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**SUSTAINABILITY OF
COMMUNITY-BASED TOURISM:
COMPARISON OF MAE KAM PONG VILLAGE
IN CHIANG MAI PROVINCE
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SUSTAINABILITY OF COMMUNITY-BASED TOURISM: COMPARISON OF MAE KAM PONG VILLAGE IN CHIANG MAI PROVINCE AND TA PA PAO VILLAGE IN LAMPHUN PROVINCE¹

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ABSTRACT

This research compared community tourism management in Mae Kam Pong village in Chiang Mai Province and in Ta Pa Pao village in Lamphun Province in terms of sustainable development. This research employed the effective indicators developed by a fuzzy delphi technique to evaluate the level of sustainable Community-Based Tourism (CBT) development. The survey instrument was based on a review of published papers, interviews, and semi-structured questionnaire. The target populations of the surveys were the villagers and village leaders as well as tourists living and visiting these two villages. The research results can be grouped into five categories: (1) the economic dimension; (2) the social, cultural, and ecological dimension; (3) the collaboration of stakeholders (villagers, government, and the private sector); (4) villagers' comprehension of the sustainable CBT development; and (5) tourists' expectations and perspectives on tourism. Mae Kam Pong village, a very successful tourist destination in Chiang Mai, showed a successful development in sustainable CBT while Ta Pa Pao village, a small village in Lamphun, did not. However, the research results showed that the local economies of both villages were not sufficiently strong and stabilized. The villagers needed to be more self-reliant to protect themselves against external shocks. Furthermore,

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neither village truly understood the meaning of sustainable CBT. These were important factors which limited the ability of the communities to achieve sustainable CBT.

KEYWORDS — Sustainable Community-Based Tourism (CBT), Fuzzy Delphi Technique, Mae Kam Pong village, Ta Pa Pao village

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อเปรียบเทียบการจัดการท่องเที่ยวโดยชุมชนบนพื้นฐานการพัฒนาอย่างยั่งยืนในหมู่บ้านแม่กำปอง จังหวัดเชียงใหม่ และหมู่บ้านทาปาเปา จังหวัดลำพูน เครื่องมือวิจัยที่ใช้สำหรับการสำรวจประกอบด้วยการสำรวจวรรณกรรมที่ได้รับการตีพิมพ์ในวารสารวิชาการ การสัมภาษณ์ และการใช้แบบสอบถามกึ่งโครงสร้าง กลุ่มประชากรเป้าหมายประกอบด้วยชาวบ้านที่อาศัยอยู่ในพื้นที่ศึกษา ผู้ใหญ่บ้านของทั้งสองหมู่บ้าน และนักท่องเที่ยวที่มาเยี่ยมหมู่บ้านทั้งสอง งานวิจัยนี้แบ่งการรายงานผลการศึกษออกเป็น 5 กลุ่ม: (1) มิติด้านเศรษฐกิจ; (2) มิติด้านสังคมและสิ่งแวดล้อม; (3) ความร่วมมือของผู้มีส่วนเกี่ยวข้อง (ชาวบ้าน รัฐบาล และภาคเอกชน); (4) ความเข้าใจของชาวบ้านในหลักการพัฒนาการท่องเที่ยวชุมชนอย่างยั่งยืน; และ (5) ความคาดหวังของนักท่องเที่ยวและทัศนคติที่มีต่อการท่องเที่ยว งานวิจัยชิ้นนี้สรุปว่าบ้านแม่กำปองซึ่งเป็นแหล่งท่องเที่ยวที่สำคัญในจังหวัดเชียงใหม่ประสบความสำเร็จในการพัฒนาการท่องเที่ยวโดยชุมชนอย่างยั่งยืน แต่บ้านทาปาเปา ซึ่งเป็นหมู่บ้านเล็กๆ ในจังหวัดลำพูนนั้น ถือว่ายังไม่ประสบผลสำเร็จเท่าใดนัก อย่างไรก็ตาม รายงานนี้ชี้ว่าระบบเศรษฐกิจท้องถิ่นของทั้งสองหมู่บ้านนั้นยังไม่เข้มแข็งหรือมีเสถียรภาพเท่าที่ควร ชาวบ้านควรพึ่งพาตนเอง และสามารถป้องกันตนเองจากผลกระทบภายนอกได้มากกว่านี้ นอกจากนี้ชาวบ้านจากทั้งสองหมู่บ้านยังขาดความเข้าใจเรื่องการท่องเที่ยวโดยชุมชนอย่างยั่งยืน ซึ่งถือเป็นปัจจัยสำคัญที่จุดริ้วการพัฒนาไปสู่การท่องเที่ยวโดยชุมชนอย่างยั่งยืน

คำสำคัญ — การท่องเที่ยวชุมชนอย่างยั่งยืน วิธีฟัซซีเดลฟาย หมู่บ้านแม่กำปอง หมู่บ้านทาปาเปา

1.

