



**THE PATH TOWARDS COMMUNITY-BASED TOURISM (CBT):  
A CASE STUDY OF THE KLONG MAHASAWAT COMMUNITY**

**BY**

**MISS ORNUMA VONGSKUL**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS (ASEAN STUDIES)  
PRIDI BANOMYONG INTERNATIONAL COLLEGE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2015  
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INDEPENDENT STUDY

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ENTITLED

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Advisor



(Bandit Aroman, Ph.D.)

Member



(Professor Thanet Aphornsuvan, Ph.D.)

Dean



(Associate Professor Niyom Rathamarit, Ph.D.)

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Author	Miss Ornuma Vongskul
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Independent Study Advisor	Bandit Aroman, Ph.D.
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## **ABSTRACT**

As the ASEAN community prepares to integrate as the ASEAN Economic Community (AEC) 2015, Thailand is focusing on development to maintain its position within the alliance. Tourism is a key Thai income industry and it is no surprise that extreme importance is attached to the development of this commodity. This research examines the growth of a particular kind of tourism, namely, community based-tourism (CBT), using the Klong Mahasawat Community (KMC) as a case study. The KMC can serve as an example for other up and coming communities with similar tourism potential, and show how to achieve and maintain the ASEAN Community-Based Tourism (ASEAN-CBT) Standards to not only attract more tourists, but also to remain competitive against other nations.

The KMC already has sufficient products and services to be considered a CBT area and has achieved the standards set by ASEAN. The five pillars of ASEAN-CBT are: a) to achieve sustainable tourism management, b) to distribute the benefits broadly within the local area and community to improve the quality of life, c) to celebrate, conserve and support cultural heritage, d) to sustain natural resources with environmental management, and e) to ensure service and safety. The KMC has all these attributes as well as the implementation of the King's sufficiency economy project to maintain a sustainable environment. However, research and personal

interviews in the public and private sectors that play a role in managing and maintaining the KMC reveal that some anomalies still exist between the current Klong Mahasawat Community-Based Tourism (KMC-BT) set up and the ASEAN-CBT Standards.

Despite both the public and private sector development of CBT, the KMC still falls short in certain aspects of the ASEAN-CBT five pillars standards, particularly in the area of maintenance. The various stakeholders are implementing the correct methods to meet the ASEAN standard criteria, but lack guidelines for long-term sustainability. Issues such as the lack of realization of the full potential benefits of CBT to the community lead to minimal cooperation to make changes or adjust. On the other hand, more effort is required to educate the new and younger generation on the important roles that they can play within their own communities, and the importance of sustainable development.

Long-term plans and guidelines set out with the cooperation of both public and private sectors within the KMC-BT are crucial to maintaining sustainability, which in turn will allow the ASEAN-CBT Standards to be fully realized.

**Keywords:** community-based tourism, agriculture, local community, CBT Standards, Discover Thainess, OTOP, tourist attraction

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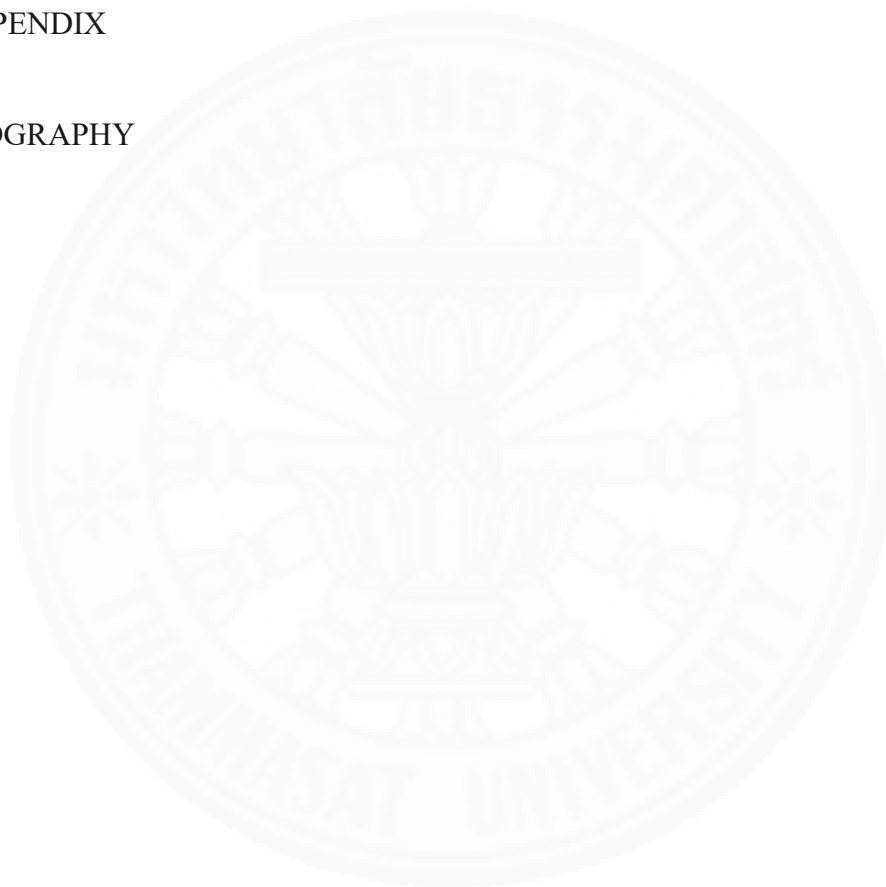
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## LIST OF ABBREVIATIONS

Symbol/Abbreviations	Term
AFTA	ASEAN Free Trade Agreement
ATA	ASEAN Tourism Agreement
ATMS	ASEAN Tourism Marketing Strategy
ASEAN	ASEAN South-East Asia Nation
ASEAN-CBT	ASEAN Community-Based Tourism
CBT	Community-Based Tourism
CBT-I	Community-Based Tourism Institute
CCBEN	Cambodia Community-Based Ecotourism Network
DASTA	Designated Areas for Sustainable Tourism Administration
EM Ball	Effective Microorganism Ball
FTA	Free Trade Agreement
GDP	Growth Domestic Product
GPS	Global Positioning System
IUCN	International Union Cambodia Conservation of Nature
KMC	Klong Mahasawat Community
KMC-BT	Klong Mahasawat Community-Based Tourism
MOT	Ministry of Tourism and Transport
NGO	Non-government Organization
OTOP	One Tampon One Product
HAI	Hydro and Agro Informatics Institute
TAT	Tourism Authority of Thailand
TOT	Tourism Organization of Thailand
SAO	Sub-district Administrative Organization

SNV

SNV Netherlands Development  
Organization

WTO

World Tourism Organization

WTTC

World Tourism and Travel Center



## **CHAPTER 1**

### **INTRODUCTION**

ASEAN, or the Association of Southeast Asian Nations, was founded by Indonesia, Malaysia, The Philippines, Singapore and Thailand. ASEAN was formally established through the signing of the ASEAN Declaration, known as the Bangkok Declaration, on August 8<sup>th</sup>, 1967. Brunei Darussalam, Vietnam, Lao PDR, Myanmar, and Cambodia joined later to reach the current ten member states with the vision of collaboration between different countries under the motto of “One Vision, One Identity, One Community.” ASEAN uses English as the common language of communication, with the main purpose of bringing together member nations to work closely in developing the region’s economic growth, social progress and culture, while promoting peace and stability (ASEAN.n.d., 2014). It also aims to further increase relationships within ASEAN as well as with other similar organizations. This vision and purpose constitute the AEC blueprint, with the aim of fully integration by December 2015.

The ASEAN Economic Community (AEC) project aims to achieve a fully integrated regional economy within the year 2015. All ten nations in ASEAN will then become and act as one economic community, through various foci, such as cooperation in human resource development, implementation of Free Trade Agreements (FTA), integration of industries across the region, closer consultation on financial policies and the promotion of private sector involvement. The dedicated website summarizes ASEAN as “a region with free movement of goods, services, investment, skilled labour, and freer flow of capital.” To accomplish this goal, ASEAN adopted the AEC blueprint on November 20<sup>th</sup> 2007, at the 13<sup>th</sup> ASEAN Summit held in Singapore (ASEAN Secretariat, 2008). The blueprint provides a detailed plan and description for the development and realization of the AEC by 2015. The following are key points extracted from the blueprint as factors directly pertaining to or having effects on tourism as a part of the free flow of services. As such, they relate to the research topic of this paper: The Path towards Community- Based Tourism (CBT): A Case Study of the Klong Mahasawat Community (KMC).

