.

P-value is 0.0000, showing that we disprove the above mentioned hypothesis. It indicates that collective responsibility has a statistically significant effect on sharing of resources at Sam Chuk community.

Table 5.30 Coefficients of Sharing of Resources at Sam Chuk

| | Unstandardized Coefficients | | t | Sig. |
|----------------|--------------------------------|------------|---------|--------|
| | B | Std. Error | | |
| (Constant) | 4.4758 | 0.3936 | 11.3720 | 0.0000 |
| RESPONSIBILITY | 0.2823 | 0.0622 | 4.5379 | 0.0000 |

It appears that collective responsibility presented in table 5.30 significantly and positively increases sharing of resources of local residents at Sam Chuk. When local people understand their roles in enhancing local participation in tourism business, they pool more resources, particularly time, labor, and money, in promoting community-based tourism in their area.

Model of analysis for sharing of resources is summarized as follows.

$$\text{SCRESOURCE} = 4.4758 + 0.2823\text{SCRESPONSIBILITY} \text{-----} (14)$$

(4.5379)

$$R = 0.278, R^2 = 0.0775, \text{SEE} = 0.4005, p\text{-value} < 0.05, F = 20.5927, \text{Sig } F = 0.0000$$

Unfortunately, results show that collective responsibility accounts for only 7.75% of variance in sharing of resources at Sam Chuk community. There must be other factors that should be incorporated to predict sharing of resources of local people.

5.4.1.5 Relationship between Collective Responsibility and Sharing of Benefits among Members

In hypothesis 5, the research tested whether collective responsibility has no statistically significant effect on sharing of benefits among members at Sam Chuk old market or not.

It was found that p-value is 0.0000, indicating that we reject the above hypothesis. It means that collective responsibility has a statistically significant effect on sharing of benefits among members at Sam Chuk old market.

Table 5.31 Coefficients of Sharing of Benefits among Members at Sam Chuk

| | Unstandardized Coefficients | | t | Sig. |
|----------------|--------------------------------|------------|---------|--------|
| | B | Std. Error | | |
| (Constant) | 4.5915 | 0.4367 | 10.5133 | 0.0000 |
| RESPONSIBILITY | 0.2671 | 0.0690 | 3.8696 | 0.0001 |

This can be interpreted that the more community members have positive impact and reduce negative impact on socio-cultural environment, the more they perceive that they receive a fair share of benefits made from tourism in their community.

Model of analysis for local innovation is summarized as follows.

$$\text{SCBENEFIT} = 4.5915 + 0.2671\text{SCRESPONSIBILITY} \text{-----} (15)$$

(3.8696)

$$R = 0.2400, R^2 = 0.0576, \text{SEE} = 0.4445, p\text{-value} < 0.05, F = 14.9740, \text{Sig } F = 0.0000$$

Unfortunately, results show that collective responsibility accounts for merely 5.76% of variance in sharing of benefits among members at Sam Chuk market. There must be other factors that should be included to predict sharing of benefits among local residents.

5.4.2 Hypothesis Testing and Regression Analysis of Klong Suan Community

The researcher conducted regression analysis, particularly stepwise regression analysis, to differentiate between significant and non-significant factors from the models.

5.4.2.1 Factors Affecting Successful Community-Based Tourism at Klong Suan Community

The significant level (p-value) of 0.05 was used as a criterion for making decisions about the following hypotheses. In hypothesis 6, the research tested whether participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members,

leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction have no statistically significant effect on successful community-based tourism at Klong Suan 100-year-old market or not.

It was found that p-value is 0.0000, indicating that we reject the above hypothesis. It means one or more of the following variables, including participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, and achieving distinction, have a statistically significant effect on successful community-based tourism at Klong Suan traditional market.

Table 5.32 Coefficients of Successful Community-Based Tourism at Klong Suan

| | Unstandardized Coefficients | | t | Sig. |
|----------------|--------------------------------|------------|--------|--------|
| | B | Std. Error | | |
| (Constant) | 3.0941 | 0.3395 | 9.1143 | 0.0000 |
| PARTICIPATION | 0.1180 | 0.0319 | 3.6940 | 0.0003 |
| OWNER | 0.1470 | 0.0316 | 4.6481 | 0.0000 |
| RESPONSIBILITY | 0.1028 | 0.0339 | 3.0347 | 0.0029 |
| LEADER | 0.0903 | 0.0316 | 2.8597 | 0.0050 |
| PARTNER | 0.0838 | 0.0307 | 2.7279 | 0.0073 |
| AUTHENTICITY | 0.1051 | 0.0333 | 3.1599 | 0.0020 |
| DISTINCTION | 0.0883 | 0.0313 | 2.8213 | 0.0056 |

As shown in table 5.32, there are seven factors that significantly and positively contribute to successful community-based tourism at Klong Suan 100-year-old market. These factors include participation in decision-making processes (p-value = 0.0003), local ownership (p-value = 0.0000), collective responsibility (p-value = 0.0029), leadership and management (p-value = 0.0050), partnership and outside support (p value = 0.0073), achieving authenticity (p-value = 0.0020), as well as achieving distinction (p-value = 0.0056). Lepper and Goebel (2010) stated that community involvement is a key element of sustainable tourism. It includes

participation in decision-making processes, indicating the control over its enterprises and natural resource utilization. When Klong Suan community members are actively involved in decision-making processes, such as planning, adopting, and evaluating the success of community-based tourism, tourism development in their area is more likely to succeed.

Likewise, when they are more aware of the positive and negative impact of tourism on their community, accept more responsibility for developing community-based tourism activities, and have effective local leaders, such as the community committees, who are able to direct and manage tourism development and work with community members and other stakeholders, community-based tourism at Klong Suan is more successful. Nopparat Satarat (2010) indicated that the success of community-based tourism development will be enhanced when the community realizes its own potential, appreciates its natural and cultural resources, and is responsible for its well-being. Outside support; however, is still important as a facilitator in sustaining the development of tourism in the area.

Another three factors, namely partnership and outside support, achieving authenticity, and achieving distinction are also significant. Other sectors, including local governments, academics, and business enterprises, are important for the success of the market, because they influence the policies and the development of tourism in the area. According to Ellis's research, one of the key characteristics of community-based tourism includes partnership and outside support. Local governments support and facilitate community's initiatives and projects that benefit the whole community, such as providing sanitation services (Ellis, 2011). Achieving authenticity in representing special elements of their community's culture and heritage and achieving distinction from other competing tourism destinations also make Klong Suan community more successful.

Only three factors have p-value more than 0.05. Local innovation, sharing of resources, and sharing of benefits among members do not statistically significantly enhance the success of community-based tourism at Klong Suan old market. Their p-value is 0.0708, 0.7692, and 0.1854 respectively.

Model of analysis for successful community-based tourism is summarized as follows.

$$\begin{aligned}
 \text{KSSUCCESS} = & 3.0941 + 0.1180\text{KSPARTICIPATION} + 0.1470\text{KSOWNER} + \\
 & \quad (3.6940) \quad (4.6481) \\
 & 0.1028\text{KSRESPONSIBILITY} + 0.0903\text{KSLEADER} + \\
 & \quad (3.0347) \quad (2.8597) \\
 & 0.0838\text{KSPARTNER} + 0.1051\text{KSAUTHENTICITY} + \\
 & \quad (2.7279) \quad (3.1599) \\
 & 0.0883\text{KSDISTINCTION} \text{-----} (16) \\
 & \quad (2.8213)
 \end{aligned}$$

$$R = 0.8540, R^2 = 0.7288, \text{SEE} = 0.1405, \text{p-value} < 0.05, F = 48.3704, \text{Sig F} = 0.0000$$

Results reveal that seven significant factors, which are participation in decision-making processes, local ownership, collective responsibility, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction, can explain successful community-based tourism at Klong Suan market 72.88%, which is relatively good for prediction of dependent variable.

5.4.2.2 Factors Affecting Participation in Decision-Making Processes

In hypothesis 7, the study tested whether local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management have no statistically significant effect on participation in decision-making processes at Klong Suan community or not.

P-value is 0.0000, showing that we disprove the above mentioned hypothesis. It means one or more of the following variables, including local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, and leadership and management, have a statistically significant effect on participation in decision-making processes at Klong Suan community.

Table 5.33 Coefficients of Participation in Decision-Making Processes at Klong Suan

| | Unstandardized Coefficients | | t | Sig. |
|----------------|--------------------------------|------------|--------|--------|
| | B | Std. Error | | |
| (Constant) | 0.8859 | 0.6222 | 1.4239 | 0.1569 |
| RESPONSIBILITY | 0.2979 | 0.0870 | 3.4234 | 0.0008 |
| RESOURCE | 0.2836 | 0.0889 | 3.1913 | 0.0018 |
| BENEFIT | 0.2268 | 0.0879 | 2.5793 | 0.0110 |

It appears that three factors presented in table 5.33 significantly and positively increase community's participation in decision-making processes. These factors are the following: collective responsibility (p-value = 0.0008), sharing of resources (p-value = 0.0018), and sharing of benefits among members (p-value = 0.0110). When local residents accept more responsibility for community-based tourism management, pool more resources in promoting community-based tourism, and share more tourism benefits equitably among themselves, they are more likely to take part in decision-making processes.

Three factors were found to have p-value more than 0.05. Local ownership, local innovation, and leadership and outside support do not statistically significantly lead to participation in decision-making processes at Klong Suan community. Local ownership's p-value is 0.0828, while local innovation's p-value is 0.5176 and leadership and outside support's p-value is .04066.

Model of analysis for participation in decision-making processes is summarized as follows.

$$\begin{aligned}
 \text{KSPARTICIPATION} = & 0.8859 + 0.2979\text{KSRESPONSIBILITY} + \\
 & \quad \quad \quad (3.4234) \\
 & 0.2836\text{KSRESOURCE} + 0.2268\text{KSBENEFIT} \text{-----} (17) \\
 & \quad \quad \quad (3.1913) \quad \quad \quad (2.5793)
 \end{aligned}$$

$$R = 0.5440, R^2 = 0.2958, \text{SEE} = 0.4162, \text{p-value} < 0.05, F = 18.2062, \text{Sig F} = 0.0000$$

Results show that three significant factors, which are collective responsibility, sharing of resources, and sharing of benefits among members, can explain participation in decision-making processes at Klong Suan community 29.58%.