**BACKGROUND
AND SIGNIFI-
CANCE OF THE
STUDY**

Due to the fact that tourism requires less capital investment than other industries, many countries, especially developing countries, have used this sector as an engine for social and economic development (*Lankford and Howard, 1994; Akrapong, 2006 cited in Akrapong Untong et al., 2010, p.3; Mingsarn Kaosa-ard, 1994*). In addition to earning additional income, local citizens in the community become united through shared participation in and ownership of tourism projects (*Peng Ponna, 2009*). However, the influx of large numbers of tourists

into local social systems may undermine the pre-existing social and natural wealth of a community. These undesirable side-effects of tourism have fostered a growing concern for the conservation and preservation of local heritage, natural resources, and human well-being as well as for the long-term economic stabilization of communities (*Akis, Peristianist, and Warner, 1996; Butler and Boyd, 2000; Cater, 1993; Hall & McArthur, 1998; Haralambopoulos & Pizam, 1996; Healy 1994; Mowforth & Munt, 1998; Place, 1995; Richard & Hall, 2000 cited in Choia, H.C. & Sirakaya, E., 2006*).

Sustainable development has increased in popularity in recent decades (*UNEP, 1996*). It is a concept that encompasses the environmental, economic, and social dimensions (*Yu-Feng Ho & Hsiao-Lin Wang, 2008*) taking into account social responsibility, cultural ties, a strong commitment to natural resources and the integration of stakeholders, including local people, government and private sector, in any tourist activities and development (*Kumar, 2013; WTO, 2001*).

Generally, government is the most important sector in the control of tourism development which often results in the exclusion of local residents from the decision-making process. To pursue sustainable community tourism, it is extremely important that residents have a decision-making role in the process of development (*Gunn, 1994; Hart, 1998; Murphy, 1983; Pigram, 1990; Simmons, 1994 cited in Choi, H. C., & Sirakaya, E., 2006*). A truly legitimate and

practical discussion on sustainable tourism development must take place in the communities that are being affected by the tourist industry. Local citizens are the most important persons in defining development visions (*ICLEI, 1999*), a key idea of CBT development.

In Thailand, tourism has played a crucial role in the economy by attracting foreign revenues of about four billion baht a year. The indirect effects of tourism such as the expansion of linkage industries such as hotels, restaurants, transportation, retail and souvenir stores, are also factors led to the growth of GDP, employment, export, and investment as well as government expenditure (BOI, n.d.). The Tourism Authority of Thailand (TAT) has focused on the sustainable tourism development and prepared a Sustainable Tourism Development Plan which aims to balance the three components of the economy, the environment, and society, while applying His Majesty the King's Self-sufficiency Economy concept to the process of development (*The Post Publishing Public Co., Ltd, 2008*).

2. OBJECTIVES

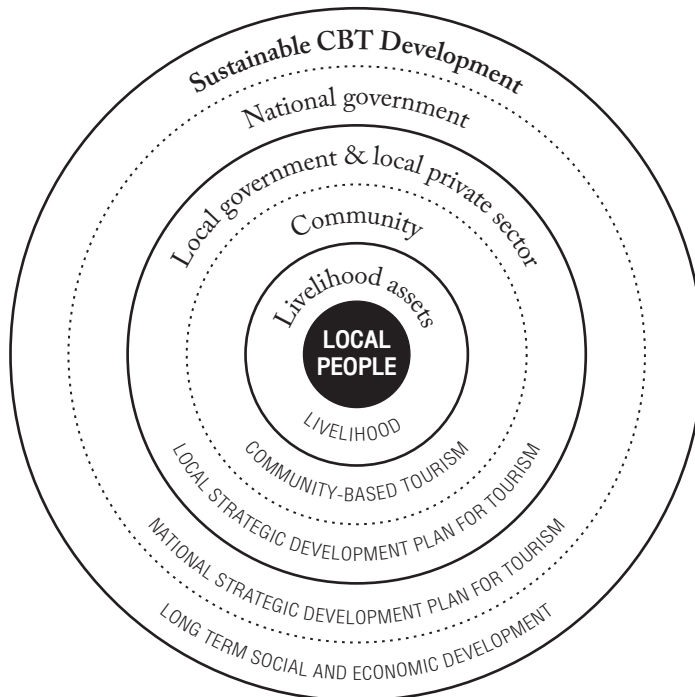
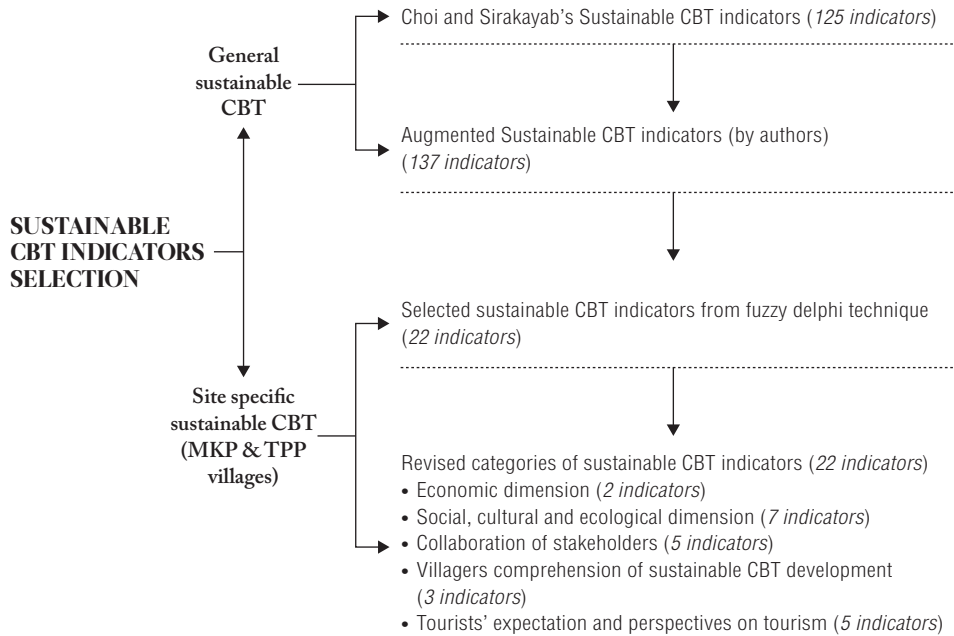
This research study was conducted to identify factors indicating success or failure of sustainable development of CBT. It is anticipated that understanding the causes of success or failure of CBT will benefit the process of community tourism development in future. In so doing, Mae Kam Pong village (MKP) in Chiang Mai Province and Ta Pa Pao village (TPP) in Lamphun Province were selected as case studies. This research focuses on the comparison of community tourism management in the two villages regarding whether or not they lie on the pathway toward sustainability.