To produce a single product with availability amongst ASEAN members, one core element will be the facilitation and implementation of the free flow of services. This will facilitate companies in trading across the national borders among the ten ASEAN countries. It will therefore be important to remove any unnecessary restrictions affecting ASEAN service suppliers to operate within the region. There cannot be the complete elimination of future restrictions due to differing legal frameworks; however, most will be lifted to facilitate and support service suppliers. In this regard, the following four service sectors were given priority and all earmarked for standardization in 2010: e-ASEAN, healthcare, air transport, and tourism. For this to be realized, importance must be given to the improvement of human resource development and the creation of increased service capacity.

Interest-based tourism is seen as a primary driving force in the world market. However, tourism today has evolved further to focus on niche markets<sup>1</sup> which are growing rapidly, providing alternative activities and attractions, including: a) generic and mass travel; food, shopping and entertainment; b) experimental travel interests: spa, culinary and cultural tourism; c) creative travel interests: museums, art galleries and festivals; d) adventure seeking travel interests: extreme tourism, adventure tourism and CBT; e) business-related tourism: meetings, conventions and exhibitions; and f) senior and extended long-stay tourism: tourist groups that form memorable experiences after travelling. The vision of the ASEAN Tourism Strategic Plan 2011-2015 is to increase the number of tourists travelling to the ASEAN region by providing authentic and diverse products, enhancing connectivity using tourism as the primary driver, while safeguarding the environment and increasing the quality of life and job opportunities for residents (ASEAN Secretariat, 2011). The topic of this research is therefore CBT, directly pertaining to the strategic plan as set out by the ASEAN.

Community-Based Tourism (CBT) is defined as tourism that impacts the environmental, social, cultural and sustainability aspects of a community or location. A CBT community promotes itself by increasing the awareness of visitors who come to experience the local way of life (Thaiwebsites.com, 2014). There are

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<sup>1</sup> A niche market addresses the need for a product or service that is not being catered for by mainstream

providers. A niche market can be thought of as a narrowly defined group of potential customers.

many types of CBT including agro-, eco-, and cultural tourism. This research paper will examine the effects of rapid tourism growth and issues that this may raise in CBT in terms of development tools, support from local management and environmental resources. The local people must be given the opportunity to participate in the management, planning and operation of products and services in the tourism sector, as stipulated in the terms of „Conservation and Development“ in response to the ASEAN Tourism Standards. The promotion of CBT will increase the local potential with the key benefits to the people including less impact on culture and the environment from mass tourism, poverty reduction, job creation, community capability of knowledge and skills and the increase of ASEAN tourists to produce revenue for maintaining and upgrading assets (Mercy Antony, Babu P George, Alexandru Nedelea, 2007).

The Klong Mahasawat Community (KMC) was chosen for this specific research because of its good location and the uniqueness of the activities they offer from other sites – this also earned them the Thailand Tourism Award in 2007 (Khun Don, 2005). This research will evaluate the problems within the community and recommend approaches to upgrade the potential of the KMC as a tourist destination among ASEAN tourists and other nations. It will also address how the community can be developed to meet the ASEAN Community-Based Tourism Standards (ASEAN- CBT) through the development of its products and services. This may involve the participation of more than one member economy to determine the best way to attract tourists using valuable local resources.

## **1.1 Statement of Problems**

### **1.1.1 The Development of Community-Based Tourism (CBT) in Thailand**

The ASEAN region has proven to be a successful destination in attracting tourists from all over the world – especially long-stay tourists – with numbers growing strongly over the last two decades. Tourism plays a major role in the economic growth within the ASEAN region; for Thailand it is a primary source of foreign exchange income distribution to provincial areas. Thailand is setting up new plans to promote CBT to attract tourists from both



ASEAN and other areas. This campaign is called „2015: Discover Thainess“ and has the objective of visitors getting to know Thailand better, including the Thai way of living, Thai arts and culture, Thai history and Thai natural attractions. The campaign will also help to increase local income distribution through CBT activities such as village tours, home stay, and local products. Moreover, it will help instil incentives and the value in being Thai, and create a sense of belonging to a hometown by encouraging youths to become tour guides or be employed in other occupations that may make them more involved with their own communities.

The main objective of the 2015 Discover Thainess campaign is to promote, advertise and increase tourism, particularly CBT, following the decline due to the recent political crisis. The CBT marketing message is to create a tourism concept where tourists experience the Thai way of living and culture with a „hands- on“ experience. Thai massage and spa, Thai boxing and Thai dance can also be included, with a good understanding of the current situation and a feeling of safety during their stay. The 2015 Discovery Thainess campaign can be divided into seven groups with seven colours with their corresponding emotional appeals as follows:

- A. Orange - feel the fun of street food,
- B. Green - feel the harmony of CBT visiting floating markets and homestays,
- C. Purple - feel the prestige with the Royal Initiative Projects
- D. White - feel the peace of mind with nature and the environment, activities,
- E. Blue - feel the energy with boxing, golf and other
- F. Yellow - feel creativity of innovation, and
- G. Sky Blue - feel the wisdom of Thai massage, Thai food and Thai herbs and silk (ThairathOnline, 2011).

The Thai government has instigated the campaign by initially promoting CBT in the larger cities including Bangkok, Phuket, Pattaya, Krabi, Phang Nga and Hat Yai. Other areas include Lamphang, Nan, Phetchaboon, Buriram, Loei, Chumphon, Trang, Nakhon Si Thammarat, Ratchaburi, Samutsongkram, Trat and Chantaburi (Bangkokbiznews, 2014).

As far as promoting tourism is concerned, the 2015 Discover Thainess campaign also oversees image issues stemming from the current political situation and creates a sense of awareness of the problem solving achieved by the Thai Government. The campaign separates the corresponding responsibilities to three ministries. The Ministry of Culture is responsible for all aspects pertaining to Thailand's culture and tradition, the Ministry of the Interior is responsible for the safety and security of tourists and the Ministry of Transportation and Communications is responsible for all aspects related to tourist transportation. The campaign also encourages private organizations such as department stores, credit card entities, airlines, hotels and travel agencies to become involved in promoting CBT through their own channels and networks.

In the future, the Thai government is planning to increase tourist numbers through several avenues. Firstly, with a free visa market especially for countries with large buying power, such as China and India. Secondly, by extending the length of stay for European tourists from thirty to sixty days – this will earn more income for the country with tourists using Thailand as the hub of their travels within the ASEAN region. Finally, by promoting CBT within the ASEAN area. This will require co-ordinated economic development with other member economies increasing revenue growth equally (ASEAN Secretariat, 2012).

### **1.1.2 Problems in the Klong Mahasawat Community (KMC)**

The KMC has faced many problems since it was established as a tourist destination. These include:

1.1.2.1 Advertising. The media has attempted to research and collect information on the KMC with coverage by newspapers, magazines and

television programmes. However, this form of advertising has been low, with no resulting promotion of the KMC as a tourist attraction. The general public only know of the KMC as an agricultural area under the King's project, called the policy of the sufficiency economy. The number of tourists visiting the area is below average, especially ASEAN and Thai tourists. Local government should play an effective role in advertising to make the area popular. There are few available brochures and government organizations as sponsors to support advertising.

1.1.2.2 Sources of funding. The public sector and government organizations have given limited support to the KMC. Whenever the local community requests funding to develop infrastructure such as roads, bridges and guideposts they become enmeshed in complicated processes to get the necessary monetary approval. The KMC and the local community have had to fund their own development projects.

1.1.2.3 Local participation. Most of the local people within the KMC have agricultural occupations; they are unconcerned about the development of tourism in their community. Tourism work is only considered a supplementary means of income. There seems to exist scepticism among them as to whether the tourist sites within the KMC can provide the four motivating activities and become popular enough to attract people. The lack of advertising and sponsorship results in little public attention for the KMC, even from the locals that live there. This makes any further growth of the KMC extremely difficult.

## **1.2 Background of the Study**

### **1.2.1 Types of Tourism**

Tourism is the movement away from a usual residence to another destination for the purpose of leisure, business or other pursuits. It generally entails a stay of more than twenty-four hours, but less than one year to be considered travelling. These people who travel are called tourists according to the World Tourism Organization (WTO).

The type of tourism, both domestic and international, depends on the reason for travel. Domestic tourists travel only within the country

where they live. International tourists travel outside their home country. They can be further categorized as inbound tourists, non-residents travelling into a country, and outbound tourists, residents travelling out of their residing country into another country (Nature Guide, 2015).