5.4.2.3 Relationship between Local Ownership and Local Innovation

In hypothesis 8, the research tested whether local ownership has no statistically significant effect on local innovation at Klong Suan traditional market or not.

It was found that p-value is 0.0000, indicating that we reject the above hypothesis. It means that local ownership has a statistically significant effect on local innovation at Klong Suan traditional market.

Table 5.34 Coefficients of Local Innovation at Klong Suan

| | Unstandardized Coefficients | | t | Sig. |
|------------|-----------------------------|------------|--------|--------|
| | B | Std. Error | | |
| (Constant) | 3.4624 | 0.4881 | 7.0929 | 0.0000 |
| OWNER | 0.2942 | 0.0774 | 3.8022 | 0.0002 |

This can be interpreted that when community members are more aware of the positive and negative impact of tourism in their areas and are more able to decide and manage their own enterprises, changes and improvements related to tourism development are more initiated by their needs and aspirations.

Model of analysis for local innovation is summarized as follows.

$$KSINNOVATION = 3.4624 + 0.2942KSOWNER \text{ ----- (18)}$$

(3.8022)

R = 0.3140, R² = 0.0987, SEE = 0.4118, p-value < 0.05, F = 14.4565, Sig F = 0.0000

However, results reveal that local ownership can explain local innovation at Klong Suan old market only 9.87%.

5.4.2.4 Relationship between Collective Responsibility and Sharing of Resources

In hypothesis 9, the study tested whether collective responsibility has no statistically significant effect on sharing of resources at Klong Suan community or not.

P-value is 0.9500, showing that we fail to reject the above mentioned hypothesis. It indicates that collective responsibility has no statistically significant effect on sharing of resources at Klong Suan community.

5.4.2.5 Relationship between Collective Responsibility and Sharing of Benefits among Members

In hypothesis 10, the research tested whether collective responsibility has no statistically significant effect on sharing of benefits among members at Klong Suan old market or not.

It was found that p-value is 0.0010, indicating that we reject the above hypothesis. It means that collective responsibility has a statistically significant effect on sharing of benefits among members at Klong Suan old market.

Table 5.35 Coefficients of Sharing of Benefits among Members at Klong Suan

| | Unstandardized Coefficients | | t | Sig. |
|----------------|-----------------------------|------------|---------|--------|
| | B | Std. Error | | |
| (Constant) | 7.5593 | 0.3637 | 20.7861 | 0.0000 |
| RESPONSIBILITY | 0.2692 | 0.0784 | 3.4325 | 0.0008 |

This can be interpreted that when community members have more positive impact and minimize negative impact on socio-cultural environment, they are likely to perceive that they receive a fair share of benefits made from tourism in their community.

Model of analysis for local innovation is summarized as follows.

$$\text{KSBENEFIT} = 7.5593 + 0.2692\text{KSRESPONSIBILITY} \text{ ----- (19)}$$

(3.4325)

$$R = 0.2860, R^2 = 0.0819, \text{SEE} = 0.3736, \text{p-value} < 0.05, F = 11.7823, \text{Sig F} = 0.0010$$

Unfortunately, results show that collective responsibility accounts for only 8.19% of variance in sharing of benefits among members at Klong Suan market. There must be other factors that should be incorporated to predict sharing of benefits among local residents

5.5 Path Analysis

The coefficients shown in path diagram are derived from models of analysis at significant level of 0.05.

5.5.1 Path Analysis of Sam Chuk Community

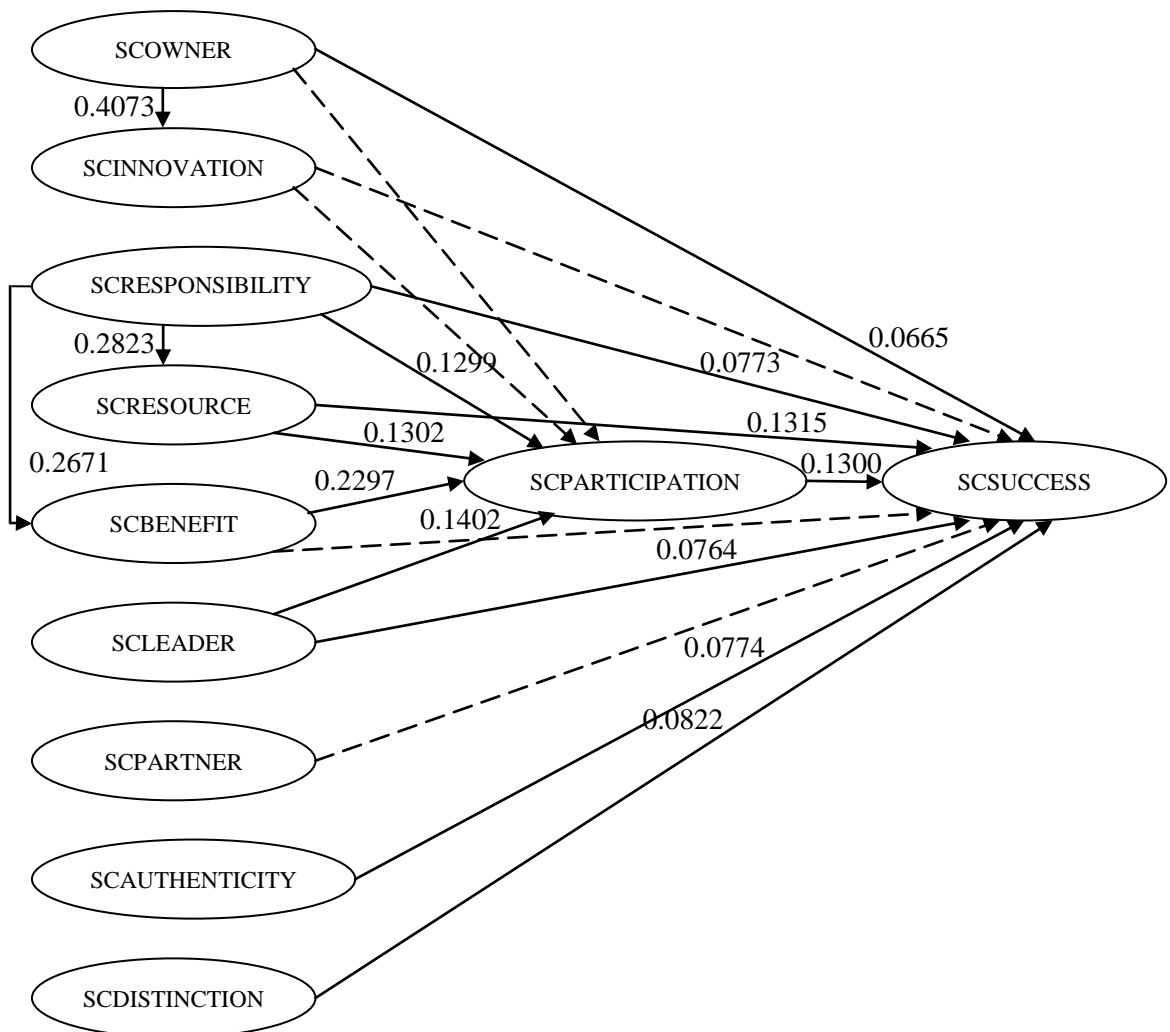


Figure 5.3 Path Analysis of the Success Factors at Sam Chuk Community, Suphanburi Province

Relationships between dependent and independent variables can be divided into direct and indirect causal effects, as illustrated in table 5.36.

Table 5.36 Direct and Indirect Causal Effects at Sam Chuk

| Relationship between Variables | | Causal Effects | | |
|--------------------------------|----------------------|----------------|----------|--------|
| Dependent Variable | Independent Variable | Direct | Indirect | Total |
| SUCCESS | PARTICIPATION | 0.1300 | - | 0.1300 |
| | OWNER | 0.0665 | - | 0.0665 |
| | INNOVATION | - | - | - |
| | RESPONSIBILITY | 0.0773 | 0.0624 | 0.1397 |
| | RESOURCE | 0.1315 | 0.0169 | 0.1484 |
| | BENEFIT | - | 0.0299 | 0.0299 |
| | LEADER | 0.0764 | 0.0182 | 0.0946 |
| | PARTNER | - | - | - |
| | AUTHENTICITY | 0.0774 | - | 0.0774 |
| | DISTINCTION | 0.0822 | - | 0.0822 |
| PARTICIPATION | OWNER | - | - | - |
| | INNOVATION | - | - | - |
| | RESPONSIBILITY | 0.1299 | 0.0982 | 0.2281 |
| | RESOURCE | 0.1302 | - | 0.1302 |
| | BENEFIT | 0.2297 | - | 0.2297 |
| | LEADER | 0.1402 | - | 0.1402 |
| INNOVATION | OWNER | 0.4073 | - | 0.4073 |
| RESOURCE | RESPONSIBILITY | 0.2823 | - | 0.2823 |
| BENEFIT | RESPONSIBILITY | 0.2671 | - | 0.2671 |

It was found that sharing of resources has the most effect on successful community-based tourism at Sam Chuk 100-year-old market, which is followed by collective responsibility, participation in decision-making processes, leadership and management, achieving distinction, achieving authenticity, and local ownership. Meanwhile, sharing of benefits among members has the least effect on the success of the market. It was found no direct relationship with its success, but has an indirect relationship with its success through participation in decision-making process. Conversely, local innovation and partnership and outside support have no effect, neither direct nor indirect, on the community's success.

Participation of community members in decision-making process is mediated by sharing of benefits among members, collective responsibility, leadership and management, and sharing of resources, enhancing the success of Sam Chuk community-based tourism. Local ownership and local innovation do not influence participation in decision-making processes.

Local ownership induces local innovation, but does not bring about the likelihood of Sam Chuk success. On the other hand, collective responsibility induces sharing of resources, which directly affects successful community-based tourism and indirectly affects its success through participation in decision-making processes. Collective responsibility also induces sharing of benefits among members, which further increases participation in decision-making processes and the community's success.