3.

CONCEPTUAL FRAMEWORK

Figure 1 illustrates the conceptual framework of sustainable CBT indicators selection process to measure the sustainable CBT development in MKP village and TPP village taking into account the livelihood assets of the local community, local and national strategic development plan for tourism from both public and private sectors. Many local villages utilize their livelihood assets; including social, human, environmental, physical and financial capitals to boost CBT which have contributed some positive and negative impacts to local livelihoods. CBT is typically supported by local authority through local strategic development plan followed with the national strategic development plan. This study developed perception-based CBT indicators questions to capture the level of sustainability of CBT to send a signal to all stakeholders to provide favorable environment to improve CBT in their community as the engine for the long-term social and economic development.

Figure 1 — Conceptual Framework of Sustainable CBT Indicators Selection Process Measuring Sustainable CBT Development



4.

METHOD- OLOGY

4.1 — RESEARCH DESIGN, DATA SOURCES AND METHODOLOGY

The survey instruments included a thorough review of relevant papers and expert interviews as well as semi-structured questionnaires conducted in the two contrasting CBT development: the more successful government-supported CBT in MKP in Chiang Mai Province and the community in transition to knowledge-based CBT in TPP in Lamphun Province. Persons surveyed were villagers, village leaders, and tourists living and visiting these two selected villages. From a population of 190 households in MKP, a minimum sample size of 57 was indicated; from a population of 209 households in TPP a minimum sample size of 63 was indicated based on Nipa Sripiroch (*Nipa Sripiroch cited in Sin Panpinich, 2008*). The village leaders from the two villages; a random sample of 57 villagers and 28 tourists from MKP village; and a random sample of 68 villagers and 42 tourists from TPP village were individually interviewed with the semi-structured questionnaire. The survey data provided descriptive statistics including frequency and means.

4.2 — IDENTIFYING INDICATORS MEASURING LEVEL OF SUSTAINABLE CBT DEVELOPMENT USING FUZZY DELPHI TECHNIQUE

A review of previous studies (*Choi & Sirakaya, 2006; Lee and King, 2008; Graham, 2001; Le Trinh Hai et al, 2009*) had shown that the most common research method deriving the effective indicators to evaluate the sustainable CBT is a modified delphi technique. The delphi technique is a well-known qualitative and structured method (*Poulsen, 1920; Woudenberg, 1991, cited in Choi & Sirakaya, 2006*) designed to collect data from experts who typically have different perspectives without requiring them to meet face-to-face through the iterative process of problem identification and discussion, feedback, and revisions (University of Illinois Extension, n.d.). This paper applied the triangular membership functions and the fuzzy theory to solve the fuzziness

in expert opinions. As a consequence, the efficiency and quality of questionnaires could be improved (*Yu-Lung Hsu, 2010*).

The modified delphi technique conducted in this paper used a questionnaire as an instrument to gather information, provide feedback, and report conclusions. Figure 1. shows the CBT indicator selection process and how to derive the CBT indicators questions. Choia & Sirakaya (2006) conducted a study on the development of indicators to measure CBT within a sustainable framework using a modified delphi technique. After three rounds of discussion, a panel of 38 academic experts in tourism reached consensus on the set of 125 indicators, including, economic (24); social (28); cultural (13); ecological (24); political (32); and technological dimension (3). This set of sustainable CBT indicators served as a starting-point for devising a set of indicators relying on MKP and TPP's distinctive characteristics. Twelve indicators were added to the Choia & Sirakaya's set of indicators by authors. A total of 137 indicators were used to develop the questionnaire prepared for the delphi technique with a group of ten experts from academic field and local stakeholders in MKP village and TPP village. After three rounds of discussion, this study reported a total of 22 indicators developed from the fuzzy delphi technique to measure the level of sustainable CBT development in the two selected villages. These 22 indicators were categorized into five groups to explain the five aspects of sustainable CBT: economic dimension; social, cultural and ecological dimension; collaboration of stakeholders (villagers, government, and the private sector); villagers' comprehension of sustainable CBT development; and tourists' expectations and perspectives on tourism. The perception-based questions based on the 22 indicators (see Table 1.) were asked to capture the level of sustainable CBT taking into account the livelihood assets of the local community, local and national strategic development plan for tourism from both public and private sectors.