Today, the tourism industry offers many specialized forms to meet the increasingly diverse and unique requests of a demanding public. Some tourism definitions may overlap others as people choose from a variety of options based on their needs and desires. Different categories of tourism include: a) pleasure tourism to improve the personal, physical and spiritual conditions such as yoga workshops, detoxification clinics and spas, b) business tourism to complete business transactions or attend meetings and conferences, c) nature tourism to enjoy the natural scenery and wildlife including ecotourism, d) cultural tourism to experience the history, folklore, tradition, architecture and diversity of other cultures, e) social tourism which involves the company of others such as tour-bus travel and family-visits, f) recreational tourism to escape the routine of daily life, such as camping and going to the beach, g) active tourism involving the setting of objectives to do something, such as climbing a mountain or learning a new language, h) sport tourism to experience sporting events, such as skiing holidays or the Olympics, i) religious tourism with visits to a place of spiritual significance, j) health and medical tourism to improve health at medical spas or weight loss camps, k) adventure tourism involving challenges and adventures such as trekking to the tropical rainforest or rock climbing, l) wilderness tourism, a type of sustainable tourism where people enjoy the experience of a very different life from the daily grind in remote wilderness areas, and m) community-based tourism which involves meeting local people and integrating into their lifestyle within the local community, learning and sharing knowledge (Baku, S. M., 2013).

### **1.2.2 Standards of Community-Based Tourism (CBT)**

CBT involves environmental, social and cultural sustainability. It is owned and managed by local people to achieve mutual benefits within the community. The purpose of CBT is to increase visitor awareness so that tourists can learn about and appreciate the local lifestyle.

CBT is based on the elements of lifestyle, culture and nature that the local people within the community are proud of sharing. Thus, visiting tourists have a chance to experience and learn directly from the community with the help of local guides. The local people also work together with a CBT group to support environmental projects. This provides work opportunities and builds skills and knowledge among locals.

The visiting tourists learn about the lifestyle, cultures and interpersonal-relationships of rural Thai people. This then increases respect for the local culture and environment among both hosts and guests (The Thailand Community Based Tourism Institute, 2008).

There are certain differences between ecotourism and CBT. Ecotourism focuses more on nature rather than communities and people, while CBT focuses more on the people within the community rather than nature. Moreover, homestays and CBT are different. The homestay is more focused on the home as the place where people live, whereas CBT focuses on the participation of the people in the community.

Tourism is a major factor in the development of a community. The principles of CBT are based on the community as the hosts. They have the right to make decisions to increase living standards and maintain the characteristics of the community in a sustainable environment.

### **1.2.3 The Klong Mahasawat Community (KMC)**

Since 2000, more than 80 Thai communities have worked to develop CBT. Situated 27 kilometres from Bangkok in Phutthamonthon District, Nakhon Pathom Province and comprising four villages, the KMC is one such community. There are 8,106 units; of which 5,182 is agricultural area and 2,924 living area (Khun Don, 2005). Most of the local people are farmers and gardeners.

After the KMC recovered from the disastrous floods in 1998, the private and public sectors cooperated in establishing and developing the community through the promotion of agro-tourism. Over the following three years the area became a well-known tourist destination with eco-friendly sites

providing the four main activities of riding farm vehicles (called „E-taan“) along the farm land, visiting orchid farms, collecting lotus flowers in the lake and making Thai sweet products such as Kaotung-Natung crackers.

The KMC can still further increase the potential of the local community as well as tourist numbers. The prominent strategies for attracting tourism by the KMC are the development of the community to achieve the ASEAN-CBT Standards.

### **1.3 Scope of the Study**

To study the role of both private and public sectors in developing the KMC to reach the ASEAN-CBT Standards.

### **1.4 Research Question**

How can the Klong Mahasawat Community meet the ASEAN-CBT Standards?

### **1.5 Objectives**

**1.5.1** To analyze the problems of Klong Mahasawat CBT in reaching the ASEAN- CBT Standards.

**1.5.2** To enhance Klong Mahasawat Community-Based Tourism to achieve the ASEAN-CBT Standards.

### **1.6 Literature Review**

At the 8<sup>th</sup> Summit, Phnom Penh in 2002, ASEAN adopted a tourism agreement to improve efficiency and competitiveness between members (Centre for International Law, 2002). Tourism is a key factor in economic growth. It affects the daily lifestyle and standards of local communities and society with increased income and local business opportunities. Every ASEAN country has prepared plans and resources to attract more tourists and develop economic

growth. Thailand is also attempting to further develop its tourism industry, breaking it down into niche markets, such as ecotourism, cultural tourism, sustainable tourism and CBT to gain a competitive advantage over the other member nations. CBT offers the most potential for increased cooperation between local people and government, leading to the strengthening of the community. Through collaboration between local people and government, local assets and resources could be managed to produce goods and services to increase the potential of commercialization and income for the KMC.

The step for the Klong Mahasawat Community-Based Tourism (KMC- BT) to achieve the ASEAN-CBT Standards will be evaluated in terms of the roles of both private and public sectors according to the roadmap (Figure 1).



*FIGURE 1.1: Step to achieve the ASEAN-CBT Standards*

*Note.* Created by the author, 2014

The roadmap (Figure 1) is divided into two categories:

1. The ASEAN-CBT Standards are currently observed and practiced by most ASEAN members. This will help KMC-CBT to achieve the same standards as

„A Quality Destination“ within regions. This is useful because the standard helps to create market opportunities, identify the gaps for training, measure the quality of Community-Based Tourism, consider sustainability and service and also collect evidence, monitor results and report on progress. There are five pillars or criteria that act as indicators for ASEAN and Thai CBT:

- a. Sustainable tourism management for CBT
- b. CBT distributes benefits broadly within the local area and



community and improves the quality of life

- c. CBT celebrates, conserves and supports cultural heritage
- d. Systematic, sustainable natural resource and environmental management
- e. CBT service and safety

(The Thailand Community-Based Institution CBT-I, 2013).

2. The role of the private and public sectors: all of the roles result from the activities of the involved people and organizations that work in the KMC to help, manage, conserve and promote tourism in the community to the ASEAN market. The organizations in the private sector are the stakeholders of the KMC. Their roles are to create the programmes and activities for visiting tourists and to sell local products, such as Thai sweet cakes. The public sector also has many organizations that play a role in the KMC. The Agricultural Institution of Salaya established to sell community products, renovate and rebuild the community bridge, implement the environmental conservation project, develop telecommunications, technology, traffic, electric and water systems, and support living security and community assets (Mr.Wanchai, 2014). The Sub-district Administrative Organization (SAO) Project and the Tourism Authority of Thailand (TAT) have supported the agricultural package and developed community marketing and advertising (Bangkok Post, 2013). The Royal Thai Government House adopted the Water System Management, created the Afforest Project and dredged the mud and weeds from the canal (The Royal Thai Government House, 2012). The Rajamangala University of Technology, Rattanakosin developed the Klong Mahasawat floating market and created new strategies for the KMC (Pojchanan Boonchui, Naline Sangaran, Srisuda Lilasuwat, 2012).

The objectives of the ASEAN Tourism Agreement (ATA) established at the 8<sup>th</sup> ASEAN Summit in Phnom Penh, Cambodia on 4<sup>th</sup> November 2002 were to improve tourism efficiency and competitiveness within member nations, with particular attention to the quality of the tourism. All individuals and relevant organizations were encouraged to place emphasis on the

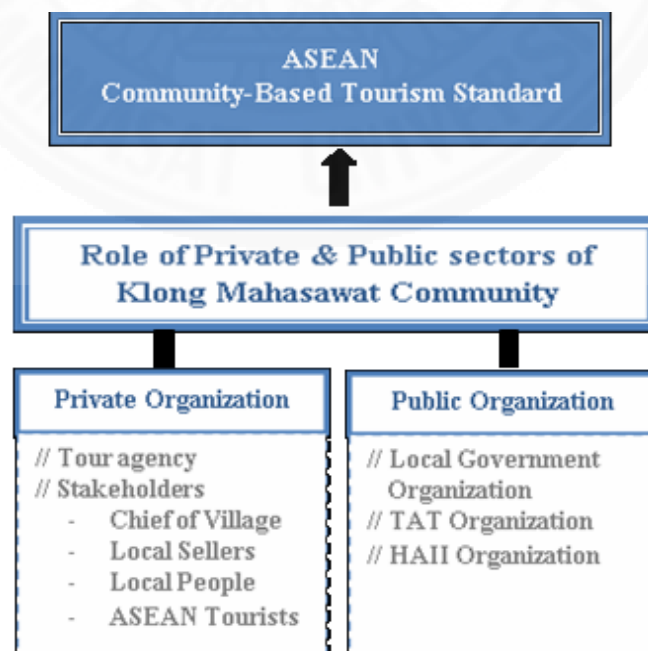


conservation, preservation and promotion of tourist sites. Tourists were encouraged to study the community as well as visit the usual tourist destinations. Development of environmental management standards was suggested through the creation of programmes for monitoring the effects of tourist visits so as to sustain resources. The prevention of tourism-related threats caused by the over-exploitation of cultural heritage and natural resources was also discussed (Centre for International Law, 2002).