5.5.2 Path Analysis of Klong Suan Community

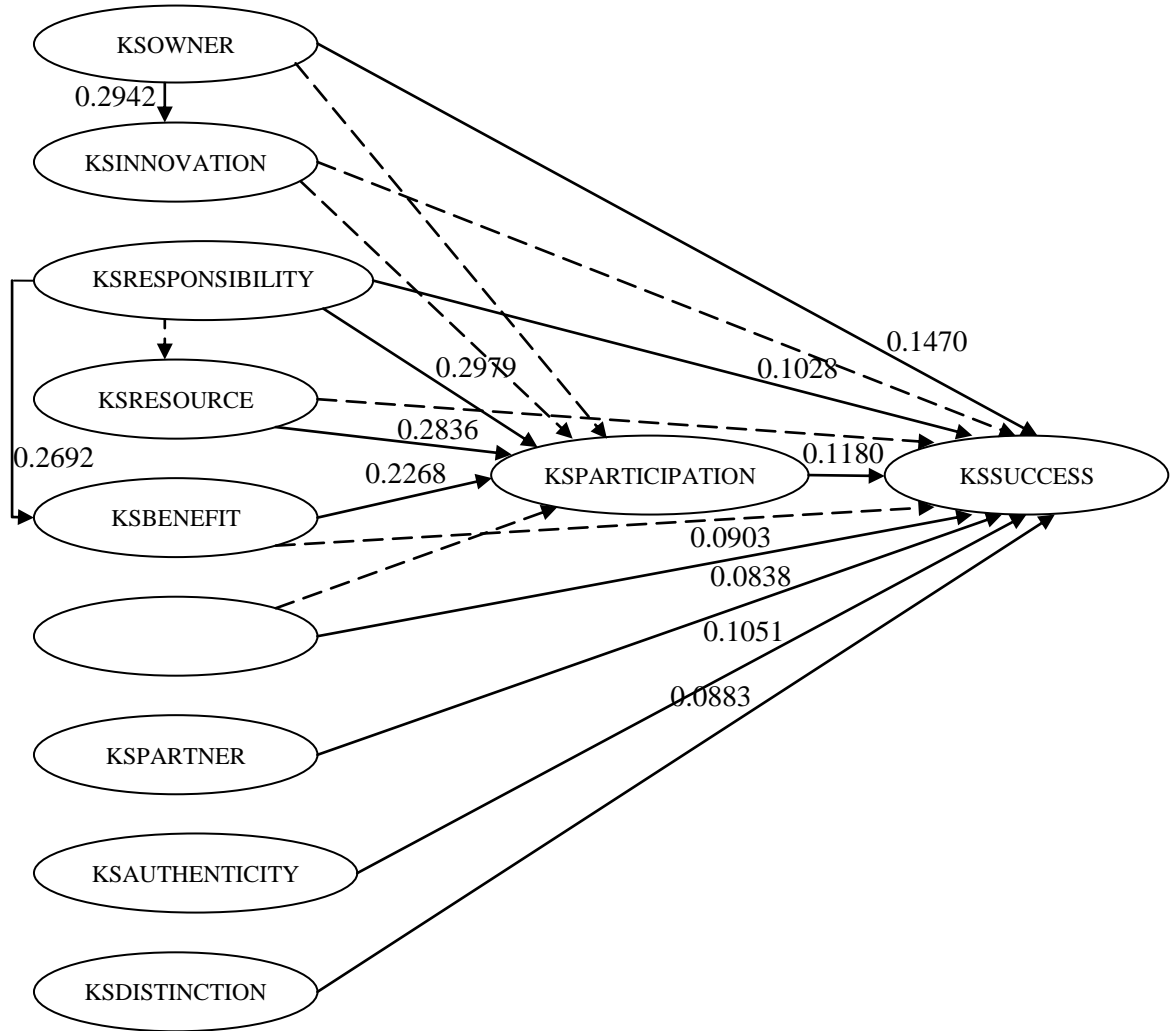


Figure 5.4 Path Analysis of the Success Factors at Klong Suan Community, Chachoengsao Province

Relationships between dependent and independent variables can be divided into direct and indirect causal effects, as shown in table 5.37.

Table 5.37 Direct and Indirect Causal Effects at Klong Suan

| Relationship between Variables | | Causal Effects | | |
|--------------------------------|----------------------|----------------|----------|--------|
| Dependent Variable | Independent Variable | Direct | Indirect | Total |
| SUCCESS | PARTICIPATION | 0.1180 | - | 0.1180 |
| | OWNER | 0.1470 | - | 0.1470 |
| | INNOVATION | - | - | - |
| | RESPONSIBILITY | 0.1028 | 0.0424 | 0.1452 |
| | RESOURCE | - | 0.0335 | 0.0335 |
| | BENEFIT | - | 0.0268 | 0.0268 |
| | LEADER | 0.0903 | - | 0.0903 |
| | PARTNER | 0.0838 | - | 0.0838 |
| | AUTHENTICITY | 0.1051 | - | 0.1051 |
| DISTINCTION | 0.0883 | - | 0.0883 | |
| PARTICIPATION | OWNER | - | - | - |
| | INNOVATION | - | - | - |
| | RESPONSIBILITY | 0.2979 | 0.0611 | 0.3590 |
| | RESOURCE | 0.2836 | - | 0.2836 |
| | BENEFIT | 0.2268 | - | 0.2268 |
| | LEADER | - | - | - |
| INNOVATION | OWNER | 0.2942 | - | 0.2942 |
| RESOURCE | RESPONSIBILITY | - | - | - |
| BENEFIT | RESPONSIBILITY | 0.2692 | - | 0.2692 |

It can be interpreted that local ownership has the most effect on successful community-based tourism at Klong Suan 100-year-old market, which is followed by collective responsibility, participation in decision-making processes, achieving authenticity, leadership and management, achieving distinction, partnership and outside support, as well as sharing of resources. Meanwhile, sharing of benefits among members has the least effect on the success of the market. Sharing of resources and sharing of benefits among members revealed no direct relationship with its success, but have an indirect relationship with its success through participation in

decision-making process. Alternatively, local innovation has no effect, neither direct nor indirect, on the community's success.

Participation of community members in decision-making process is mediated by collective responsibility, sharing of resources, and sharing of benefits among members, increasing the success of Klong Suan community-based tourism. Local ownership, local innovation, and leadership and management do not influence participation in decision-making processes.

Local ownership induces local innovation, but does not bring about the likelihood of Klong Suan success. Collective responsibility does not enhance sharing of resources; however, it induces sharing of benefits among members, which further increases participation in decision-making processes and the community's success.

5.6 Similarities and Differences of the Success Factors between Sam Chuk and Klong Suan Communities

The research found that the success factors of community-based tourism in Sam Chuk market, Suphanburi province and Klong Suan market, Chachoengsao province are different. Results from path analysis show that participation in decision-making processes, local ownership, collective responsibility, sharing of resources, leadership and management, achieving authenticity, and achieving distinction have a statistically significant effect on the success of community-based tourism in Sam Chuk traditional market, while other factors, which are local innovation, sharing of benefits among members, and partnership and outside support have no statistically significant relationship with its success. In detail, sharing of resources has the most effect on successful community-based tourism at Sam Chuk market, which is followed by collective responsibility, participation in decision-making processes, leadership and management, achieving distinction, achieving authenticity, and local ownership. Meanwhile, sharing of benefits among members has the least effect on the success of the market. It was found no direct relationship with its success, but has an indirect relationship with its success through participation in decision-making process. Local innovation and partnership and outside support have no effect, neither direct nor indirect, on the community's success.

Results from path analysis indicate that participation in decision-making processes, local ownership, collective responsibility, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction are the determinants of success of community-based tourism in Klong Suan old market. Other factors, which are local innovation, sharing of resources, and sharing of benefits among members, revealed no statistically significant effect on the community's success. Specifically, local ownership has the most effect on successful community-based tourism at Klong Suan market, which is followed by collective responsibility, participation in decision-making processes, achieving authenticity, leadership and management, achieving distinction, partnership and outside support, as well as sharing of resources. Meanwhile, sharing of benefits among members has the least effect on the success of the market. Sharing of resources and sharing of benefits among members revealed no direct relationship with its success, but have an indirect relationship with its success through participation in decision-making process. Alternatively, local innovation has no effect, neither direct nor indirect, on the community's success.

Six factors were found to be statistically significant for the success of Sam Chuk and Klong Suan communities. These factors include participation in decision-making processes, local ownership, collective responsibility, leadership and management, achieving authenticity, and achieving distinction. Interestingly, partnership and outside support is significant in Klong Suan market, but is not significant in Sam Chuk market. On the other hand, local innovation and sharing of benefits do not enhance the community-based tourism success of both communities.

The study found that three factors, including collective responsibility, sharing of resources, and sharing of benefits among members, significantly and positively increase community members' participation in decision-making processes in both communities, while local ownership and local innovation do not increase the level of their participation in the respective areas. Leadership and management, such as a team of community committee, encourages local residents at Sam Chuk traditional market to participate in decision-making processes, but it does not enhance participation of local people in Klong Suan old market.

Local ownership was found to be statistically significant on local innovation at Sam Chuk and Klong Suan 100-year-old markets, but does not bring about the

success of both markets. Collective responsibility has a statistically significant effect on sharing of resources at Sam Chuk community, but not at Klong Suan community. Last but not least, collective responsibility has a statistically significant effect on sharing of benefits among members at both communities and further increases participation in decision-making processes and success of those communities.

Findings from quantitative analysis enhance the understanding of the important factors for successful community-based tourism in Thailand, providing valuable insights for other destinations or communities to be able to improve their operations and increase their chances of success.

CHAPTER 6

DISCUSSIONS OF QUALITATIVE ANALYSIS

The researcher conducted in-depth interviews with 10 Sam Chuk community members at Suphanburi province and 9 Klong Suan community members at Chachoengsao province to elicit detailed information about their roles, perceptions, and attitudes in community-based tourism development in their respective areas. The chapter analyzes data and elaborates on the results from in-depth interviews.

6.1 Analysis of Interview Results from Sam Chuk Community Members

The researcher interviewed 10 community members who are local residents at Sam Chuk 100-year-old market during weekdays and weekends on April 2014. The in-depth interviews took place at their houses and took about 45 to 60 minutes to finish. The respondents allow the researcher to disclose their names and names of their shops. They also allow the researcher to transcribe their statements and publish them in the research. The interview results are composed of two parts. The first part of the interviews is the respondents' perceptions towards characteristics of successful community-based tourism, which are social development, economic development, and environmental development. The second part is the respondents' perceptions towards the success factors of community-based tourism, what they think would be the most important factors for the community's success.