Table 1 — Perception-based CBT indicators questions

Category	Indicator
Economic dimension (2)	Effect of tourism on improvement of overall well-being (Residents' attitude)
	Effect of tourism on increase in overall prices (Residents' attitude)
Social, cultural and ecological dimension (7)	Effect of tourism on overall environmental conditions (Residents' attitude)
	Effect of tourism on natural resources (Residents' attitude)
	Effect of tourism on local wisdom, traditions, and culture (Residents' attitude)
	Continuance/revival of traditional activities by local residents
	Pride in local wisdom, traditions and culture
	Continuance of local language
	Perceived change in the way of living
Collaboration of stakeholders (5)	Host community satisfaction toward tourism transformation
	Host community satisfaction toward tourism management
	Local residents' satisfaction toward government and private sector assistance
	Host community participation in CBT development
	Local residents' awareness of community tourism management rules
Villagers comprehension of sustainable CBT development (3)	Local residents' awareness in sustainability of CBT development
	Local residents' awareness of the importance of sustainable CBT development
	Availability of sustainable CBT development plan in the community
Tourists' expectation and perspectives on tourism (5)	Tourists' overall satisfaction
	Tourists' satisfaction towards CBT management
	Tourists awareness of the value of tourism
	Tourists' attitude towards the worth of the travelling to the communities
	Travel repetition

5.

RESULTS

5.1 — SOCIO-ECONOMIC CHARACTERISTICS AND BACKGROUND INFORMATION OF MAE KAM PONG VILLAGE AND TA PA PAO VILLAGE

5.1.1 — MAE KAM PONG VILLAGE

Mae Kam Pong village (MKP) is an upland and remote village located in Huai Kaew sub-district, Mae On district, Chiang Mai province. It was officially registered by the government in 1914. The village can be accessed all year round although there is no public transportation to the village. As of 2011, MKP had a total population of 405 persons (203 males and 202 females) in 190 households. The majority of the population (70%) was of working age. MKP is a fermented tea-producing community. A majority of villagers were engaged in production of fermented tea made from the leaves of tea trees which is locally called miang, a popular chewing snack in the north. Villagers earned non-agricultural income from the production of bamboo furniture, woven hats, and herbal medicines. Villagers agreed to open their homes to tourists in 2000, yet only 30 households (16%) had participated in ecotourism and of those, only 11 households had actually hosted home stay tourists. During the day, visitors can observe miang production and trek in the nearby jungle and to a waterfall. In the evening, female residents perform traditional Thai dancing, while men form an ensemble to play northern style music. The warmth and friendliness of the villagers provides a welcoming atmosphere and draws many tourists for a visit. MKP is regarded as an eco-tourism success by government authorities. The average household income from agricultural production was 35,000 baht per annum (*Phuangmala, 2010; Sangkakorn, 2009*). Details of livelihood assets of MKP can be seen in Table 2.

5.1.2 — TA PA PAO VILLAGE

Ta Pa Pao is also a remote village in Ta Pla Duk sub-district, Mae Ta district, Lamphun province. As of 2011, the village had a population of 805 persons (394 males and 411 females) comprising 209 households. The majority of the

population (70%) was of working age. A majority of the villagers worked in agriculture such as growing rice, field crops, longan fruit trees, and natural rubber trees. The CBT of TPP was created due to a serious drought and flood that took place in 1984. Before 1984, TPP was covered with abundant forest. It had plentiful natural resources and high biodiversity. The villagers used these resources to seek for their own immediate benefits without consideration of future negative consequences.

In 1998, the villagers created the Huay Sai Kao community forest and the Pledge-Taking Saving Group. Committees were created to protect the forest. Rules were established to deal with deforestation. The Pledge-Taking Saving Group helped them by lending money that obtained from the rich villagers. TPP had a strong cultural and economic structure with natural resources that represent significant livelihood asset. The head of the village was a leader with wide vision who works closely with the villagers. Villagers were united and willing to sacrifice. They followed the leader's policy to develop their village including achieving conservation and forest restoration. They were conscious that forest is life which made the people felt cherished to belong to their community. Their traditional lifestyle was simple and self-sufficient. They followed the Sufficiency Economy Philosophy of His Majesty the King in their daily lives and in tourism management. The villages were self-reliant, using tourism income to develop their community without waiting for funds from government agencies. Moreover, they were reviving Tai arts, culture and traditions, such as the weaving of cotton, local dances, and local music that could be used to attract more tourists to visit their village and that could create jobs for the elderly and young people. The villagers manage CBT and applied the Sufficiency Economy Philosophy as part of their daily lives (*Sangkakorn & Jeerat, n.d.; Sangkakorn, 2009*). Details of livelihood assets of TPP can be seen in Table 2.