According to the study, the private and public sectors have many plans for developing the KMC but they don't meet the ASEAN-CBT standard. All the organizations act in different directions in terms of development, with a lack of cooperation existing among them as well as there being inadequate funding. This has resulted in the KMC not being able to meet the ASEAN-CBT Standards as required in the step to achieve ASEAN-CBT Standards as previously mentioned.

### 1.7 Conceptual Framework

The conceptual framework is a new strategy derived from the literature review to achieve the ASEAN-CBT Standards. It analyses the problems and fulfils all the gaps required for KMC-BT development.



**FIGURE 1.2:** Conceptual Framework  
*Note.* Created by the author, 2014

As can be seen from Figure 2, the explanation processes are:

Step 1: Identify the problems of both private and public sector roles in meeting the ASEAN-CBT Standards.

Step 2: Using these problems, analyze ways to the gaps arising from the lack of both private and public sector promotion of the KMC to achieve the ASEAN-CBT Standards.

Step 3: Adopt the new strategies for the development and readiness for KMC-BT to achieve the ASEAN-CBT Standards.

### **1.8 Research Methodology**

Research sources were both primary and secondary. Primary sources were collected through in-depth interviews. The private sector included tour agencies and stakeholders, village chiefs, local sellers, local people and ASEAN tourists. Public sector interviews included the Hydro and Agro Informatics Institute (HAIL), government employees and the Tourism Authority of Thailand (TAT). Varied information sources were used to get personal information as well as details from the local government authority. Secondary sources were collected from books, journals, newspapers and websites.

## CHAPTER 2

### THE UNIQUENESS OF THE KLONG MAHASAWAT COMMUNITY

#### 2.1 The Genesis of Tourism in the KMC

In the past, the transportation system in Thailand was very poorly developed with people using cows, horses and buffalos as transport. The main means of transport were the waterways as they were more convenient and much faster. The waterways were extended as transportation channels by digging canals for people to conduct trade and grow produce. During the reign of Rama IV (1857-1860), the king commanded the digging of the Klong Mahasawat canal to link the Nakhon Chaisri River with the Chao Phraya River as a route for his pilgrimage to the Great Pagoda, Phra Pathom Chedi<sup>2</sup> in Nakhon Pathom Province. This route was also used by sugar cane producers to transport their products as well as for local people to travel along. Klong Mahasawat begins at Bangkok Noi Canal in the Taling Chan area and extends to the Ta Chin River in the Nakhon Pathom Province. It is twenty-eight kilometres long (Pongpipat, C., 2011) with seven Sala<sup>3</sup> as follows: Sala-Nung, Sala-Song, Sala-Sam, Sala-Klang, Sala-Ha, Sala-Hok and Sala-Din. Sala-Din is currently the boat station for the KMC.

The KMC was established by both the private and public sectors to support local ability, skills and knowledge using the natural resources within the community to help sustain daily living and earn extra income. The area is open as a tourist attraction where guests can observe the lifestyle and culture of the people and purchase local products. It has since become popular as an eco-friendly tourist attraction. Most of the local people are well placed in terms of their occupations to increase community products. The KMC has many plans for the management and development of the community especially with regard to natural conservation, the environment and the canal. However these plans need to concentrate more on the promotion of the KMC to the ASEAN market

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<sup>2</sup> The Great Pagoda, Phra Pathom Chedi is a stupa in Thailand 120.5 metres high (395 ft). It is the tallest stupa in the world, located at the Wat Phra Pathommachedi Ratcha Wora Maha Wihan, a temple in the town centre of Nakhon Pathom, Thailand.

<sup>3</sup> Sala means port or boat station

and on achieving the ASEAN Standards.

According to Khun Wanchai, the Vice President of Small and Micro Community Enterprise, the development of CBT within the KMC began for two reasons:

The subsequent problems and crises following the flood disaster in 1998 resulted in hardship for the local people. They had no way to earn money without leaving their homes to look for other employment.

The problem of the overabundance of local products, such as lotus flowers flooding the market. There was competition among the local sellers with limited products related to supply and demand.

These were the two main reasons that prompted the community to consider the idea of local activities such as orchid farms, riding farm vehicles, making crackers at Baan Sala-Din and visiting the lotus field. The local people began preparations to promote the KMC as a tourist destination as a means to solving the above-mentioned problems.

## **2.2 Economic Sufficiency within the KMC**

Economic sufficiency is a project pioneered by King Rama IX and is the pathway for providing knowledge in how to manage daily life at all levels, especially at the grass root level for individuals to produce appropriate products and increase their living standards. Economic sufficiency also applies on a personal level within families and the community. „Sufficiency“ refers to living each day within moderate means and to be aware and considerate of one’s conduct. In addition, it includes adequate protection from internal and external forces. Sufficiency can be summed up in part by the following phrase: „We must live in the modern world but we do not need all the modern devices.“ (The National Economic and Social Development Board, 2007).



FIGURE 2.1: Economic Sufficiency

Note. From YOYOYELLY. (2013, July 15). The advantages of the internet for study. Retrieved January 10, 2015, from mimmira: <https://mimmira.wordpress.com/page/2/>

The KMC is strong with sustainable natural resources and environmental management following the economic sufficiency project guidelines in the utilized methods of agriculture, farming and fisheries. The KMC is a self-sufficient community where the local people and local government maintain good cooperation to improve living standards using local sustainable resources. They combine these resources, creating new products to earn extra money for the community with four activity sites and OTOP products. Thus, the KMC is a prime example of economic sufficiency for other communities to emulate.

### 2.3 Local Activities in the KMC

Klong Mahasawat has large green plantations of natural beauty. The area has been promoted as a tourist attraction with the cooperation of both the private and public sectors for over ten years. The site presents four main activities through a boat trip as follows:





*FIGURE 2.2: A Sightseeing Tour along the Mahasawat Canal by Boat*

*Note.* From Bangkok Day Tours, (2014, September 25), bangkokdaytours:

<http://www.bangkokdaytours.com/AgroTourism/KlongMahasawat.html> \

Tourists can take a six-seater boat to experience the four activities from the pier beside Suwannaram Temple. The tour begins at the first site of the orchid farm, which covers an area of 16 rai.<sup>4</sup> The orchids are usually cut for sale in the markets during early morning. However, tourists can purchase freshly picked orchids directly from the farm.



*FIGURE 2.3: A six-seater boat of the KMC*

*Note.* From Bangkok Day Tours, (2014, September 25), bangkokdaytours:

<http://www.bangkokdaytours.com/AgroTourism/KlongMahasawat.html> \

<sup>4</sup>

1 rai is 1,600 square metres.



*FIGURE 2.4:* The orchid farm

*Note.* From Bangkok Day Tours, (2014, September 25), bangkokdaytours:  
<http://www.bangkokdaytours.com/AgroTourism/KlongMahasawat.html> \

The second activity of riding farm vehicles takes tourists to visit the rice fields and fruit orchards which grow various and famous strains of pomelo trees. The tourists will enjoy the new experience of being a farmer and see first hand the simple lifestyle. They can take a ride on a farm vehicle through the fields.



*FIGURE 2.5:* A rice field

*Note.* From Bangkok Day Tours, (2014, September 25), bangkokdaytours:  
<http://www.bangkokdaytours.com/AgroTourism/KlongMahasawat.html> \





*FIGURE 2.6:* The farm vehicle

*Note.* From Bangkok Day Tours, (2014, September 25), bangkokdaytours:  
<http://www.bangkokdaytours.com/AgroTourism/KlongMahasawat.html> \

The third activity involves making Thai crackers. At the community learning centre in Ban Sala-Din, visitors can observe the steps involved to preserve the various types of farm produce. They can sample the famous brown rice crackers with sugar toppings and shop for handicrafts, made of everything from mangoes, papaya and guava to hog plums (makok) and star gooseberries (mayom) (Bangkok Post, 2013).



*FIGURE 2.7:* Sala-Din

*Note.* Taken by the author, 2014





*FIGURE 2.8:* Making brown-rice cracker snacks Note. Taken by the author, 2014

The last activity is at the lotus field with a lotus-farm tour. Tourists here take small boats out onto a lotus pond to pick the lotus flowers themselves. Then they learn how to fold the lotus petals into the shape of a rose. The tourists can take their lotus roses back home without any extra charge. The beautiful area of the lotus farm is a popular spot for photos.



*FIGURE 2.9:* The lotus field 1  
Note. Taken by the author, 2014

The exclusive package purchased at the pier covers all four activity sites. The cost of seventy baht per person is distributed as income to the local community.

The boat driver receives twenty baht, the farmer twenty baht, the owner of the lotus field ten baht, Baan Sala-Din ten baht and the orchid farm ten baht.