6.1.1 Characteristics of Successful Community-Based Tourism at Sam Chuk

The respondents firstly introduced the background and history of the development of sustainable tourism at Sam Chuk 100-year-old market. They stated that Sam Chuk market was the trading center of agricultural products and food, particularly rice. Rice mill, smithy mill, gold shops, and small hotels are evidence that

this area was economically active. However, in 1967, a change in mode of transportation from boat to automobile made people shop at large department stores and local markets around Sam Chuk area. The trading volumes decreased and local people started to move away from this area. At that time, the Treasury Department planned to transform the entire market region by constructing permanent buildings to replace traditional wooden shophouses. Local people who would like to save the community where they were born decided collectively that the historical area would not be demolished.

The participants described that community members and merchants set up Sam Chuk Community and Old Market District Committee in 2000. During the market revitalization process, local residents, merchants, monks, teachers, and academics helped restore Sam Chuk market. Chum Chon Thai Foundation has played important roles in initiating the renovation projects at the traditional market; for example, recognizing the problems from local people perceptions, encouraging and teaching them to cooperate and participate in sustainable tourism businesses, as well as guiding them to preserve the old values and utilize these assets to bring back visitors. The participants also expressed gratitude for Chum Chon Thai Foundation in helping them save and restore the community.

6.1.1.1 Social Development Dimension

The researcher requested opinions about Sam Chuk community in preservation and revitalization of its cultural heritages. All of the respondents agreed that the community's culture and historical heritage assets are perceived as valuable and are well-preserved. Sam Chuk market is not merely a 100-year-old market. On the other hand, it is a living museum, where traditional lifestyles are still alive and represent conditions of a culture, natural environment, and historical event. Visitors can learn about social and economic activities in the history by simply looking at traditional wooden corridor built during the King Rama V period called 'Ka Nom Pang King,' big and tall old mail box, and old household goods that are still being used today.

When modern development took place, we struggled and hardly survived. However, we worked hard and did not give up. We failed and stood up for many times. We had only one goal, which was to save the community. If we did not fight, we would not have any historic assets remained today. Nowadays, we can say that we are successful. Culture and historical heritage assets, such as buildings and architecture, are restored, impaired, and used to attract and serve visitors. When visitors come here, we tell them to see from ‘the upper to lower,’ which means traditional architecture at upstairs corridor and window and traditional goods for sales at downstairs in front of the shops (Siroth Vorasethasopon, 2014).

The participants expressed that Sam Chuk community members have a strong sense of community in sustainable tourism management. During the period of revitalization, they actively participated and brainstormed in managing their cultural heritages. They sacrificed their time, contributed their effort, and shared opinions in solving problems. Although the market is settled and requires less degree of participation from local residents, this community is one example of how community strength helps them survive. One interviewee stated that Sam Chuk community is for Sam Chuk people, which means no other people can manage and help the community but themselves.

All of the respondents agreed that Sam Chuk community is definitely one of the examples of self-reliant community in that local people is not necessarily dependent on local governments in helping them manage day-to-day livelihood. They are confident that they take responsibility for handling their sustainable tourism businesses. They rely on their resources and capabilities to solve their own problems and issues about tourism.

About human resources and skills development in Sam Chuk community, the participants believed that community members enhance their human capital and self-confidence through community-based tourism activities, including planning, management and organizing, communication, critical thinking, group discussion, participation in decision-making about tourism activities, as well as taking field trips

to study other tourism areas outside Sam Chuk. In addition, three of ten participants expressed that they learned and practiced English communication with foreign visitors. At first, they are shy and reluctant to greet them in English. Right now, they can negotiate the price and give information about the community, such as the location of toilets and famous noodle shops in the market. They told that the increasing number of foreigners visits the market nowadays and it is a good opportunity to sell goods and generate more income. When they speak in English, even only few conversations, foreign visitors are impressed and willing to buy more goods and spend more money.

When the researcher asked opinions about sustainable tourism and how it improves quality of life of Sam Chuk people, the respondents viewed that tourism definitely maintains and enhances the quality of life of individuals and communities in the areas. Community facilities and services are created, including outdoor amenities, rest areas, toilets, fire extinguishers, security services, as well as building maintenance and cleaning. Most of the participants also stated that gender equality is strengthened as more females engage in tourism activities. In Sam Chuk community, women play significant roles in tourism development.

The roles of female leaders as the community committees are critical in driving the restoration process. A group of female leaders come from different occupations, including civil service professional, teacher, housewife, and merchant. However, we see it as an advantage rather than a disadvantage. We contribute and share different perspectives and viewpoints that are seriously needed during brainstorming process. We support and enjoy community work as much as we can in the hope that we can sustain the community. We accept each other strengths and limitations. We are supporters, encouragers, and stimulators that bring people together, and inspire more hope and confidence in managing tourism in this area (Ratree Opat, 2014).

6.1.1.2 Economic Development Dimension

All of the respondents believed that tourism certainly increases income and employment opportunities for Sam Chuk residents. They gave information that since the market was reopened in 2004, trading and economic activities have boomed. The market has been popular across the country. A large number of tourists, not only from nearby areas, but also from other provinces, comes to visit the market. Since then, individuals and households have more earnings and savings from operating tourism businesses, resulting in alleviation of poverty and reducing the need to leave the community and migrate for jobs in the city.

At the time when the market was reopened in 2004, we saw a huge difference compared to ten or twenty years ago. People started to stop by the market and trading volumes started to increase. When the community was awarded “Asia-Pacific Heritage Awards for Culture Heritage Conservation” from the UNESCO, the popularity of the market brought even a larger number of tourists. Media paid attention and helped advertise the market. Currently, the market obviously has been very famous. I believe everybody knows Sam Chuk and would like to visit once. The market attracts more than hundreds of visitors on weekdays and especially on weekends. Visitors make an important contribution to the local economy. Most of the households have to hire one or two employees to help them run the business. We have sufficient income from business operations to support our enterprises (Piyarat Sumlertrum, 2014).

6.1.1.3 Environmental Development Dimension

The participants stated that local people realize the importance of protecting the environment and sustainable use of natural resources in Sam Chuk community. They raise awareness of the cleanliness of the Ta Chin River among community members and visitors who use boat service to the market in order to remain attractive for future visitors. From the field observations, they have prohibition

signs for waste disposal into the river and provide bins and recycle bins for bottles, soda cans, and plastic bags around the community.

6.1.2 The Success Factors of Community-Based Tourism at Sam Chuk

From the in-depth interviews of 10 community members at Sam Chuk 100-year-old market, the results confirm the findings from quantitative analysis. Participation in decision-making processes, sharing of resources, and leadership and management are perceived as the most significant factors that bring about the success of Sam Chuk traditional market.

All of the respondents strongly believed that participation in decision-making processes is the most significant factor that makes the community survive and be successful. High levels of community participation in tourism development enhance Sam Chuk's success. Community members believed that Sam Chuk market was successfully revitalized through their cooperation and participation. They recognized the value of their historical sites as a cultural heritage resource of the community. They fought against political power, who wanted to demolish these areas, by working with the scholars, brainstorming the decisions, and figuring out ways to solve the problems. Besides participation in decision-making processes, the participants believed that sharing of resources of local residents is the second important factor that enhances the success of the community. Every household shares some amount of resources in managing and maintaining sustainable tourism, including contributing time, money, effort, idea in accomplishing community activities. For instance, they are willing to help organize Sam Chuk food festival every year. Leadership and management of local leaders is the third important factor for the success of community-based tourism. Local leaders, who are the community committees, play vital roles in bringing people together and encouraging them to participate in community projects. The community controls the decision-making processes in tourism development through 40 community members, who serve as a management team.

6.1.2.1 Participation in Decision-Making Processes

The respondents expressed that participation in decision-making processes at Sam Chuk community is very active. Since they are the pioneers who revitalize the market, they play active roles in planning, organizing, implementing, and evaluating the success of community-based tourism in their area. One interviewee stated that the evaluation of activities is important, since it points out strengths and weaknesses learned from those lessons. It also increases encouragement and participation of people in the group.

The community committees serve as a management team in which community members can actively participate and contribute to tourism enterprise. Normally, they organize at least monthly meeting at the activity area called 'Lan Pho,' where it is used to gather people and create a sense of community, encouraging local residents to take part in solving the community's issues. When the market was newly reopened, the community committees were composed of 40 local people. Nowadays, the number of participants is decreasing, because the market has reached the steady state and no critical issue occurs. However, the community committees are still active and play important roles in encouraging people to participate in tourism development in the area.

The community committees emphasize participation of local residents and the development of the overall community. Everyone can be a member, can join or leave at any time. There is no formal rule to approve or disapprove the membership. We have many participation processes in bringing people together. We organize a big meeting to create participation and sharing opinions. We brainstorm ideas for setting goal of the market. We come up with the model in managing and developing sustainable tourism that covers many important areas, including the creation of scenic boat tours, construction of path ways along the river, and participation of older people in recording community history. We also have variety and creative activities that residents can join together, such as helping the municipality clean the market every month (Arunlak Onvimol, 2014).

6.1.2.2 Local Ownership

Most of the community members have lived in Sam Chuk for three generations. All of the participants are aware that they have ownership rights of cultural and natural resources, which are major attractions of Sam Chuk market. They target tourists who seek sustainable and cultural features of the community, hoping that they would value and appreciate their history and culture. Local ownership also refers to the ability to manage their own enterprises and control the social and economic changes in tourism areas. Many opportunities exist for the locals to be involved in tourism as entrepreneurs through the operation of retail stores. They are self-employed, rather than merely being employees in the shops. As described earlier, Sam Chuk people actively participate in decision-making about sustainable tourism development and initiate projects that suit their best interests and maximize local benefits.

6.1.2.3 Local Innovation

The respondents stated that any initiative related to the development of sustainable tourism in Sam Chuk is usually inspired by their own needs and aspirations. In revitalizing and developing the market, community members decided by themselves about the initiatives and solutions that were the most suitable for the community.