Table 2 — Livelihood assets of the Mae Kam Pong village and Ta Pa Pao village

Livelihood assets	Mae Kam Pong village	Ta Pa Pao village
Social capital	<ul style="list-style-type: none">— Traditional local knowledge (wickerwork, coffee growing, miang (tea) production, etc.)— Associations (youth, women, elderly tourism, home stay associations, etc.)— Community rules— A strong sense of community	<ul style="list-style-type: none">— Traditional local knowledge (wickerwork, handloom weaving, rice farming, other agricultural production, etc.)— Associations (youth, women, elderly, etc.)— Community rules— Environment-related activities (forest conservation, forest exploration, check dam construction)
Human capital	<ul style="list-style-type: none">— Strong and appointed government leaders and capable natural leaders	<ul style="list-style-type: none">— Strong and appointed government leaders and capable natural leaders— Elementary school in the community— Community museum of local wisdom— Cooperative fellowship
Environmental capital	<ul style="list-style-type: none">— Mae Kam Pong community forest and ecology— Mae Kam Pong waterfall	<ul style="list-style-type: none">— Huay Sai Kao community forest— Two main streams
Physical capital	<ul style="list-style-type: none">— Micro hydro-electric power plant— Public utilities and infrastructure (concrete roads, a water supply system, etc.)	<ul style="list-style-type: none">— Public utilities and infrastructure such as concrete roads, and public phones
Financial capital	<ul style="list-style-type: none">—	<ul style="list-style-type: none">— Pledge-Taking Saving Group

MKP and TPP were very interesting case studies of CBT. The origination of the idea to pursue the CBT in each community was different. Formerly, MKP was a small village. Harvesting tea leaves was a major job for the villagers. Since the government officially declared the community to be a tourist attraction on December 10, 2000, the community began to become aware of the potential for future problems from tourism. The headmen together with the villagers were united in action and spirit to welcome the tourists; however at the same time, they were prepared to defend their community against tourism-related problems. The original booming tourist business in MKP was home stay. Previously, some non-resident workers came to the village to work harvesting tea leaves. The host families had to prepare a place for them to live and food for them to eat. Thus the home stay was part of the traditional way of living of the villagers. However, home stay had

become more likely to be a business-oriented activity. Tourists received a chance to live with and share the daily life of the villagers. They could learn the villagers' way of living, their culture, their traditional wisdom, and they can also join in activities with them. The growth of tourism brought about the physical development in the society such as concrete road to the village, wayside shelters for tourists, and community stores. There are associations of practitioners of part time occupations such as making bamboo furnishings, traditional massage, traditional music, traditional dancing, tour guide, making tea leaf pillows, etc.

On the other hand, TPP had engaged in sustainable CBT because of the need to deal with the environment problems emerging due to deforestation. The village had adopted the concept of self-sufficient economy promoted by His Majesty King Bhumibol to deal with the problem. Early in the transition to CBT, the village was recognized as a Local Guru Center which provided seminars, demonstrations, and training programs on bio-agriculture, mushroom cultivation, etc. to the visitors. This village later had become a recognized self-sufficient economy and self-reliant village. It was famous for its forest conservation and the Pledge-Taking Saving Group. Many people such as students, local government officers, and researchers, had been motivated to investigate the operation of this community as an example of best practices. The fame of TPP had resulted in a flood of tourists to the village, including a booming home stay business.

5.2 — DEMOGRAPHIC PROFILE OF RESPONDENTS

There were the same proportion of males and females in the two samples. The age composition of the sample in MKP is 84% working-aged people (21-60 years old) and 16% old people (age over 60 years old), while in TPP, the composition was 66% working-aged people and 18% old people. Most of them were married (70% for MKP and 65% for TPP) and had earned only a primary school degree (70% for MKP and 57% for TPP). The most frequently reported occupation in both villages was farming, with 39% tea harvesters in

MKP and 37% rice farmers in TPP. In both communities, many respondents earned less than 6,000 Baht per month (39% for MKP and 50% for TPP). Only 25% and 21% of respondents in MKP and TPP, respectively, had alternative jobs providing new sources of income from tourism. Those who had alternative jobs tend to earn higher level of income.

Table 3 — Demographic Profile of Respondents

	<i>Unit: person</i>	
	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Gender</i>		
Male	27 (47.4)	35 (51.1)
Female	30 (52.6)	33 (48.5)
<i>Age</i>		
0-20	-	11 (16.2)
21-40	8 (14.0)	14 (20.6)
41-60	40 (70.2)	31 (45.6)
61-80	7 (12.3)	10 (14.7)
Greater than 80	2 (3.5)	2 (2.9)
<i>Education</i>		
No education	5 (8.8)	-
Primary school	40 (70.2)	39 (57.4)
Junior high school	5 (8.8)	18 (26.5)
High school	5 (8.8)	5 (7.4)
Vocational school	2 (3.5)	3 (4.4)
Bachelor Degree	-	3 (4.4)
<i>Marital status</i>		
Single	9 (15.8)	20 (29.4)
Married	40 (70.2)	44 (64.7)
Widowed/divorced/separated	8 (14.0)	4 (5.9)

Table 3 — Demographic Profile of Respondents (Continue)

