

# Tourists' Perspective on Community-Based Tourism as A Strategy for Historic Neighborhood Revitalization: A Case Study of Nang Loeng

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## ABSTRACT

Nang Loeng, an old-town district in Bangkok, is a microcosm of historic urban communities in tourist cities at risk of expropriation, facing the dilemma of being forced to relocate for planned development. The Nang Loeng area seeks to adopt community-based tourism as the primary strategy for managing planned developments and regenerating its communities. Despite community-based tourism being widely acknowledged as a positive strategy for socio-economic revitalization due to its community participation and co-decision-making processes, there is a dual neglect in the fields of tourism and urban planning when examining the effectiveness of community-based tourism as a strategy for historic neighborhood revitalization at the micro level.

Can community-based tourism be an effective regeneration strategy for protecting residents from displacement? This research examines tourists' perspectives on community-based tourism as a strategy for historic neighborhood revitalization. By taking the Nang Loeng area as a case study, this research examines tourists' perspectives on community-based tourism as a strategy for historic neighborhood revitalization.

**Key words:** Community-based tourism, cultural conservation, historic neighborhood revitalization.

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## 1 Introduction

As the one of the fastest growing and largest industries in the world, tourism is vital channel for generating income for tourism country (Ritchie et al., 2003), which can be confirmed from the figures that there are 164.24 million Thai tourists and 38.27 million foreign tourists who generated 3,068.20 billion baht income in total for Thailand in 2018 (Ministry of Tourism and Sports, 2018). On the one hand, it has been verified that the tourism economy has promoted the city's development in multiple ways, including providing employment opportunities, enhancing urban infrastructure, improving transportation, developing attractions, and promoting cities (Edwards et al., 2008; Maitland, 2013; Page & Hall, 2003). On the other hand, tremendous tourism-driven economic growth accelerates urbanization. Rapid and uncontrolled urbanization may frequently result in social and spatial fragmentation and a drastic deterioration of the quality of the historic urban environment (Jigyasu, 2014). In Asian cities, especially “world cities” such as Jakarta, Manila, Shanghai, and Bangkok, urban change may occur more rapidly than in European cities (Chapman, 2006). Low-income residents living in historic areas with tourist potential are forced into situations of being ignored or displaced by redevelopment policies (Steinberg, 1996). The reason behind this is that the development model guided by the tourism economy means constantly upgrading and replacing urban spaces to supplement tourism activities and facilities that can generate more tourism revenue; However, this model will undoubtedly find it difficult to achieve a consistent development orientation between tourist demand and the needs of residents in the region, especially in the case of an imbalance of discourse power between the promoters of the development project and the residents of the location where the project is being developed.

The Thai government has clearly noticed this, in Thailand's 4.0 policy on urban planning, including Bangkok, acknowledged that the increase in tourist numbers has led to the country prioritizing the protection of cultural heritage, including temples and traditional

communities. It aims to develop, improve, and rebuild inner-city residential areas and suburban community centers through mixed-use development of land properties, and to promote cultural identity and self-identity in Bangkok and national communities through the protection and restoration of valuable facilities and cultural relics. However, the scope of cultural heritage not only including temples and traditional communities which were conserved in urban development policies, but also traditions and living expressions which would gradually vanish by the loss of the specific places and moments of the collective life. In the last century, commercial communities played an important role in the development of Bangkok. Nowadays, once these shop houses, built by King Rama **IV** and King Rama **V**, exist in a high-potential development district and lack the “talisman” of cultural heritage conservation policies, they are no longer considered historic evidence but rather symbols of poverty and backwardness, and should be redeveloped as soon as possible.