Changing working process is one of many initiatives to improve the well-being of the community. We used to have 40 community committees working together for handling community affairs. Even though it was advantageous for participation, we faced problem of slow progress in decision-making. As a result, we remodeled the structure of community committees, so that everyone has own responsibility and uses own resources in innovative ways, resulting in effectively managing and organizing tourism. Furthermore, innovation also refers to changes in products and services provided to tourists. We know that visitors love to shop and find quality of food to eat, so we offer them varieties of goods, souvenirs, and food that change from season to season (Piyarat Sumlertrum, 2014).

6.1.2.4 Collective Responsibility

The participants believed that community members emphasize mutual understanding and awareness of sustainable tourism. Every household follows the community rules and instructions. There is no formal regulation to force them, but merely asking for cooperation. For instance, Sam Chuk market as a socially responsible community for students is free from alcohol and drug. Merchants are aware of the community campaign and sell goods that are free from alcohol.

From the field observations, every shop follows the rules not to place their goods over the edge of their pavement in order to make the market look nice and tidy. They also cooperate not to use motorcycles in the side-street during the weekend for tourist safety. Almost every household can provide information for tourists, such as the history of the community, the attractions nearby the market, and the locations of famous shops and public toilets. Local residents are well-trained in tourism products, such as improving hospitality to enhance the tourist experience and use of fire extinguisher provided for each side-street, which is necessary for community with hundreds of wooden shophouses.

6.1.2.5 Sharing of Resources

The respondents expressed that Sam Chuk community never experiences a resource sharing problem. Local people are willing to participate in community projects. They contribute their time, labor, and some amount of money for those projects. Besides the members' effort, the community provides donation boxes, which are allocated at the 'Museum of Ban Khun Jarnong Jinarak' and the activity area at 'Lan Pho.' Donation money from residents and tourists is used in projects that provide benefits to the community as a whole, including advertising expenses, building public toilets, building new pavement, cutting trees at the activity area, and hiring community security guards.

When we ask for help in community initiatives, we do not have to wait for long for residents to accept. They never hesitate to help, rather, they respond very quickly and are eager to solve those issues. Every year, we organize our own food festival on December 31 called 'Aroi Dee Sam Chuk' or Tasty Food at Sam Chuk. Tourists can enjoy food

and dessert buffet at price of 20 baht per dish. We think that this is one way that we can return good things to them. Every single household helps organize the fair and clean the market when it is over. We help remove litter bins from residential streets. We recognize that we are members of the community (Krittaya Sermsuk, 2014).

6.1.2.6 Sharing of Benefits among Members

All of the participants agreed that benefits accrued from the success of community-based tourism in Sam Chuk are being shared equitably among community members themselves. They believe that help and support from outside parties, such as Chum Chon Thai Foundation, are for the whole community. When the community revives and revitalizes, everyone is survived. Tourism brings sustainable income for household and restores the values of the market.

6.1.2.7 Leadership and Management

The respondents described that Sam Chuk community committees are composed of 30 to 40 persons. There is no formal two years or four years term. Members can join when they would like to help, or they can leave when they do not have sufficient time. The committees play important roles in the market restoration and success. They have effective plans and energize plans into actions to improve and sustain the market.

The community committees play important roles in bringing people together. The heart of the development is local residents' participation. We set guidelines for managing and developing tourism in this area in the hope to increase the community's sustainability. We study the history and socio-economic conditions of the community. We participate in field trips and exchange programs with other organizations to gain more knowledge and learn from people in different areas. We organize community summit to encourage residents, committees, and local governments, particularly the municipality, to participate and share ideas. We also continually review and evaluate the work processes in

order to improve and come up with the best solutions (Ratree Opat, 2014).

6.1.2.8 Partnership and Outside Support

The participants stated that the linkages with other sectors, including local governments, academics, and business enterprises, are very important for survival of the market. When the market was restored, they significantly received help from Chon Chun Thai Foundation. The foundation helps initiates the renovation projects at Sam Chuk market to preserve the traditional values and historical heritages. Scholars from many organizations and universities, including Thai Health Promotion Foundation, King Mongkut's Institute of Technology Ladkrabang, and Chulalongkorn University, encourage learning and provide advice, information, and workshops for conducting community-based tourism. Tourism Authority of Thailand provides funding and advertising of the destination. One interviewee mentioned that the focal point of community-based tourism is to let community operate and run by themselves, while the municipality merely supports and sustains tourism in the area, such as market cleaning and waste collection.

6.1.2.9 Achieving Authenticity

All of the respondents are full of pride of Sam Chuk 100 years old authentic culture and heritage, which was awarded “Asia-Pacific Heritage Awards for Culture Heritage Conservation” by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in 2009 in raising awareness of cultural and natural heritage conservation and being an outstanding model for empowering other communities conducting tourism in Thailand. They described that Sam Chuk market is a ‘living market and lively museum,’ where 100 years old lifestyles are still alive and represent atmosphere of a culture, natural environment, and historical event. Traditional wooden shophouses and wooden corridor built during the King Rama V period, old mail box, old local cuisine, traditional Thai food, handicraft products, and old household goods are original. They represent authenticity of the community that has been attracting a large number of visitors.

6.1.2.10 Achieving Distinction

All of the participants believed that Sam Chuk is distinct from other competing tourism destinations, particularly Sriprachan market and Kao Hong market. Sam Chuk residents viewed that they build stronger community and more effective in managing tourism in their area. They also viewed that their cultural heritages are traditional, unique, and valuable compared to newly constructed markets, which are duplications of traditional style, such as Ayothaya floating market. They believed that visitors can feel distinction and love their authenticity, bringing about the sustainable and successful community-based tourism in Sam Chuk.

6.2 Analysis of Interview Results from Klong Suan Community Members

The researcher interviewed 9 community members who are local residents at Klong Suan 100-year-old market during weekdays on February 2014. The in-depth interviews took place at their houses and took about 45 to 60 minutes to complete. The respondents allow the researcher to disclose their names and names of their shops. They also allow the researcher to quote some of their statements and opinions in the research. The first part of the interviews is the respondents' opinions towards characteristics of successful community-based tourism, including social development, economic development, and environmental development. The second part is the respondents' perceptions towards the success factors of community-based tourism and what they think would be the most important factors.

6.2.1 Characteristics of Successful Community-Based Tourism at Klong Suan

The respondents gave the researcher information and background about the history of sustainable tourism development in Klong Suan 100-year-old market. They described that tourism in Klong Suan community was developed by local governments of Chachoengsao province about ten years ago. Due to the three factors, which are the development of roads, a change in mode of transportation from boat to automobile, and the establishment of supermarkets and convenience stores, people turned away from shopping at Klong Suan market, forcing local merchants to close

down their businesses. When the market started to vanish, the subdistrict municipality attempted to find ways to save people from losing their jobs and conserve the community's cultural heritages, which have been inherited for more than 100 years old. In order for the market to be revitalized, the subdistrict municipality started promoting and enhancing the development of sustainable tourism business in this area. Community members cooperated and worked with them to reconstruct and repair wooden shophouses, wooden bridges, and roads in order to bring back visitors. They organized an annual festival in May and advertised through billboard and media, such as television.

Since the market was reopened, the subdistrict municipality has played important roles in guiding and managing sustainable tourism in the community. They give advice on how to do tourism business and advertise the market to attract visitors. However, they currently decrease their importance, since the community sets up the community committees and learns to manage its own affairs.

6.2.1.1 Social Development Dimension

The researcher elicited opinions about social development from Klong Suan community. All of the participants agreed that they perceive cultural and historic resources, particularly historic buildings and architecture, as valuable and irreplaceable. Traditional skills and knowledge held by grandparents and parents, such as traditional medicine, food, and coffee recipes, are passed on to children and grandchildren. They are satisfied with the preservation of the community's culture, old buildings, and architecture. They are preserved in good condition despite being more than 100 years old. These are important assets that attract visitors.

Klong Suan community members are proud of its tourist products, including 'Pae Lee' 70-year-old coffee shop. High quality products are delivered by the desires and passions of the provider. Coffee served at 'Pae Lee' coffee shop is considered the best quality in the region. Mr. Lee pioneered the establishment of a coffee shop at the market and served premium quality coffee for more than 70 years. After he passed away, his daughter has taken over the management of the coffee shop. Nowadays, the coffee shop still serves the public well, evidenced by having Thai, Japanese, and European customers visiting the coffee shop regularly during weekdays and weekends. However, two interviewees raised concerns that they were afraid that their children and grandchildren would not take over their businesses, since they

would rather find jobs in the city of Chachoengsao province or in Bangkok. All of the respondents agreed that they would like future generations to take more enthusiasm and appreciation of their rich heritages as much as they do.

Community members described that they have strong relationships like families or close friends. Although they have different religions and beliefs, which are Thai, Chinese, and Muslim, they manage to live peacefully in the same community. Everyone in the community knows each other. They look out for each other and have trust like they are the same family. Most of the local people participate in community projects and share decision-making in managing the community's cultural heritages.

From the field investigations, it can be concluded that Klong Suan community is one example of a self-reliant community, where people are confident in their own abilities and knowledge and can manage day-to-day livelihood and survival.

Since we have only 300 persons in the community, everybody in the community knows each other and looks out for each other. This makes us a strong community. When we face issues that may affect the community well-being, we have informal meetings at the market, with the average of every month. Most of the residents are aware of its importance and cooperate. We brainstorm and make decisions on what should be done in order to solve those problems. The community has strong views about the areas and types of activities we would like to open up to visitors. There are academics from Rajabhat Rajanagarindra University, who offer advice to us to define our own tourism visions and goals. Local resources and infrastructure facilities are identified. The community members' involvement is encouraged. We have recognized the importance of community-based tourism in our areas (Siriporn Thamsomsiri, 2014).

About human resources and skills development, Klong Suan local residents stated they gradually increase various skills and knowledge to provide products and services and attract visitors, such as product development, hospitality, tour guiding, and marketing. To illustrate, one interviewee stated that she started practicing basic English communication to welcome foreigners.

From the interviews, the respondents believed that sustainable tourism undeniably enhances their quality of life and well-being. They viewed that tourism brings about the development of community facilities and services to Klong Suan community, such as outdoor amenities, sanitation and sewage system, road construction, and community sign construction.