	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Unit: person</i>		
<i>Career</i>		
Student	1 (1.6)	8 (9.9)
Housewife	4 (6.5)	6 (7.4)
General employee	22 (35.5)	19 (23.5)
Farmer	24 (38.7)	30 (37.0)
Government employee	1 (1.6)	7 (8.6)
Business owner	5 (8.1)	3 (3.7)
Unemployed	2 (3.2)	8 (9.9)
Other	3 (4.8)	-
<i>Individual income (baht/month)</i>		
No income	6 (10.5)	7 (10.3)
Less than 6,000	22 (38.6)	38 (55.9)
6,001-10,000	25 (43.8)	9 (13.2)
10,001-15,000	1 (1.8)	4 (5.9)
15,001-25,000	1 (1.8)	9 (13.2)
25,001-35,000	-	-
Greater than 35,000	2 (3.5)	1 (1.5)
<i>Availability of alternative tourism jobs</i>		
No	43 (75.4)	54 (79.4)
Yes	14 (24.6)	14 (20.6)

Source: survey

5.3 — AN ANALYSIS OF SUSTAINABLE CBT DEVELOPMENT

Research results showed that MKP and TPP were small and well-known villages that seem to be successful in CBT development. Since the origins of participation in CBT by these two villages were different, their pathways of development had, therefore, been different. MKP was officially designated to be a tourist attraction because of its rich and beautiful natural resources and its interesting culture and ways of living, while TPP tried to induce

tourists to come and visit the village by positioning itself as a knowledge center based on its successful community forest management. The upshot was that these two villages have different selling points although they both aim to achieve the same objective, that was, to strengthen the local economy by conducting CBT as a means of creating jobs and increasing incomes for villagers. In this study, effective indicators had been constructed using a fuzzy delphi technique as a means of evaluating the degree to which the communities are following a pathway to sustainable CBT. The indicators encompassed multi-dimensions including the economic dimension; the social, cultural and ecological dimension; collaboration of stakeholders (villagers, government, and the private sector); villagers' comprehension of sustainable CBT development; and tourists' expectations and perspectives in tourism.

5.3.1 — ECONOMIC DIMENSION

Most respondents in the two villages were considered to be poor because they earned less than 6,000 baht per month; however, their standard of living was not low. Tourism was able to create jobs for the villagers and, especially in MKP, it also tended to increase the wage rate in the community. However, the research found that in both villages only small percentage of villagers had alternative tourist-based jobs. Even though there were many occupations producing different kinds of products and services in the communities, the occupations did not attract significant villager participation. That might be because the market was too small or because the village groups were not strong enough. As a result, these two communities were not yet on the pathway towards sustainable CBT development such that tourism did not stabilize the overall livelihood of the villagers. Some careers collapsed due to a lack of good management. It was the opinion of the author that strong career groups were important to stabilize the local economy and increase the overall well-being of villagers.

Table 4 — Economic Dimension

	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Unit: person</i>		
<i>Effect of tourism on improvement of overall well-being (Residents' attitude)</i>		
Strongly disagree	1 (1.8)	2 (2.9)
Disagree	1 (1.8)	3 (4.4)
Moderate	8 (14.0)	14 (20.6)
Agree	31 (54.4)	26 (38.2)
Strongly agree	16 (28.1)	23 (33.8)
Average	Agree	Agree
<i>Effect of tourism on increase in overall prices (Residents' attitude)</i>		
Strongly disagree	7 (12.3)	20 (29.4)
Disagree	11 (19.3)	28 (41.2)
Moderate	15 (26.3)	9 (13.2)
Agree	18 (31.6)	8 (11.8)
Strongly agree	6 (10.5)	3 (4.4)
Average	Moderate	Disagree

Source: survey

5.3.2 — SOCIAL, CULTURAL AND ECOLOGICAL DIMENSION

The respondents from the two villages showed that tourism did not cause any severe negative effects on local traditions, culture, and environment. Rather, it tended to lead to the conservation and restoration of some traditions and culture in the community as a means to attract tourists. The villagers from both villages felt proud of their own culture and that their communities were well known. Although some respondents claimed that their way of living had been changed, most reported that changes had been gradual and moderate. The way of living of respondents in MKP had changed more than that in TPP. That was because there were more alternative jobs in MKP. The villagers had more choices of vocation. The overall environment in MKP was more likely well-organized as well. Moreover, in MKP there was a continuing environmental assessment in form of on-going research.

That research confirmed that the village did not ignore the negative effects caused by tourism. In contrast, the headman of TPP stated that assessment of environmental impact in that village was done by observation, which might provide results that were not reliable. The villagers of both villages felt that the natural and cultural resource which was their heritage attracts tourists. As a consequence, they felt they had to preserve this capital for the next generation. Even though the villagers’ life style had been changed, the changes happened only gradually and the impact was moderate. The changes did not put any pressure on their lives. Since tourism in both communities was seen to strengthen their culture and traditions, the process appeared to lie on a pathway towards sustainable CBT development.