Closing to the Bangkok old-town centre Rattanakosin, the Pom Prap Sattru Phai district, where the Nang Loeng area is located, is the most densely populated area. As one of the oldest neighborhoods in Bangkok, it was once a symbol of prosperity with the construction of Padung Krung Kasem Canal and the opening of Nangloeng Market. Lots of shop houses are the vital components in this commercial communities. Given the change of main transport mode and adjustment of economic structure, the community that once thrived because of water faces the possibility of decline. Most people in the Nang Loeng area live in low rise bungalows with relatively poor building quality. Due to the outflow of young and middle-aged population, there is still some housing vacancy and aging in the area. The location brings Nang loeng area the high potential for developing and their residents the risk of housing safety. As a historic neighborhood and a densely populated area, BMA planned to construct a subway station near the Nang loeng area to alleviate the traffic pressure caused by the large volume of people in the area. However, the construction of public transportation stations, especially subway stations

that require a certain scale of subway station selection in densely populated areas, will inevitably mean that the original land needs to be vacated to provide a construction area for the project. The landlords in the Nang Loeng area have shortened their lease terms with tenants, further exacerbating their concerns about housing safety.

Community-based tourism (CBT) was introduced in the 1980s as one alternative form to mass tourism, which has been played vital role over past 40 decades (Goodwin & Sanilli, 2009). CBT is tourism that's been driven by local communities, participatory oriented, which is totally planned, decided, and managed by local communities, as a tool for empowering local communities, local communities have the right and spaces to form their own future, which also directly benefit for the community. In some cases, community-based tourism may be misunderstood as a rural tourism strategy like homestay tourism or village tourism (Boonratana, 2010; kongeorgopoulos, Churyen & Duangsaeng, 2015), as urban transformation in the Western context is slow and there are often clear boundaries between cities and rural areas. However, unlike western countries, traditional and modern communities often exist as a collage of urban landscapes in rapidly developing Asian cities.

Nang Loeng communities have been initiated by small groups of community residents (e.g., E-Loeng) with various external supports, such as community walking tours, arts performing. Professionals provide residents with various forms of capacity building to participate in local affairs or tourism services. Some use artistic performances to enhance their artistic charm and attract tourists, while also suggesting resistance from local residents to the future expectations of moving out of the Nang Loeng area (Natakun & Rugkhanan, 2022). Nang Loeng residents hope to use CBT as capital to demonstrate the indispensable importance of individuals to the Nang Loeng area, in order to fight for their right to participate in negotiating urban changes. To some extent, their efforts have been effective, and the Nang Loeng area placed on the spotlight stage has attracted the attention of domestic and foreign research institutions. Although there are criticisms of over-study, it also forces the government

not to take reckless actions to implement community redevelopment. However, BMA has not announced the cancellation of the development plan, so the sword of Darkmouth still hangs over the community residents. In Bangkok, more than one community has been evicted due to the need to make space for new development projects. For example, the Ong Ang Canal was expected to be developed like the Seoul Kiyogawa project, thereby driving out vendors engaged in commercial activities on the canal. Pom Mahakan, a low-income community that has been fighting against the city government for decades for residential rights, was eventually forced to move out due to BMA's advocacy for the construction of a public park in the area(Sirisrisak, 2009). Therefore, it is necessary to examine CBT as a Strategy for Historic Neighborhood Regeneration. Considering the dual neglect in the fields of tourism and urban planning. On the one hand, this study regards tourists as one of the audiences in the urban planning of tourist cities, and examines the effectiveness of CBT as an urban regeneration strategy towards historic neighborhoods from the perspective of tourists. On the other hand, it also avoids the negative emotions of Nang loeng communities' residents in an over-study state, which may lead to biased research results.

## 2 Literature review

### 2.1 Historic neighborhoods revitalization

#### 2.11 The background of regeneration

Mind takes form in the city ; and in turn, urban forms condition mind. (Mumford, 2016), space and society produced, constructed and shaped by each other.(Lefebvre, 2012).With the development and practice of urban renewal theory, the limitation was realized when urban redevelopment strategies only focused on implement of material space and economic benefit. With the development and practice of urban renewal theory, people gradually realize the limitations of urban renewal practices that only focus on improving material space and enhancing economic benefits. In1990s, the status of humanistic factors such as

respect for human beings, history, and the natural environment in urban renewal gradually promoted(Roberts & Sykes, 1999). The way of urban renewal from totally construction turned to regeneration which is considered as an efficient approach to achieve the composite of multiple objectives such as revitalizing the urban economy, improving environmental quality, protecting historical and cultural heritage, maintaining traditional life, and solving social problems(Colantonio et al., 2009). A study on the renovation project of historical and cultural blocks in China indicates that in the context of urban redevelopment, sufficient and attractive tourism resources can attract tourists, bring sustained operational momentum to the project, and provide financial support for cultural inheritance and development; Effective project planning and management provided by decision-makers for the project; The supervision and participation of the public in the implementation process are key factors for the successful redevelopment of historical and cultural districts (Zhou et al., 2017).