6.2.1.2 Economic Development Dimension

The researcher asked about economic development in Klong Suan community, and all of the participants agreed that sustainable tourism definitely increases income and employment opportunities. The economic well-being of community members is improved. They have sufficient income and savings for their daily life. Tourism is their primary source of income. Most of the households in the community have only one occupation, which is merchant, while only few households have supplementary occupation, which is agricultural producer. Therefore, income from tourism is very important as it alleviates poverty, reducing the need to leave the community and migrate for jobs elsewhere.

The old buildings are assets that we do not have to invest. We utilize this asset to attract visitors and generate money. Since tourists have come, I have enough money to spend and buy necessities. I reduce expenses and spending. I am satisfied with this economic well-being, though I am not rich, but I am not poor. I do not have to borrow money to buy stuff. I am not in debt. I have enough income for my living. When I work, I have money to buy food. When I am sick, I have money to pay for a doctor. Almost every household in the community is very much like my family. We are satisfied and comfortable of what we have right now (Manob Suksawat, 2014).

However, some participants pointed out a situation of the decreasing number of visitors, compared to the past two years or when the market was reopened. The probable reasons would be the economic recession of the country that caused people to spend less money when they shop at the market.

The number of visitors has been decreasing compared to the past two years or when the market was reopened. At that time, the market was very famous. We used to welcome a large number of tourists during weekends and public holidays. We were busy selling things. Since then, not only has the number of tourists been decreasing, but also the amount of money they spend is reduced. Normally, people used to spend over 500 baht, now they spend approximately 100 to 300 baht, or even less than 100 baht. I think the economic recession and political turmoil of the country are the reasons. People are not happy. People revisit less and spend less at the market. I hope that the situation will get better very soon (Siriporn Thamsomsiri, 2014).

6.2.1.3 Environmental Development Dimension

The researcher requested ideas about environmental development in Klong Suan community, the respondents expressed that they recognize the need to preserve and protect nature and the environment due to tourism activities in their areas. However, they face the problem of dirty water in the Pravej canal. The quality of water in the community canal deteriorates occasionally when a large amount of dirty water is released from Bangkok canal. Unfortunately, another problem with conservation of natural resources is the behavior of community members themselves. One interviewee gave observations during the interviews that some members whose shops are on the canal side dispose wastes into the canal, including residuals from cooking food, plastic bags, and water from washing dishes. Therefore, she would like to ask people living along the canal for the cooperation to stop disposing wastes into the canal. The need for sustainable use and conservation of natural resources of the community should be emphasized in order to save the environment and be attractive for future visitors.

6.2.2 The Success Factors of Community-Based Tourism at Klong Suan

From the in-depth interviews of 9 community members at Klong Suan 100-year-old market, the results support the findings from quantitative analysis. Achieving authenticity, achieving distinction, and participation in decision-making processes are perceived as the most important factors in bringing about the success of Klong Suan old market.

All of the respondents strongly believed that achieving authenticity is the most significant factor that attracts tourists to visit the market, increasing the success of the community. Authenticity of this market refers to an authentic culture and heritage, including historic buildings, traditional wooden shophouses, traditional lifestyles, and traditional food, drink, and dessert. The wooden shophouses were originally built during the reign of King Rama V and are now well-preserved. Besides achieving authenticity, the participants believed that achieving distinction is the second important factor for the community-based tourism success. In particular, their historic buildings and architecture make them distinct from other traditional markets in the near areas, including Ban Mai old market, Nakorn Nueng Khet market, and Bang Khla floating market. They believed that Klong Suan traditional market is larger in size, offers varieties of merchandise to buy, and most importantly, the market is the oldest among the others. Participation of community members in decision-making processes is the third important factor for the community-based tourism to be successful. The respondents believed that cooperation and participation of local residents help set directions for tourism management and better implement tourism programs.

6.2.2.1 Participation in Decision-Making Processes

The respondents informed that Klong Suan community members set up the community committees, which are composed of the owner of the market and six local residents, who are elected representatives of the community. The annual meeting held at the subdistrict municipality office encourages people in the community to participate, cooperate, and take part in decision-making processes related to sustainable tourism. Moreover, scholars from Rajabhat Rajanagarindra University conduct a series of workshops for community members. The workshops include tourism promotion methods and techniques, which appear to maximize the community involvement in the process. A large number of community members participates in

those workshops, hoping that customer satisfaction will be improved and more tourists will come to visit the market as a result of promotions.

However, one interviewee described that the major obstacle discouraging the involvement and participation in decision-making is that some members are not aware of its importance and are reluctant to share ideas, although their ideas are valuable for the success of the community.

We share opinions and ideas and make our own decisions on tourism activities that enhance community well-being. During the month of May, we cooperate in organizing Klong Suan annual festival. Varieties of activities are held over a three day period to attract a large number of visitors, including traditional recreations and games. The winners receive souvenirs sponsored by the shops. We enjoy this festival very much. Besides Klong Suan annual festival, we help organize a vegetarian festival held on March 21 every year. It is the occasion of annual celebration for 'Guan Yin,' who is regarded by the Chinese as the goddess of mercy, at 'Peng Ang Toa' shrine located at the main entrance of the market. A large number of visitors is welcomed to the shrine. The annual festival and vegetarian festival are considered big events for the community. The festivals have grown and developed into spectacular yearly events that are attended by hundreds of participants from other provinces (Prasith Yoopan, 2014).

6.2.2.2 Local Ownership

All of the participants agreed that Klong Suan local residents are aware of their cultural and natural resources that are the primary tourist attractions. They viewed that visitors come to the market, not only to shop and find something to eat, but also to discover and learn more about traditional lifestyles and old values. Therefore, cultural and historic resources, particularly historic buildings and architecture, are perceived as valuable and irreplaceable. When they are aware of ownership over heritage resources, they are more likely to make improvements, such

as cleaning the market, in order to maintain and preserve the community to attract visitors.

6.2.2.3 Local Innovation

The respondents shared information that Klong Suan people initiate changes and improvements related to the development of sustainable tourism. They used to sell rice, seeds, fertilizers, and equipment to farmers. Currently, they find new products that may be attractive not only to farmers, but also to visitors from other provinces, especially Bangkok. They sell traditional food, drink, and dessert, antiques, furniture, household goods, kitchen utensils, groceries, and toys that are difficult to find at other markets. They also make and sell souvenirs, such as t-shirts, handbags, key rings, and magnets with the logo of Klong Suan market. These induce customers to spend more money and visit more often, resulting in increasing income, improving the economic conditions of the members, and maintaining long-term economic stability.

6.2.2.4 Collective Responsibility

The participants described that community members in Klong Suan market accept the shared responsibility of developing, organizing, and managing in community-based tourism activities to remain attractive destinations for future visitors. Each household is encouraged to have responsible and sustainable use of cultural heritages and natural resources to maintain long-term viability. Since members represent the image of the community, they take care of the heritage assets, including keeping their buildings and pavement clean and improving hospitality to enhance the tourist experience.

6.2.2.5 Sharing of Resources

Unfortunately, all of the respondents admitted that Klong Suan local residents do not share resources for sustainable tourism development in their area. They do not have to contribute money for implementing and promoting community-based tourism. When the researcher asked about a contributing fund that is set aside for projects and initiatives that provide benefits to the community, they expressed that they never contribute money to such fund. However, all of the interviewees viewed that it is a good idea that the community committees should request members to share

expenses for maintenance of the community facilities, such as watering and decorating the garden at the entrance.

We never have a contributing fund, since we usually clean and take care of our houses and pavement in front of our houses. However, I think the contributing fund is a good idea for the community. We have around 300 people in the community. If every person contributes only 10-20 baht per month, the community would have approximately 5,000 baht per month. This is a large amount of money to do many things. This money would be used in improvement of the community surroundings and maintaining the community facilities, such as repairing the wooden bridges that currently need to be fixed and gardening the rest areas at the entrance to welcome visitors. Therefore, we would not wait for assistance from local governments to construct it (Prasith Yoopan, 2014).

6.2.2.6 Sharing of Benefits among Members

The participants stated that they believed that benefits accrued from sustainable tourism operations are being shared equitably among local people in Klong Suan community themselves. They would like to maintain and if possible to increase the economic return from tourism. Tourism introduces the development to every household in terms of social and economic improvement. Persons who receive benefits from tourism are local people, not outside parties, such as local governments. Moreover, when more tourists visit the market, the community increases its reputation and local governments provide additional budget in forms of road improvement and direction signs in and around the community.

6.2.2.7 Leadership and Management

In Klong Suan community, six local residents join the community committees and serve as leaders to manage sustainable tourism. The term of community committees is every two years to allow everyone to participate and have an experience in managing tourism. Local leaders work with the rest of the residents in the community. They are important persons in consulting, guiding, motivating them

to participate and be involved in decision-making about the change or improvement processes. They bring people together and energize their plans to action. They also work and communicate with other stakeholders, such as Tourism Authority of Thailand, the subdistrict municipality, and scholars from universities, including Rajabhat Rajanagarindra University. The community committees hold meetings with academics to discuss the improvement of entrepreneurial skills and the management of tourism business operations.

6.2.2.8 Partnership and Outside Support

Although the focus of community-based tourism in Klong Suan market is particularly at the community level, the respondents expressed that they are aware of critical linkages with other sectors, including local governments, academics, and business enterprises. They admit that key policies that originate from the government are tied to the success of the community, such as promoting Klong Suan market as a main tourist spot of Chachoengsao province. To be specific, Tourism Authority of Thailand provides funding, builds infrastructure, such as a new information center for tourists, advertises the market, and helps organize the annual festival. The subdistrict municipality provides advice on how to promote sustainable tourism. Scholars from universities, including Rajabhat Rajanagarindra University, train members on marketing and entrepreneurship and advise them on the operation of community-based tourism.

6.2.2.9 Achieving Authenticity

All of the participants agreed that they are very proud of their identity, being a 100-year-old market, which was awarded “Architectural Conservation Award” from Her Royal Highness Princess Maha Chakri Sirindhorn in 2004. They believed that Klong Suan community represents special elements of an authentic culture, heritages, lifestyles, old values, and wisdom. Old barber shop, medicine shop, and coffee shop are original. Traditional lifestyles are still alive. They represent conditions of a culture, natural environment, and presentation of historical event. They are living museums that owners feel proud of and would like to share them with visitors. Their culture uniqueness develops strong image and identity to attract visitors and brings success to the community.