Table 5 — Social, Cultural and Ecological Dimension

	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Unit: person</i>		
<i>Effect of tourism on overall environmental conditions (Residents' attitude)</i>		
Dirty/unorganized	3 (5.3)	-
Unchanged	2 (3.5)	29 (42.6)
Clean/organized	52 (91.2)	39 (57.4)
<i>Effect of tourism on natural resources (Residents' attitude)</i>		
Deteriorated/destroyed	1 (1.8)	1 (1.5)
Unchanged	-	19 (27.9)
Preserved/recovered	56 (98.2)	48 (70.6)
<i>Effect of tourism on local wisdom, traditions, and culture (Residents' attitude)</i>		
Deteriorated/destroyed	-	-
Unchanged	13 (22.8)	14 (20.6)
Conserved/restored	44 (77.2)	54 (79.4)
<i>Continuance/revival of traditional activities by local residents</i>		
Yes	17 (29.8)	26 (38.2)
No impact	37 (64.9)	32 (47.1)
No	-	2 (2.9)
Never participate	3 (5.3)	8 (11.8)

Table 5 — Social, Cultural and Ecological Dimension (Continue)

	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Unit: person</i>		
<i>Pride in local wisdom, traditions and culture</i>		
Strongly disagree	-	1 (1.5)
Disagree	-	-
Moderate	9 (15.8)	12 (17.6)
Agree	34 (59.6)	22 (32.4)
Strongly agree	14 (24.6)	33 (48.5)
Average	Agree	Agree
<i>Continuance of local language</i>		
Yes	6 (10.5)	5 (7.4)
No impact	24 (42.1)	47 (69.1)
No	25 (43.9)	15 (22.0)
Never speak	2 (3.5)	1 (1.5)
<i>Perceived change in the way of living</i>		
Significant change	10 (29.8)	11 (16.2)
Moderate change	30 (52.6)	21 (30.9)
Unchanged	17 (17.5)	36 (52.9)

Source: survey

5.3.3 — COLLABORATION OF STAKEHOLDERS DIMENSION

Review of relevant documents showed that the local strategic development plan of Huay Kaew sub-district, where MKP is located, had focused on CBT development in a way that was consistent with the regional and national plans. Consequently, the village could get continuing support from government agencies in the areas of physical support and provision of ideas on how to strengthen the local economy which would help the village to develop over time. In the case of TPP, however, the local strategic village development plan did not take the tourism development into serious consideration. There was some support provided by the government and other private sector agencies, but that support did not specifically focus on

tourism development. In summary, only MKP, which included tourism as one of the major components in the community planning process, was consistent with the regional and national strategic development plan, and lied on a pathway towards sustainable CBT development. TPP did not.

5.3.4 —VILLAGERS' COMPREHENSION OF SUSTAINABLE CBT DEVELOPMENT DIMENSION

Most of the villagers in both villages were satisfied that their village had been transformed into a tourist destination and they were generally satisfied with the tourism management in their community. They believed that the government and the private sector had sincerely supported them. However, results of the surveys demonstrated that only a few villagers in either village understood the definition of sustainable CBT development. Those who understood the meaning thought that it was very important. Since only a few understood the meaning of sustainable of CBT development, not many actively participated in the process of CBT development. Since CBT requires cooperation by and ideas from the majority to undertake any activity, this lack of collaboration from the villagers was a major concern which could significantly weaken the development of CBT. Communities could not successfully achieve sustainable CBT if ideas to develop tourism in the community came only from the leaders.

Table 6 — Collaboration of Stakeholders (villagers, government, and private sector) Towards Community-based Tourism Development

	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Unit: person</i>		
<i>Host community satisfaction toward tourism transformation</i>		
Strongly disagree	13 (22.8)	19 (27.9)
Disagree	34 (59.6)	29 (42.6)
Moderate	7 (12.3)	17 (25.0)
Agree	3 (5.3)	3 (4.4)
Strongly agree	-	-
Average	Agree	Agree
<i>Host community satisfaction toward tourism management</i>		
Strongly disagree	14 (24.6)	6 (8.8)
Disagree	30 (52.6)	33 (48.5)
Moderate	9 (15.8)	12 (17.6)
Agree	1 (1.8)	5 (7.4)
Strongly agree	1 (1.8)	3 (4.4)
Don't know	2 (3.5)	9 (13.2)
Average	Agree	Agree
<i>Local residents' satisfaction toward government and private sector assistance</i>		
Strongly disagree	9 (15.8)	14 (20.6)
Disagree	33 (57.9)	35 (51.5)
Moderate	11 (19.3)	8 (11.8)
Agree	1 (1.8)	1 (1.5)
Strongly agree	1 (1.8)	-
Don't know	2 (3.5)	10 (14.7)
Average	Agree	Agree
<i>Host community participation in CBT development</i>		
No	26 (45.6)	32 (47.1)
Yes	31 (54.4)	36 (52.9)
<i>Local residents' awareness of community tourism management rules</i>		
No	28 (49.1)	46 (67.6)
Yes	29 (50.9)	22 (32.4)

Source: survey

Table 7 — Villagers’ Comprehension of Sustainable Community-based Tourism Development

	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Unit: person</i>		
<i>Local residents’ awareness in sustainability of CBT development</i>		
Do not understand	36 (63.2)	46 (67.6)
Understand	21 (36.8)	22 (32.4)
<i>Local residents’ awareness of the importance of sustainable CBT development</i>		
Very important	16 (76.2)	20 (90.9)
Moderately important	5 (23.8)	2 (9.1)
Not important	-	-
Total	21 (100.0)	22 (100.0)
<i>Availability of sustainable CBT development plan in the community</i>		
Available	5 (8.8)	9 (13.2)
Moderate availability	9 (15.8)	2 (2.9)
Not available	-	5 (7.4)
Don’t know	42 (73.7)	51 (75.0)
Not sure	1 (1.8)	1 (1.5)