## CHAPTER 3

### EVALUATION OF THE KLONG MAHASAWAT COMMUNITY USING THE ASEAN COMMUNITY-BASED TOURISM STANDARDS

#### 3.1 SWOT Analysis of the KMC

All ten countries will join together for the coming ASEAN Economic Community in December 2015. The Thai tourism industry will play an important role in the ASEAN economy in increasing national income. From 2000-2011, ASEAN tourism has grown 12% in international tourist arrivals on global Growth Domestic Products (GDP) (The Thailand Community-Based Tourism Institution CBT-I, 2013).

*Table 3.1*

Tourism Growth in ASEAN from 1991-2011

Year	ITA (Millions)	Year	ITA (Millions)	Year	ITA (Millions)
1991	20.2	1998	29.7	2005	52.8
1992	21.8	1999	34.2	2006	56.0
1993	23.5	2000	39.1	2007	62.3
1994	25.5	2001	42.0	2008	65.4
1995	29.7	2002	43.8	2009	65.7
1996	31.2	2003	38.4	2010	73.8
1997	31.3	2004	49.1	2011	81.2

*Note.* From Soemawilaga, 2012

According to the World Tourism and Travel Council (WTTC), in 2012 ASEAN tourism constituted 11.1% of global GDP (or US\$ 255.9 billion)

and increased by 6.8% in 2013. Within one year, tourism created direct employment for 9.8 million and indirect employment for 25 million people. The WTTC expects this number to rise by another 5.8% (or US\$ 479.7 billion) by 2023 (The Thailand Community-Based Tourism Institution, CBT-I, 2013). With such outstanding growth, the ASEAN member countries are focussing on the tourism industry as a foreign exchange earner to improve the quality of life within each nation.

The ASEAN agreement allows for freedom of investment within the ASEAN region from international businesses. However, this has a huge impact on national communities, with the rapid growth of tourism attracting an increasing number of investors and tourist arrivals (Figure 12).



FIGURE 3.1: Tourist arrivals by region of origin

*Note.* From Thaiwebsites.com, Thailand: Tourist Arrivals by Regions and by Countries of Origin, 2014, <http://www.thaiwebsites.com/tourists-nationalities-Thailand.asp>

The increase in visitors has resulted in the rapid development of local communities nationally. This, however, can negatively impact national resources. Subsequently, Thailand was one of the first members of ASEAN to focus on the importance of CBT.

According to the Cabinet meeting on July 10<sup>th</sup> 2007, discussions emphasized the unique nature of Thai culture and the importance of natural conservation with the sustained availability of local resources and knowledge to provide tourist attractions promoting history, culture, tradition, and the uniqueness of the local communities to attract quality tourism and promote aggressive marketing (Ministry of Tourism and Sports, 2010). There are many possible areas for CBT in Thailand. This is the best way for tourists to learn about the actual lifestyle of the local people and directly present the culture of the local community using sustainable resources. This includes the opportunity for local people to run their own businesses to increase revenue and upgrade their assets. However, CBT in Thailand is still not adequately developed and varies compared to the other types of tourism.<sup>5</sup>

Local government organizations promoted the KMC in terms of CBT in Thailand as one of the best tourist attractions close to Bangkok. The standards of the KMC as a tourism site are outstanding. The site provides guidelines for sustainable management by concentrating on preservation, giving the best service, and knowledge of community culture. However, the community should reduce the use of chemicals in farming (Ketwadee Chomchaipon, 2007).

Klong Mahasawat has become well-known as a CBT centre. However, the lack of quality development and standards has resulted in the number of tourists remaining relatively low. This, in turn, has generated lower income for the community and stalled further development of the KMC. The community also faces many challenges such as a) fewer tourists, b) reduced income for the local people, c) the reduction and management of waste, d) loss of identity, and e) culture and values (The Thailand Community-Based Tourism Institution CBT-I, 2013). These issues highlight the importance of the development of the KMC to meet the ASEAN-CBT Standards in terms of the roles of both the public and private sectors.

A SWOT analysis is one of the basic tools investors use to assess financial aspects before making business decisions. SWOT is used to analyse the business environment and current situations and determine how the business will be affected in the future. The two main deciding factors can be separated

into internal and external. Internal factors are under the control of the owner. External factors impact on a business outside owner control (Air Asia, 2015). These are depicted in the diagram below.

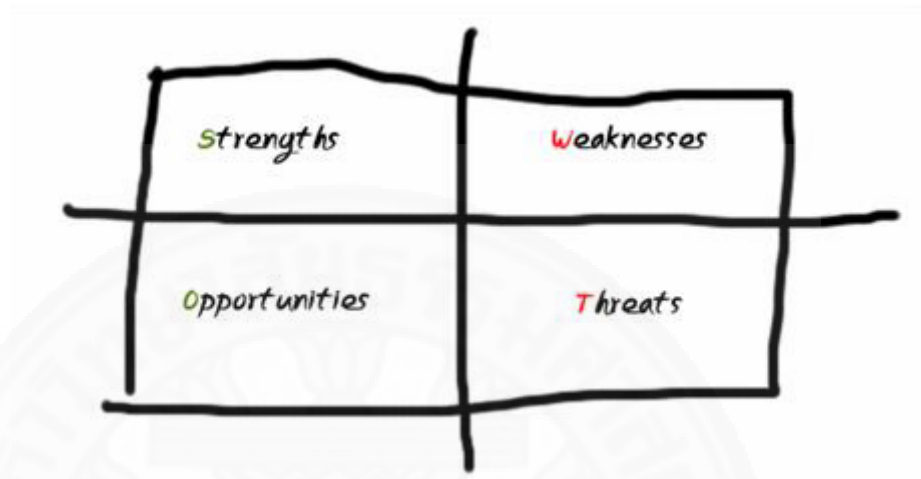


FIGURE 3.2: SWOT analysis

Note. From Air Asia. 2014, <http://www.airasia.com/th/th/aboutus/corporate-profile.page>

#### SWOT analysis of KMC-BT

The “Strengths” are the outstanding points that have positive impacts on the organization or product internally. This research has identified the following strengths of the KMC:

Location: The area is close to the centre of Bangkok, which is the heart of Thailand tourism. From Bangkok to the KMC, the travel time by road is twenty minutes. The KMC canal is connected to other canals which are also popular tourist attractions, with access to the Amphawa floating market.

The involvement of Royal Development Projects under King Rama IX, called the “Sufficiency Economy” within the KMC. This project allows people to utilize their land and increase its value, as well as improving the sustainable

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<sup>5</sup> Other types of tourism such as adventure tourism, cultural tourism, medical tourism.

natural resources with environmental management. The KMC is a green area where

investors cannot own land for business purposes or gain personal benefit.

The agricultural products: The local product called the Kawtung-natung cracker attracts tourists to the KMC. There are also five star products under the well-known “One Tampon One Product” or OTOP<sup>6</sup> campaign. This advantage is top of the agenda in promotion in the ASEAN market and others.

The “Weaknesses” represent the negative points of the organization or product internally. This research has identified the weaknesses of the KMC as follows:

The ignorance of the local people in promoting KMC-BT in the ASEAN market, especially the young generation. This is because the local people do not believe that their community can become as popular as other tourist attractions. The young generation cannot visualise the importance of sustaining their own community and the role that tourism can play. They prefer to work in the offices of private companies instead of on the land. They do not pay attention to the promotion of KMC-BT within their own community.

Transportation: The route to the KMC is complicated and tourists usually get lost along the way. The locations of the four motivating activity sites are far from each other, making the boat tour rather long and inconvenient in terms of safety and comfort.

Facilities: Some important basic facilities for tourism are still lacking. International level sanitation is not available and there are no life jackets for the boat tour.

The “Opportunities” represent the positive impacts of the organization or product externally. This research has identified the following opportunities of the KMC:

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<sup>6</sup> OTOP means One Tambon One Product



The 2015 Discover Thainess Campaign: The government established a new campaign at the beginning of 2015 to promote CBT, so that tourists can enjoy the traditional Thai lifestyle, Thai culture and customs. This campaign has encouraged the KMC-BT project to improve site development and promote itself in the ASEAN market. The government has supported public relations and advertising, especially through the Tourism Authority of Thailand.

The Central Salaya Department Store: This new department store attracts customers who live around the area and has resulted in greater development with a direct effect on the KMC-BT in terms of local economic growth.

The KMC has participated in the Museum Management project run by the water management system of the Hydro and Agro Informatics Institute (HAI). This provides training facilities for local people and farmers to improve their knowledge and skill in agriculture. It was introduced by King Rama IX.

The “Threats” represent the negative impacts from organizations or products externally. Research has identified the following threats to the KMC:

Supporters’ fund: A small number of public and private sectors support funding for the KMC-BT. Funds are not sufficient for renovations to attract ASEAN tourists. The slow process of government funding is detrimental to work on KMC-BT development.

Canal: The KMC canal has the HAI managing the water system. However, the increase in tourists also causes water pollution with increased sewage waste from both local people and visitors.