## 2.12 The neighborhoods revitalization in Bangkok, Thailand

As a founding member of ASEAN, Thailand is the second-largest economy in the region(PARIBATRA, 1994). It is located in the centre of ASEAN and has a relatively stable political situation, making it a strong influence on neighbouring countries. Additionally, Thailand is a popular tourist destination due to its rich natural landscape and cultural heritage. (Liu et al., 2018)Therefore, Thailand is an excellent example when examining the choice of urban renewal strategies in the context of tourism.

At present, Many academic research on urban renewal in Thailand Nang Loeng focuses on improving the urban living environment based on improving spatial utilization efficiency(Rabé, 2010)and urban renewal strategies from the perspective of sustainable tourism. There are two main ways for the latter, one is small-scale participatory planning that is usually based on communities, and the other is holistic regional development initiated by formulating regional development strategies based on national development plans.

## 2.13 Main reason for historic neighborhoods adopt revitalization strategy

There are seven main reasons for historic neighborhoods turn to initiate community regeneration or revitalization plan: user participation, top-down, genius loci, sustainability, conversion, urban tissue, quality of life. After comparing 7 drive modes, participation is found as the vital points in the performance evaluation of urban regeneration. Hence, the top-down strategy owns the highest negative impact whilst the place making based on genius loci has the most positive impact.

How to create social spaces with local uniqueness and creativity, in other words, genius loci, so that they become places that local residents have a sense of belonging and identity, are willing to spontaneously maintain and create, and tourist destinations are worth exploring. Introducing new revitalization momentum through tourism activities and related cultural and creative activities in the historic district located in the city center is considered an effective urban renewal strategy (Griffiths, 1993).

From this perspective, community-based tourism maintains genius loci through public participation, and if the government can align with the concept of historical area regeneration with local residents in this regard, it will receive higher praise.

## 2.2 Community-based tourism

### 2.21 The community-based tourism in Thailand

In Bangkok, some urban communities have adopted CBT as a means of developing local communities and have become social movements advocating for community issues. CBT urban communities are mobilized in different ways, such as through the internet, individual communities, projects, or specific activities. For example, the Ministry of Culture, Sports and Tourism of the Bahrain Monetary Authority established the Civil Society Tourism Network (CSTN), which is the largest non-profit community network in seven urban communities in Bangkok. Chomrum Khon Rak Talad Noi (KRTN) convened volunteers from the Talad Noi

community to create a media group for urban development projects implemented by the Arsom Silp Academy of Arts, which later became the Pan Muang Social Institution by project manager. In addition, Chomrom Kesorn Lamphu from Prachakhom Banglampu stands out as an informal youth tour guide group in the Banglampu community, organizing community tours for tourists and collaborating with the Pepit Banglampu Museum.

## 2.22 Nang loeng area

The problems faced by the Nang loeng community are complex. On the one hand, Most property rights are owned and managed by the Crown Property Bureau. The leaseholders, being a vulnerable group, may be hesitant to improve their living environment due to their insecurity. On the other hand, the accessibility of the Nang loeng community is poor. The Mass Rapid Transit Authority of Thailand is expanding its underground Metropolitan Rapid Transit (MRT) system. However, this expansion may have negative consequences such as driving up regional land rents, accelerating the exodus of indigenous people, and further exacerbating the decline in the sense of identity and belonging of residents. Consequently, This could reduce the cultural authenticity of the region and weaken Nangloeng's appeal as a historical tourism destination.

## 2.23 the background of Nang Loeng area

According to a report released by Bangkok Metropolitan Administration in 2021, the population of Pom Prap Sattru Phai district ranks second to last, consisting of 14 communities. However, due to its small area, the average population density per square kilometer ranks first among the fifty districts in Thailand, approximately 1.6 times that of the district with the second highest population density.