Source: survey

5.3.5 — TOURISTS’ EXPECTATIONS AND PERSPECTIVES IN TOURISM DIMENSION

The perspective of tourists could be considered as one of the most important factors in furthering the development of tourism. MKP succeeded in attracting repeat visits by tourists because of the village’s beautiful scenery and natural environment. TPP failed to do so because it was solely a knowledge center village. There were no interesting spots that could attract tourists to make a return visit. Most of the tourists that visited TPP came to the village as part of a group who were interested in the process of forest management and principles of self-sufficiency. After they had finished the training course offered by the village, they had no reason to visit the village again. To induce visitors to come back, the village must try to find local hot spots or alternative attractions such as the warmth, friendliness, or generosity of the villagers to make these tourists repeat their visits.

Table 8 — Tourists' Expectations and Perspectives on Tourism

	<i>Unit: person</i>	
	MAE KAM PONG Number (percent)	TA PA PAO Number (percent)
<i>Tourists' overall satisfaction</i>		
Not satisfied	1 (3.6)	18 (42.9)
Moderately satisfied	8 (28.6)	16 (38.1)
Satisfied	19 (67.8)	8 (19.0)
Total	28 (100.0)	42 (100.0)
<i>Tourists' satisfaction towards CBT management</i>		
Not satisfied	-	2 (4.8)
Moderately satisfied	9 (32.1)	11 (26.2)
Satisfied	11 (39.3)	29 (69.0)
Don't know	8 (28.6)	-
<i>Tourists awareness of the value of tourism</i>		
Not aware	-	-
Moderately aware	7 (25.0)	12 (28.6)
Aware	21 (75.0)	30 (71.4)
<i>Tourists' attitude towards the worth of the travelling to the communities</i>		
Not worth the cost	3 (10.7)	3 (7.1)
Moderately worth the cost	14 (50.0)	16 (38.1)
Worth the cost	7 (25.0)	6 (14.3)
Not sure	4 (14.3)	17 (40.5)
<i>Travel repetition</i>		
Would not return	2 (4.8)	27 (64.3)
Would return	19 (67.8)	5 (11.9)
Not sure	7 (25.0)	10 (23.8)

Source: survey

6.

CONCLUSION AND POLICY IMPLICATIONS

6.1 — ECONOMIC DIMENSION

Since only a few of villagers actively participated in the local career groups in both villages, the government could strengthen and stabilize career groups in communities by launching some financial supports, expanding markets and promoting local products, and also could help doing the marketing and package designing. Moreover, the government should encourage villagers to use their local wisdom in the production process to increase the value added of local products. The government should also ensure that the benefits from the CBT were shared equitably among the local residents, tour guide operators, entrepreneurs and capitalists.

6.2 — SOCIAL, CULTURAL AND ECOLOGICAL DIMENSION

Not only that the research did not confirm the degradation of social capital, culture and environmental resources in the communities, but also showed the sign of conservation and restoration of these assets in these two communities; though, this study still suggested that there should be the high standard assessment of the impact of tourism on social capital, culture and environmental resources. The assessment could be conducted by local government, NGOs or research team and should incorporate participation from local residents as well.

6.3 — COLLABORATION OF STAKEHOLDERS DIMENSION

For TPP where villagers had not included tourism as one of the major components in their community planning process, the community had not been successful in becoming a tourist destination because the government did not provide them enough supports. It was recommended that the local government should include tourism in the community planning process. When tourism-related supports from the government were provided to that village, the government should identify the Key Performance Indicators

(KPIs) or conduct monitoring and evaluating assessment to measure the effectiveness of the supports and to ensure that the villagers participate in the process and that they really earn benefits from the supports. The research results found that only a small number of villagers actively participated in the process of CBT development and that many villagers did not truly understand the meaning of sustainable CBT. To improve the situation, the government should support and encourage the villagers to express their feelings and requirements regarding tourism development. The government must listen and really try to utilize villagers' suggestions. Above all, the government should ask for the cooperation of the villagers and make them feel that they are involved in the process of development. For example, local governments could hold monthly meetings or public hearings to listen to villagers' needs and propose those needs to the regional or national authorities.

6.4 — VILLAGERS' COMPREHENSION OF SUSTAINABLE CBT DEVELOPMENT DIMENSION

Most of villagers did not truly understand the concept of sustainable CBT and less likely participated in any activities that supported sustainable CBT. To strengthen the development of CBT, local governments should talk to villagers regarding the concept of sustainable CBT and check to see that they really understand the meaning of the concept. If that course of action is followed, the government will know what form of society the villagers really want. The responses from the villagers can identify the pathways for government agencies to pursue in achieving sustainable CBT in future.

6.5 — TOURISTS' EXPECTATIONS AND PERSPECTIVES IN TOURISM DIMENSION

It is usual that most of tourists will not repeat their visit unless they are bonded to the place. Government could help the villagers to attract more visitors by encouraging the local community to be more innovative and creative. The community could also do the market research, finding their own potential in tourism, with the support from government, NGOs or academic institutions.

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