### **3.2 The Criteria of the ASEAN-CBT Standards**

The governments of ASEAN members see tourism as the key solution to relieve the economic crisis. However, tourism can also have a negative impact on a nation in various ways, such as damage to the environment, decreased natural resources and increased pollution. Other negative impacts may include social issues such as unfair income distribution and increased drug usage and crime. Thus, the governments of ASEAN members have realized that tourism potential has both negative and positive impacts on society, culture and the environment.

CBT has been developed widely in Southeast Asia, with the focus on



the impact from tourism on a community. It plays a vital role as the main concept, based on the principle of facilitating community participation and also providing benefit to the local community (The Thailand Community-Based Tourism Institution, CBT-I, 2013). The five pillars and criteria of the ASEAN-CBT Standards are as follows:

- a. Sustainable tourism management for community-based tourism
- b. CBT distributes benefits broadly within the local area and community, and improves the quality of life
- c. CBT celebrates, conserves and supports cultural heritage
- d. Systematic, sustainable natural resource and environmental
- e. CBT service and safety (The Thailand Community-Based Tourism Institution, CBT-I, 2013).

The development of CBT among the ASEAN nations can be divided into three groups:

The first comprises Thailand, The Philippines and Indonesia. These countries have technical support from Non-Government Organizations (NGOs), which have been supporting the CBT process through planning, development and finance.

The second consists of Laos, Cambodia and Vietnam. These countries are supported by donation projects from the Asian Development Bank, European nations and SNV.

The third group is Malaysia, Brunei, and Singapore. This is driven by each individual government, with the focus on CBT and homestays. This programme is one of the alternatives for the rural areas to adopt the advantages of lifestyle opportunities.

Myanmar is a country with a new and young tourism sector. Myanmar has to learn quickly from her neighbouring countries, especially from the ASEAN nations.

The following CBT projects are already operational among ASEAN countries. At the end of 1999 the Nam Ha project became the first ecotourism enterprise in Laos, supported by the SNV Netherlands Development

Organization.<sup>7</sup> At the same time community activities were supported in Northern Vietnam by the International Union for Conservation of Nature (IUCN) and SNV. Cambodia followed in 2002, supported by the Cambodia Community-based Ecotourism Network organization (CCBEN). The projects in these three countries concentrated on community development and natural conservation.

In 1960, the Thai government established the Tourist Organization of Thailand (TOT) to support tourism in the country and later changed its name to the Tourism Authority of Thailand (TAT) in 1979. In 1997, Thailand faced many crises, especially the Asian Economic Crisis that badly affected tourism and foreign exchange income. However, Thailand adopted the „Amazing Thailand“ campaign from 1998-1999, which improved the economic situation. This campaign created some negative impacts on CBT, as it re-focused on value for money instead of ecotourism and CBT was given lower priority. In 2000, the development concept of CBT shifted from promoting appropriate and responsible tourism to reducing poverty in the community. These concepts can either fail or succeed, depending upon cooperation from the local people and community.

In 2002, the Ministry of Tourism and Transport (MOTS) was established to support TAT by developing all tourist attractions, services, businesses, tour operations and maintaining tourism standards. TAT also concentrated on marketing Thai tourism. Tourism is a key economic growth area for Thailand that directly generates foreign exchange income and decreases unemployment.

In 2003, the Designated Areas for Sustainable Tourism Administration (DASTA) was established to focus on increasing the benefits for the local economy and cooperation between private and public sectors to manage their own targeted areas. This followed the establishment of CBT-I in 2006, with the same purpose of developing CBT in Thailand. This proved a success, and by 2012 Thailand had welcomed 22.3 million international tourists,

<sup>7</sup> SNV is an international not-for-profit development organization. They believe that no-one should have to live in poverty and that all people should have the opportunity to pursue their own sustainable development.

generating over 24.6 million euros. The World Tourism and Travel Centre (WTTC) has estimated that Thailand will attract 41.1 million international tourists by 2023 (Warnipa Karnpim Limited Partnership, 2013).

The development of Thailand CBT follows the Ministry of Tourism (MOT) National Tourism Development Plan 2012-2016, with implementation by the involved organizations. The objectives are to put Thai tourism on the global stage as a quality tourist destination, distributing the revenue back to the population while sustaining resources (The Thailand Community-Based Tourism Institution CBT-I, 2013).

There are now over one thousand Thai communities where tourism has been developed by local community members and working groups and cooperatives in the services and promotion sectors. The CBT of Thailand is controlled through NGO educational institutes, the Thai government, tour operators and associations and the Thai Agricultural Cooperatives Bank. They aim to distribute local income in the particular areas of economic need. As tourism increases, the negative impacts on the environment must be managed. Relevant skills and knowledge are required to manage tourism resources, work with tourism industry partners and welcome new strategies to provide for the local communities. CBT will begin with the process of building the capability of community members to understand tourism and initiate CBT management programmes. These will improve hospitality, organizational strength, marketing, working with partners, monitoring CBT programmes and network development. Thailand CBT will concentrate on and give importance to the ASEAN- CBT Standards with its five criteria to ensure that Thai local communities have the strength and commitment to become quality tourism destinations as required by ASEAN 2015.

### **3.3 The KMC and ASEAN-CBT Standards**

The KMC is located in a green area where most of the land is used for agriculture and building development is restricted. The public and private sectors operate on only twenty per cent of the total land area. Thai law stipulates four categories of land restriction:

- a. Only factories that conserve the water system management can be built

- b. Hotels cannot be constructed
- c. Entertainment buildings are not allowed
- d. Real estate properties such as buildings, houses, apartments and condominiums are not allowed, except for local dwellings, which should only cover five per cent of the total land area (Pusiri 54 property, 2011).

The Sufficiency Economy philosophy was introduced by King Rama IX, with the aim of increasing the land value and community products. This also reflects on the KMC-BT in the area concerned.

The project of HAIL is called „Community Participation as part of Museum Management“. Here tourists can learn and understand real CBT, including agricultural knowledge and processing to maintain the sustainability and natural conservation value of the area. Community Participation as part of Museum Management is divided into four activities:

Activity I: The raft port in Figure 14 demonstrates the planting of herbs, lemongrass, mint and galangal. This plantation is able to operate during flooding. It is a sustainable activity that the local people can manage by themselves to increase the value of the land.



*FIGURE 3.3: The raft port*

*Note.* From The Hydro and Agro Informatic Institute, by Utokapat Foundation under Royal Patronage of H.M.The King. Bangkok, 2014

Activity II: The lotus field shown in Figure 15 is the most successful agricultural product for the KMC. It consists of twenty rai of lotus field that can earn an income of two thousand baht per day. The income from the fishery is estimated at forty thousand baht per year when the water is pumped from the field.



*FIGURE 3.4:* The lotus field 2

*Note.* Taken by the author

Activity III: The plot of land shown in Figure 16 utilizes the land and increases the land value. The total area of twenty rai is divided into thirteen rai of rice farm, two rai for the rim around the rice farm, one and a half rai of fishery lake, one and a half rai of living space and an area of four rai for mixed agriculture. This area can earn income for the owner all year round.





*FIGURE 3.5: The agricultural area*

*Note.* From The Hydro and Agro Informatic Institute, by Utokapat Foundation under Royal Patronage of H.M.The King. Bangkok, 2014

Activity IV: Klong Long-chee Bridge in Figure 17 is the water management centre which decreases water pollution in the Klong Mahasawat Canal. The oil tank, the EM ball and the water turbine are powered by solar cells.



*FIGURE 3.6: the Long-chee Bridge*

*Note.* From The Hydro and Agro Informatic Institute, by Utokapat Foundation under Royal Patronage of H.M.The King. Bangkok, 2014

The KMC has been working through the processes of sustainability and conservation to comply with the five criteria and requirements of the ASEAN-CBT Standards. The KMC has concentrated only on the standard areas

of a) Standard I: Sustainable tourism management for CBT, b) Standard III: CBT celebrates conserves and supports cultural heritage, and c) Standard IV: Sustainable natural resources and environmental management.

Therefore, the KMC should also take relevant actions so as to focus on the other standards, namely, standards II and IV to fulfil the ASEAN-CBT Standards.





## CHAPTER 4

### ROLES OF THE PUBLIC AND PRIVATE SECTORS IN THE KMC IN RESPONSE TO THE ASEAN CBT STANDARDS

The private and public sectors play the following important roles in the KMC through the ASEAN-CBT Standards:

#### 4.1 ASEAN-CBT Standard I: Sustainable Tourism Management for CBT

The public and private sectors have to respond to CBT Standard I. The public sector consists of the Tourism Authority of Thailand (TAT). The TAT began the Discover Thainess campaign to encourage Thai tourism in 2015. It has initiated three projects: the Dream Destinations 2015 project, the Selected Cities project and the Weekdays Tour project.