When visitors walk into the market, they can have a unique experience with a nostalgic feel. This is what they want as an escape from their urban lives. They explore peaceful experience through the surroundings, including 100 years old buildings, windows, wooden bridges, wooden shophouses, signs, and antiques. These constructions were built during the reign of King Rama V. They are not newly constructed buildings, which are duplications of traditional style. When tourists, especially students, come to visit this place, we not only would like them to shop, buy goods, and take photographs, but we also would like them to ask and learn about the culture. The merchants here are willing to give them information and knowledge about the history of Klong Suan community, the award that we received from the Association of Siamese Architects under the Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn, and the architecture of more than 100 years old. We love to talk to visitors and encourage them to learn and appreciate our rich culture (Prasith Yoopan, 2014).

6.2.2.10 Achieving Distinction

When researcher requested opinions about distinction from other competing tourist destinations, the respondents believed that Klong Suan is distinct from other tourist spots, including other traditional markets or floating markets. The community adds value to existing attributes in order to offer a richer tourism experience and enhance the local economy. The creation of innovative and unique tourism products and services, such as traditional food and dessert, handicrafts, and souvenirs, generates income for community members. Satisfied visitors spend more money, return more often, and suggest friends and colleagues to visit the community. Competitiveness of Klong Suan community promotes the viability of local businesses, being able to maintain long-term growth and economic stability.

There are many old markets in Thailand and we are not the only traditional market in Chachoengsao province. But if you ask why we think we are distinct from other traditional markets in the nearby area of Chachoengsao province, such as Ban Mai old market, Nakorn Nueng Khet market, and Bang Khla floating market, I think historic buildings and architecture distinguish us from others. Klong Suan 100-year-old market is larger in size, offering varieties of merchandise to buy, and most importantly, the market is the oldest among the others. People come not just once, they revisit often as they feel happy when they are here (Apicha Udomsawat, 2014).

In summary, from the in-depth interviews of 10 community members at Sam Chuk 100-year-old market, the results confirm the findings from quantitative analysis. Participation in decision-making processes, sharing of resources, and leadership and management are perceived as the most significant factors that bring about the success of Sam Chuk traditional market. From the in-depth interviews of 9 community members at Klong Suan 100-year-old market, the results support the findings from quantitative analysis. Achieving authenticity, achieving distinction, and participation in decision-making processes are perceived as the most important factors in enhancing the success of Klong Suan old market.

CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

Community-based tourism (CBT) is tourism in which local people enhance their involvement and participation in tourism management and development, having positive impact on social, economic, and environmental conditions and well-being of their communities. Community-based tourism is an alternative approach to mass tourism that has gained popularity with the government and private sectors as part of the strategies for conservation of natural resources and development in Thailand. Among the best examples of implementation of community-based tourism in Thailand are 100-year-old markets at Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province, which are regarded as outstanding examples of successful community-based tourism.

Applying community development, sustainable development, sustainable tourism, and community-based tourism concepts, the research enhances the understanding of the key success factors of community-based tourism by examining the traditional markets at Sam Chuk and Klong Suan. Community-based tourism is considered successful when it has positive impact on social, economic, and environmental conditions of the community. Successful community-based tourism is vital when tourism delivers benefits to host communities, including preservation of cultural heritage, improving quality of life, income and employment opportunities, as well as conservation of natural resources and the environment. Ten success factors, including participation in decision-making processes, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction, are important for the success of community-based tourism.

The research found that the success factors of community-based tourism in Sam Chuk and Klong Suan markets are different. Participation in decision-making processes, local ownership, collective responsibility, sharing of resources, leadership and management, achieving authenticity, and achieving distinction have a statistically significant effect on the success of community-based tourism in Sam Chuk traditional market. On the other hand, participation in decision-making processes, local ownership, collective responsibility, leadership and management, partnership and outside support, achieving authenticity, as well as achieving distinction are the determinants of success of community-based tourism in Klong Suan old market.

Six factors were found to be statistically significant for the success of Sam Chuk and Klong Suan communities, which are participation in decision-making processes, local ownership, collective responsibility, leadership and management, achieving authenticity, and achieving distinction. Without those key factors, it would not have been possible for the community to be successful.

One of key aspects of successful community-based tourism includes participation in decision-making processes of the local community. High levels of community participation in tourism development enhance Sam Chuk and Klong Suan's success. Community members control the decision-making processes in tourism management and obtain socio-economic benefits. The community committees of both markets encourage local residents to participate and develop a tourism strategy. They take part in a series of meetings on issues about tourism activities that enhance community well-being. They also help organize annual events that are attended by hundreds of participants from many provinces.

Besides participation in decision-making processes, local ownership, collective responsibility, as well as leadership and management enhance sustainable tourism development in Sam Chuk and Klong Suan areas. Local ownership refers to the ability of local people to manage their own enterprises and have substantial control over their social and economic changes in the areas. Many opportunities exist for the locals to be involved in tourism as entrepreneurs through the operation of retail stores. They are self-employed, rather than merely being employees in the shops. Initiations taken at the community attempt to utilize local resources and maximize their benefits. A larger proportion of socio-economic benefits remain with the community.

Collective responsibility emphasizes mutual understanding and awareness of tourism development in the respective areas. Community members accept the shared responsibility of developing community-based tourism. They follow the community rules and instructions. There is no formal regulation to force them, but merely asking for cooperation; for example, Sam Chuk market is an alcohol and drug free market. Collective responsibility also refers to taking care of their cultural and natural heritage assets, such as keeping their buildings and pavement clean and improving hospitality to enhance the tourist experience.

Effective leadership and management, particularly the community committees, play active roles in bringing local residents together and encouraging them to participate in both communities' initiatives. Empowered leaders organize meetings to encourage local people, local governments, and scholars from universities to get involved and share knowledge of entrepreneurship and tourism business operations. There are other competitive destinations in the region and therefore a need exists to develop the tourism product to attract visitors. They often participate in field trips and exchange programs with other organizations to gain more knowledge and learn how to offer better products and services for visitors.

Achieving authenticity and achieving distinction are essential for the success of community-based tourism at Sam Chuk and Klong Suan markets. Authentic culture and heritage assets of both markets, including historic buildings, traditional wooden shophouses, and traditional lifestyles, are original and cannot be replicated anywhere else. Preservation of cultural heritages creates pride in history and tradition. Sam Chuk market was awarded "Asia-Pacific Heritage Awards for Culture Heritage Conservation" by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in 2009, while Klong Suan market was awarded "Architectural Conservation Award" from Her Royal Highness Princess Maha Chakri Sirindhorn in 2004. Achieving distinction is what sets both markets apart from other competing tourism destinations, including other traditional markets in Thailand. Sam Chuk and Klong Suan market's cultural heritages are unique and valuable. The markets are large in size and offer varieties of goods and souvenirs. Tourists revisit the markets and recommend their friends and colleagues to visit those communities.

Interestingly, partnership and outside support is significant in Klong Suan community, but is not significant in Sam Chuk community. Partnership and support

from the government is the vital factor for the success of Klong Suan market, such as providing funds, building infrastructure, advertising the market, and training members on the operation of community-based tourism. However, Sam Chuk market does not rely on local government's resources for community projects. Local residents do not necessarily need assistance from local governments. Instead, they contribute their time, labor, and money for projects that provide benefits to everyone in the community, such as maintaining facilities, advertising expenses, and building new pavement. On the other hand, local innovation and sharing of benefits do not enhance the community-based tourism success of both communities. Local people of both communities do not perceive that their tourism products and services are innovative to attract visitors. They feel that traditional cultural heritages can essentially attract visitors. The perception of inequitably sharing tourism benefits exists. Some owners of the shops are perceived to receive more income and attract more tourists than those of other shops in the market due to the difference in size of retail outlets and the attractiveness of products being offered.

These findings contribute to tourism policy-making. It provides recommendations to policy makers, including Tourism Authority of Thailand, the national government, and local governments. They should promote sustainable tourism development and strengthen community-based tourism of the communities, including investments in the physical infrastructure, creating advertising and marketing campaigns to promote destinations, and conducting training programs for community members to improve English communication, product development, hospitality, tour guiding, marketing, and entrepreneurship on the operation of community-based tourism.

7.2 Theoretical and Practical Contributions

The results of this research add to the existing knowledge of significant factors contributing to the success of community-based tourism. From the exploration of two communities, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province, findings emphasize the importance of community participation in decision-making processes, supporting the work of Armstrong, 2012; Goodwin and Santilli, 2009; Kibicho, 2008; Lepper and Goebel, 2010; Okazaki, 2008; Samorn Aramwong and Pit Sompong, 2011.

Findings also reinforce the significance of local ownership, supporting the work of Armstrong, 2012; Goodwin and Santilli, 2009; Manyara and Jones, 2007, collective responsibility, supporting Goodwin and Santilli, 2009; Henry, 2009; Tasci et al., 2013, leadership and management, supporting Giampiccoli and Kalis, 2012; Kibicho, 2008; Ratnayake and Kasim, 2011, achieving authenticity, supporting Armstrong, 2012; Goodwin and Santilli, 2009; Samorn Aramwong and Pit Sompong, 2011, as well as achieving distinction, supporting Goodwin and Santilli, 2009; Samorn Aramwong and Pit Sompong, 2011. This empirical research shows the strong relationship between these factors and the communities' success.

The practical contributions of the research are valuable to community members as they provide valuable insights for Sam Chuk and Klong Suan 100-year-old markets and other communities to have a better chance of becoming successful. Community members involved in tourism should take part in decision-making processes at all stages of the development for the improvement of tourism in their respective areas, including actively participating in meetings, workshops, and community activities. Besides participation in decision-making processes, they should be able to decide and manage their own enterprises by initiating community projects that maximize local well-being and benefits. Collective responsibility of local residents is important. They should accept the shared responsibility and follow community rules in organizing and managing in community-based tourism activities, including preservation of cultural heritage and market sanitation. Local leaders or community committees are linkages with other stakeholders, including local governments and academics. They play active roles in encouraging members to participate and be involved in decision-making in the change or problem-solving projects. Community members should appreciate their valuable and irreplaceable authentic cultures and heritages, such as traditional wooden shophouses, old lifestyles, and antiques. These are valuable assets that cannot be replicated anywhere else. In addition to authenticity that attracts visitors, they should create innovative tourism products and services to distinguish their communities from other competing destinations. For example, they should improve hospitality to enhance the tourist experience and offer unique merchandise and souvenirs.