1. The Dream Destinations 2015 project aims to promote all the flower tourist attractions through the year. The lotus field is one of the twenty-eight tourist attractions. The TAT is promoting the lotus field in June 2015, the peak season for lotus blooming. Normally, the local people collect the lotus flowers every morning to sell at the market. When the Dream Destination 2015 project was set up they collected some of the lotus flowers, leaving behind others for tourists to pick themselves. This has increased the value of the tourist attraction and also increased the number of ASEAN tourists and others.



*FIGURE 4.1:* Dream Destinations 2015

*Note.* From Dream destinations 2015, by Paiduaykan,

<http://www.paiduaykan.com/travel/dream-destinations-2015>

2. The Selected Cities project focuses on local people who can distribute their value and identity through showing the outstanding uniqueness of the site.

3. The Weekdays Tour project sets out to support local tourist attractions during weekdays to add value to the local economy. The target groups for the project are the retired as well as healthy people and families during the summer holiday period (Painaidii, 2014),

The TAT has already tried to promote KMC-BT through all media using advertising through such media as television programmes and magazines. The floating market in Salaya has been advertised as a newly emerging site (Aungkana Phumpaka, 2015).

The private sector response to the CBT Standard I has been through travel agencies to provide tour packages for KMC-BT to promote tourism. The packages promote agro-tourism which gives precedence to sustainable tourism management and the best use of local resources (Asian Trail Travel, guide, 2014).

As for the results, the public sector has met the ASEAN-CBT Standard I in terms of their working on management and controlling the sustainability resource issues in the area of the KMC. Meanwhile, the private sector has supported the promotion of tourism in the KMC through their packages related to Standard I. This shows that the KMC has been successful in meeting the criteria of ASEAN-CBT Standard I.

#### **4.2 ASEAN-CBT Standard II: CBT Distributes Benefits Broadly within the Local Area, Community and Improves the Quality of Life.**

The role of the public sector for Standard II concerns the Sub-District Administrative Organization (SAO) which promotes the OTOP product that the KMC local people call the *kawtung-natung* cracker. This product was officially recognized as a five star product for selling to the ASEAN market. The *kawtung-natung* cracker product is one of the KMC activities in which tourists can participate by having the chance to make the crackers themselves. These factors directly create job opportunities for the local people, particularly housewives. Also, the income earned can be distributed to all levels (Phatteera Satthayarat,

2014).

The Community Development Department under the Ministry of the Interior also supports the local people with basic skills and knowledge. There are two programmes currently in operation:



*FIGURE 4.2: Basic skills course*

*Note.* Taken by the author

The first offers a short English language conversation course. This helps the local people communicate with the tourists and understand the necessary issues.

The second offers basic instruction to reinforce the occupational pursuits for local housewives and enhance their product skills. Housewives can then learn the basic knowledge of production and earn income for their family and community while job opportunities are being increased and quality of life being improved (Jantra Hengsomboon, 2015).

The above illustrates that only the public sector helps generate and distribute the benefits within the community and improves the quality of life among people in the KMC. However, the private sector has had no role or be involved in this criteria.

### **4.3 ASEAN-CBT Standard III: CBT Celebrates, Conserves and Supports Cultural Heritage**

The private sector does play a role as relates to CBT Standard III. The actions here are undertaken by the vice president of the Small and Micro Community Enterprise and the village chief. They both cooperate and work on education by promoting the tourist sites at the centre. The centre provides short courses for students and anybody interested in agriculture, local product processing and water system management according to the principles of King Rama XI's sufficiency economy. They are both trying to promote and attract ASEAN students, especially from universities, colleges, and other areas to visit the sites on seminars or fieldtrips (Wanchai Sawatdang, 2014), with the consultancy of the local governance on supporting cultural heritage.

### **4.4 ASEAN-CBT Standard IV: Sustainable Natural Resources and Environmental Management**

Only the public sector has responded to CBT Standard IV with the KMC being assisted by The Hydro and Agro Informatics Institute (HAI) with the water system management of the KMC canal to keep the water clean, clear and sustainable. The HAI and the local community are cooperating on a project called „the Community Participation as Part of Museum Management“. This was established after the floods to clear the polluted water free from the water hyacinth. It was undertaken by the local community and this has now developed into a tourist attraction. The local community resolved its own water problems by initiating the idea of using new technology and adapting it to suit the local community with the Global Positioning System (GPS). The KMC began with basic methodologies and modified them. They check the water quality, install the oil tank and the EM ball<sup>8</sup> and develop the water turbine themselves using solar cells. Trees have been planted on the riverbanks of all the KMC canals. Table 2 shows the before and after of the Community Participation as Part of the Museum Management project (Montri Kingkeaw, 2015).

<sup>8</sup> EM ball means Effective Microorganism Ball

Table 4.1

## The Success of the Museum Management

BEFORE	AFTER
<b>Water management</b>	
<ul style="list-style-type: none"> <li>▪ The water was blocked and became polluted.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The water system is working properly and efficiently.</li> </ul>
<ul style="list-style-type: none"> <li>▪ The canal cannot flow well.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The water is running better.</li> </ul>
<b>Water quality</b>	
<ul style="list-style-type: none"> <li>▪ The community was faced with polluted and smelly water from household sewage.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The water became clearer, with no trash and no smell.</li> <li>▪ The household sewage decreased because of the oil trap can.</li> </ul>
<b>The ecology</b>	
<ul style="list-style-type: none"> <li>▪ The KMC canal was full of water hyacinth blocking the boats.</li> <li>▪ Few aquatic animals because of water pollution.</li> <li>▪ The riverbank was full of weeds.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The boats can move as usual.</li> <li>▪ Increased numbers of aquatic animals living in the canal.</li> <li>▪ Much better KMC scenery.</li> </ul>

*Note.* From The Community Participation as Part of Museum Management, Baan Saladin, by The Hydro and Agro Informatic Institute, 2014

#### 4.5 ASEAN-CBT Standard V: CBT Service and Safety

Both the private and public sectors have assisted as regards Standard V. They have worked hard on service and safety issues to achieve the ASEAN-CBT Standards and attract more tourists.

In terms of the public sector, the Department of Tourism has been key in this standard. This has helped KMC-BT with support funding to improve and renovate the facilities for tourist security and safety. The improvements include a strong pier, proper toilets, pavilions, bridges and especially life jackets that the tourists demand for the boat ride on the canal (Officer, D. o., 2014).



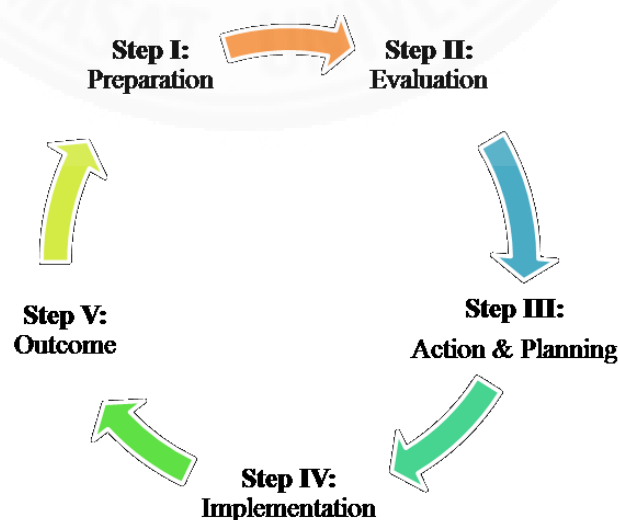
The Sub-district Administrative Organization (SAO) helped KMC-BT with support in funding for building the necessary infrastructures for tourist convenience. They constructed roads, footpaths, water transport and guideposts (Phatteera Saththayarat, 2014).

As for the private sector, the vice president of Small and Micro Community Enterprise and village chief have played the major roles according to CBT Standard V. Both have been cooperative and worked hard on KMC-BT quality service and safety. They received funding and orders from the public sector, especially from the Department of Tourism. They worked through the processes and reported that the work as progressing satisfactorily.

Recently, the “Cultural and Riverbank CBT” project received support from the public sector to improve CBT service and safety. This also shows that the public sector can develop the community to make KMC a better attraction for tourists.

The results here show that the public sector has provided financial support to the private sector (village chief and the vice president of Small and Micro Community Enterprise), however there has been no implementation or funding utilized from the public sector. This has affected the achievement of the KMC as concerns the services and safety issues.

To summarize, evaluation of the private and public sectors’ role with regard to the ASEAN-CBT Standards, the researcher used five steps (Figure 20) for the evaluation reported in Table 3 below:



**FIGURE 4.3:** The five steps of evaluation

*Note.* Created by the author

The table below shows how successful the KMC has been in meeting the ASEAN-CBT Standards according to the above-mentioned five steps.

*Table 4.2*

Evaluation of the Five Steps

ASEAN-CBT Standards	Step I								Step V		
	PB	PV	PB	PV	PB	PV	PB	PV		PB	PV
<b>Standard I</b>	√	√	√	√	√	√	√	√		√	√
<b>Standard II</b>	√	-	√	-	√	-	√	-		√	-
<b>Standard III</b>	√	√	√	√	√	√	√	√		√	√
<b>Standard IV</b>	√	-	√	-	√	-	√	-		√	-
<b>Standard V</b>	√	√	√	√	√	√	-	√		-	-

*Note.* Created by the author

The table shows that the public sector has been working hard in order to complete all the gaps in developing KMC-BT in order to meet the ASEAN-CBT Standards. Conversely, the private sector could still work on some standards. In general, the overview is one of positive development through cooperation from both the private and public sectors leading to an apparent workable outcome.

There is only one issue that needs priority, namely, Standard V which shows no outcome in the given table. According to the data collection and interviews, the reason for there being no outcome is due to the slow process of government funding which takes about 3-4 years for approval as well as the lack of the ability and incentive for the local community to build the facilities and provide better services once the government has already provided the funds



and set up the project. Sometimes, the money has been used for other issues such as maintenance. This could then be the reason this standard has shown no tangible outcome.



## **CHAPTER 5**

### **FUTURE PROSPECTS AND CHALLENGES FOR THE KLONG MAHASAWAT COMMUNITY (KMC)**

#### **5.1 Conclusion**

The achievement of the KMC-BT development with assistance from both the private and public sectors, according to the conceptual framework, to achieve the ASEAN-CBT Standards as its objectives has, thus far, been positive. This can be seen through the way each separate entity has taken part in developing the different criteria that the KMC requires to achieve the ASEAN-CBT Standards. These are evident for each of the five criteria of the ASEAN-CBT as follows:

- a. Sustainable tourism management for CBT; this criterion is mainly achieved through the help of TAT and other tourist-related agencies. The design and provision of packages that are sustainably manageable will make it easier for CBT to achieve the ASEAN Standards, as the correct groups of tourists will be attracted.

- b. CBT distributes benefits broadly within the local area, community and improves the quality of life; this criterion is constantly being worked on by SAO and the Ministry of the Interior. Through the development and promotion of local merchandise as OTOP products for sale within the ASEAN market, the stakeholders have managed to improve the potential of local skills and knowledge and created opportunities for more income to be distributed amongst the villagers. However, despite the monetary rewards, it is still unclear whether the benefits to the community and quality of life are as great as they could be. It seems that the locals are yet to reap the full potential benefits that CBT can offer to their lives and no organization has helped them as yet to realize this.

- c. CBT celebrates, conserves and supports cultural heritage; this criterion can only be achieved by the local communities and/or stakeholders themselves. Currently, the local community does provide activities such as an education centre, especially for ASEAN students who are interested in local agricultural processing. The provision of such activities clearly matches the

description of this standard. However, as with all assets, they must be sustainably managed and key players, including the young generation who will in the future take over, must be correctly educated for long-term success.

d. Sustainable natural resource and environmental management; this criterion was addressed by HAI taking care of the water management system to keep the KMC canal clean and clear, and alleviating the impact from KMC-BT development. To date, it would appear that KMC-BT is keeping up with this criterion. However, as discussed earlier, tourism has both positive and negative impacts on a local community. One of the negative impacts that needs to be given importance, tracked and managed, is the pollution and litter brought about by the tourists visiting the location. Without proper pollution awareness, the KMC will quickly fail in this achievement.

e. CBT service and safety; this criterion was rated the most positive for both the private and public sectors. They cooperated and worked together on the issues of providing tourists with increased security and convenience.

From this brief breakdown of the ASEAN-CBT Standards, it can be concluded that both the private and public sectors are working hard for KMC-BT to meet the ASEAN-CBT Standards. However, as they continue to work on these issues, flexibility is required for every step of the way as this is work still in progress. It should also be noted that each organization is doing their part, but perhaps more could be done if there were greater communication and collaboration between the stakeholders.

## **5.2 Recommendations**

Through extensive research into the roles of the private and public sectors within the KMC to meet the ASEAN-CBT Standards, all issues were determined and discussed. The following are the proposed resolutions:

1. More importance should be placed by both the public and private sectors on educating the local people about the full benefits that CBT will offer them, and how they are an integral part in achieving its aims. For the current generation running the CBT, it is important for them to understand that they are not merely farmers or boat drivers, but that their roles within the CBT are

much more important than this. The majority of this generation lack modern education, and they are inclined to not place or see any importance beyond their daily tasks. By educating them on the full benefits of CBT and how important they are, they will become more motivated to adapt their work to achieve a given set of standards that may otherwise seem pointless. This would help the community to meet Standard II (CBT distributes benefits broadly within the local area, community and improves the quality of life) particularly as concerns the role of the private sector.

2. As concerns the educational point of view, the public sector should provide more lessons on sustainability, the value of resources, nature, and agriculture rather than relying on materials such as technologies for living. As the new and younger generations leave to attend college for further education, they will become aware that tourism can provide great benefits to a community. However, what they seem to lack knowledge of, is how they themselves can play a vital role in maintaining the sustainability of the CBT. Upon graduation, most seek jobs within large cities, leaving their homes and forgetting the communities they grew up in. More effort should be made by the private sector to inculcate and nurture a sense of ownership among this young generation. They may then feel the inclination and desire to take the knowledge they have gained and use it to help their parents to build and develop their community. Without such developments, the CBT will die out with the current generation as there will be no one to take over the responsibilities. If the organizations – especially the private sector – could work on this issue, KMC-BT in this case would have to take on the role for responding to and meeting Standard IV: Sustainable natural resource and environmental management.

3. The public and private sectors could create guidelines for sustainably managing the KMC as tourism grows. These need to be enforced continuously to prevent and minimize the negative impacts that tourism can have on a community. To continuously achieve the criterion for Standard IV, the resources and the environment must be maintained at all times. The current measures in place do not seem to cover preventative measures to deal with issues such as littering and pollution from tourists. It is apparent that more attention can be paid

here, particularly by the tour agencies that bring the tourists in.

4. Out of funding, the public sector should have plans for the continuous monitoring and regulation of issues concerning the safety and security of tourists.

These are certainly important and all tourists have them in mind when travelling. Without the feeling of safety and security, tourists will not travel. Moreover, the private sector should build facilities faster because it directly affects tourist convenience. On the other hand, it should attract greater numbers of tourists to the KMC.

All these recommendations can be summed up in one sentence: strive for continuous sustainability in all aspects of CBT. The keyword here is „continuous.“ Much work can be done to achieve these objectives of meeting the ASEAN-CBT Standards; however, without „continuous“ management and sustainability, everything will fall apart.

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The image features a large, faint, circular watermark of the Thammasat University seal in the background. The seal contains the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom, surrounding a central emblem.

## **APPENDIX**

## APPENDIX

### PERSONS INTERVIEWED

#### Formal interviews:

1. Miss Aungkana Phumpaka, Executive  
Director Tourism Authority of Thailand,  
Samut Songkham
2. Miss Jantra Hengsomboon, Community Development  
Scholar Ministry of Interior, Nakornphatom
3. Miss Phatteera Sathayarat, Tourism Development  
Officer The Sub-district Administrative  
Organization, Mahasawat
4. Mr. Montri Kingkeaw, Researcher  
Assistants Hydro and Agro  
Informatics Institute
5. Mr. Wanchai Sawatdang, Deputy Director  
The Vice President of Small and Micro Community Enterprise
6. Mr. Manoon Narasodsai, Chief of Village  
Mahasawat Community, Salaya District, Nakon Prathom

#### Informal Interviews and Insightful Conversations

1. Mrs. Pranee Sawatdang, Member of Housewife  
group The site of Sala-Din Activity
2. Mr. Jam Sawatto, Owner of  
Lotus field The site of Lotus  
field Activity
3. Mr. Boonrerd Setaumnui, Owner of  
Orchid farm The site of Hod-Mun-Ha  
Activity
4. Mr. Nanthasiri Thondburanasiri, ASEAN tourists
5. Mr. Chaayasri Suankred, ASEAN tourists

## BIOGRAPHY

Name	Miss Ornuma Vongskul
Date of Birth	March 10, 1990
Educational Attainment	Academic Year 2008 - 2011: Bachelor of Business Administration in Hotel Management, Double Degree Program Silpakorn University International College, Thailand Vatel Business Hospitality School, France
Work Position	January 2013 – February 2014: Assistant Officer, Building Management PTT Exploration and Production Public Company  August 2012 – October 2012: Research and development Officer Thai Flight Training academy