7.3 Recommendations

In addition to the ten success factors of community-based tourism that is thoroughly discussed in the research, there are other success factors that are important in tourism development in 100-year-old markets, namely Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province. These factors are recommended for further study. They are location of the markets, advertising, quality of goods and services, and hospitality of local people. Sam Chuk traditional market is located in Suphanburi province, which is the center of the central region. Tourists who visit Chainat, Nakhon Sawan, and Chiang Mai province often stop over at Sam Chuk market. Likewise, tourists stop over at Klong Suan old market during their trips to the eastern provinces. Advertising is critical for promoting both markets. Social media, such as Internet websites and Facebook, accesses a broader group of people and students than traditional media. It provides updated information about the maps, attractions, events, hours of operation, and infrastructure facilities. Quality of goods and services and hospitality of local people are also important for the success of both markets. Quality of goods, reasonable prices, as well as hospitality of merchants make tourists feel more welcome and revisit the destinations.

However, there is a need for improvement of Sam Chuk and Klong Suan markets. Tourists at Sam Chuk 100-year-old market found that it is inconvenient to find parking spaces nearby the market; for example, they have to park at the roadside. The research would recommend that Sam Chuk market needs the development of infrastructure, including additional parking spaces for tourists during high season and providing shuttle bus services taking visitors from parking lots to the market. On the other hand, visitors at Klong Suan 100-year-old market found that it has insufficient information about the market. It recognizes the need for advertising in social media, such as Chachoengsao province official travel information websites, and promotional materials, such as brochures, leaflets, print materials, and books distributed at the information center and at the market. They should provide important information, including the maps, accommodation, history, attractions, events, festivals, and hours of operation. Direction signs at the main road and around the community are also needed to guide new tourists to the market. Shuttle bus services from nearby

attractions particularly ‘Wat Sothon Wararam Worawihan’ are considered convenient. Other suggestions for Klong Suan market would be more varieties of products and souvenirs, clean toilets, and availability of disposal bins around the market.

7.4 Policy Recommendations

The policy recommendations should be promotion of sustainable tourism development and strengthening of community-based tourism of Sam Chuk and Klong Suan markets. The government should play greater roles in developing tourism infrastructure and advertising the community’s tourism attractions nationwide and overseas. Firstly, investments in the physical infrastructure, mainly roads, direction signs, and tourist information centers, are necessary to stimulate entrepreneurial activities. For example, Sam Chuk market would need financial assistance, such as low interest rate loans to buy a piece of land for an additional parking area, as it would accommodate the growth of visitors. Secondly, advertising and marketing campaigns to promote destinations should be implemented to attract a large number of visitors, not only Thais, but also foreigners. Finally, the development of tourism enterprises should be enhanced by training community members in English communication, product development, hospitality, tour guiding, marketing, and entrepreneurship on the operation of community-based tourism. These efforts should be taken by policy makers, including Tourism Authority of Thailand, the national government, and local governments, for the improvement of 100-year-old markets at Sam Chuk and Klong Suan and other communities in Thailand.

7.5 Limitations and Recommendations for Future Research

The research intends to study the success factors of community-based tourism in Thailand by comparing 100-year-old markets at Sam Chuk, Suphanburi province and Klong Suan, Chachoengsao province as the best examples of implementation of community-based tourism. As a result, the research has not explored the similarities and differences of the success factors between successful and unsuccessful communities. In addition, the research focuses on community development activities, which merge

as a result of the development of tourism, exploring local participation and other success factors that contribute to the success of small-scale private enterprises. Therefore, the social and economic effects of popular tourist attractions, such as ‘Bueng Chawak’ aquarium and ‘Wat Sothon Wararam Worawihan,’ and their linkages with the local economy have been neglected in this study. The study of those linkages is omitted due to the lack of sufficient information. Data and findings concentrate on Sam Chuk and Klong Suan communities. The innovation in sustainable tourism development will be expanded if further research includes other community-based tourism attractions in Thailand that attempt to contribute positively on social, economic, and environmental conditions of the communities.

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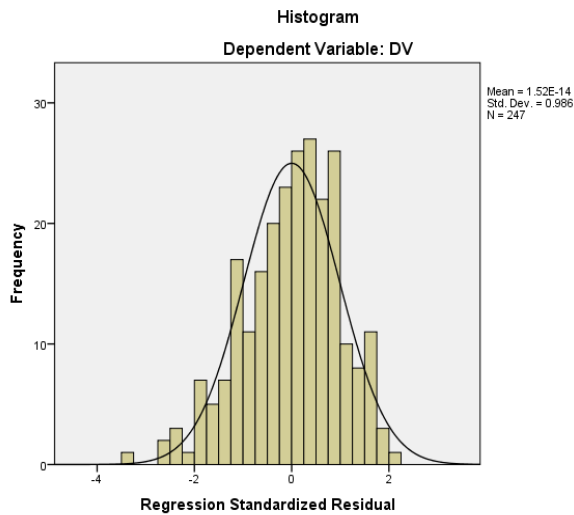
APPENDIX

APPENDIX A

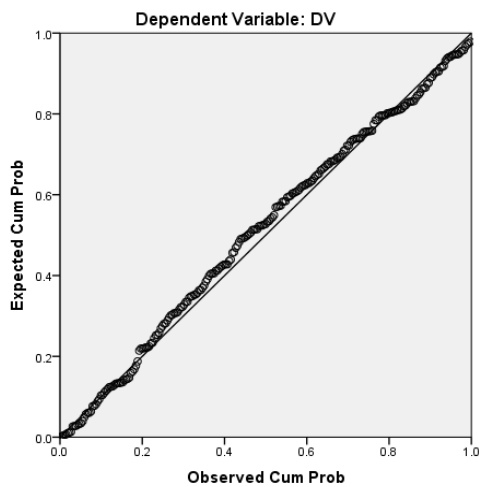
TESTING ASSUMPTIONS OF VARIABLES

Sam Chuk Community, Suphanburi Province

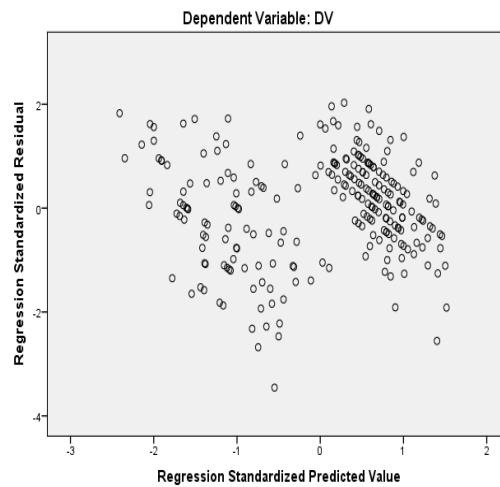
It shows that variables achieve normality, linearity, homocedasticity, and multicollinearity. Durbin-Watson is 2.0121, indicating that observations are independent from each other.



Normal P-P Plot of Regression Standardized Residual

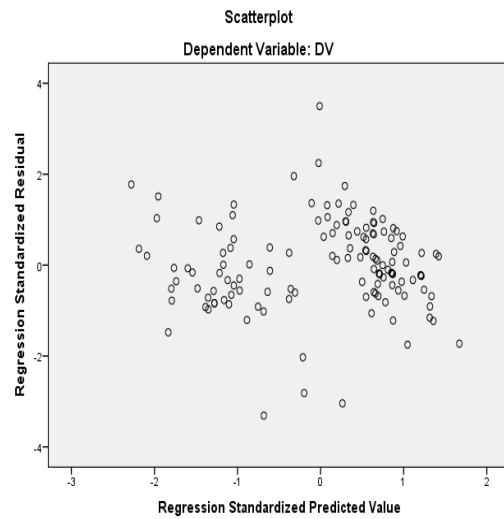
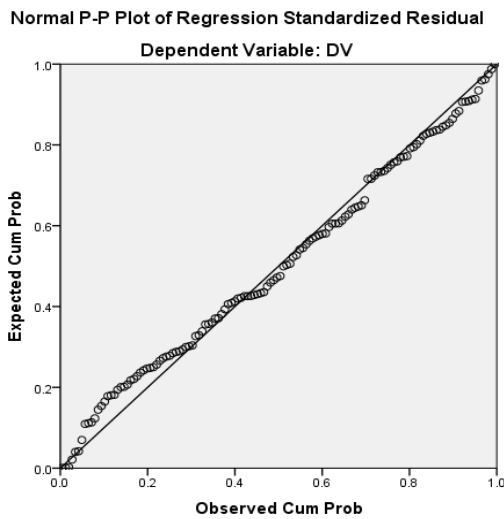
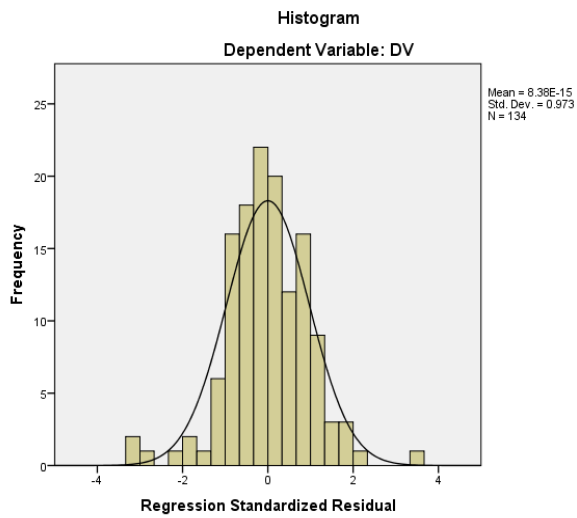


Scatterplot



Klong Suan Community, Chachoengsao Province

It shows that variables do not violate assumptions of normality, linearity, homocedasticity, and multicollinearity. Durbin-Watson is 1.9975, meaning that observations are independent from each other.



BIOGRAPHY

| | |
|----------------------------|--|
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