The research subject of this study is located in the Wat Somanat subdistrict, which is one of the five divisions of the Pom Prap Sattru Phai district in Bangkok, Thailand. It is located at the northernmost point of the Pom Prap Sattru Phai district and is also known as the nangloeng area. The area is 0.35 square kilometers. The total population of this region is 6553

people, with a relatively balanced gender ratio. There are a total of 2458 households in the region, with a high population density, and most of them live in crowded civilian housing.

From the changes in the overall population growth rate of Bangkok over the decade (2011-2020), it can be seen that although there have been some setbacks, the overall trend is still declining. According to the United Nations population classification standards, a country or region is considered an "aging society" when the proportion of elderly people aged 65 and above reaches or exceeds 7%. If this proportion reaches more than 14%, it is considered an "aging society", while if it reaches more than 20%, it is considered an "ultra aging society". Statistical analysis of the population aged 65 and above in Pom Prap Sattru Phai district, where the Nang Loeng area is located, shows that the population aged 65 and above in the area already accounts for 20.8% of the overall population.

Nang loeng area, known for its rich history that dates back to the early 20th century. The development of this place started over 200 years ago, first a group of Thai people lived here, later at that time, Chinese, Burmese and Vietnamese came along for business trade, during Rama IV period, the built of canal made the place became the economic center of the old city where also very near the political authority. Nang loeng area represents a vibrant tapestry of culture heritage, traditional markets and historical architecture.

This area are acclaimed as living museum, encapsulating the essence of Thai culture, culinary traditions, and community spirit. For now Nang loeng are facing challenges from outside, but still has signature historical buildings been preserved, which are Nang loeng market, Salam ChaNang Loeng, Wat kae Nangloeng, historical Shop houses, Wat Somanas Rajavaravihara.

## 2.24 The community-based tourism in Nang Loeng area

The Bangkok Metropolitan Administration (BMA) has been actively promoting community-based tourism in Nang Loeng. Nang Loeng, as the one of the seven chosen historic neighborhoods in a collaborative and participative research project launched by Bangkok Metropolitan

Administration, there are initiated bunches of community-based tourism programs, like workshops, cultural performances, guided tours. Therefore, the residents in Nang Loeng area hold the positive attitudes toward community-based tourism in general while there are some skepticism and challenges. Some of them find out the potential benefits from tourism when it comes to the increase of economy and the awareness of cultural heritage protection. On the flip side, community-based tourism has their common negative influence as one type of tourism, like gentrification and disturb towards resident's daily live.

The changes brought by community-based tourism can be summarized in three aspects: more employment chance ; more educate opportunities ; the increase of salary.

According to literature, residents of Nang Loeng community generally have a positive attitude towards community tourism. They welcome the economic opportunities and cultural preservation brought by tourism, and consider it an important way to showcase the unique heritage of their community. Residents feel the practical benefits and pride brought by community tourism through participating in tourism projects such as organizing workshops, cultural performances, and tour guide services. In terms of economic improvement, community-based tourism supported the development of local economy by promoting and selling local goods and food. As for cultural heritage and intangible heritage preservation, tourism activities help in showcasing traditional Thai lifestyle, Thai food, historical sites and Thai performance arts like Chatree Play. Community-based tourism also brings some positive change in youth engagement, Programs associated with community-based tourism can provide the youth with role models and exposure to new opportunities beyond the local economy, helping them aspire to higher achievements. Additionally, in community empowerment, these initiatives empower residents by involving them in planning and decision-making processes, fostering a sense of ownership and pride in their community.

In the process of integrating community-based tourism with local communities, there are also some areas that could be improved. Past efforts led by outsiders often failed due to poor coordination and understanding of the community's needs, resulting in skepticism among residents about external support. What's more, Tourists can sometimes intrude on the privacy of residents, taking photographs without permission and treating the area as a spectacle rather than a living community. The most serious problem comes from the gentrification brought by tourism, which has raised concerns among local residents about housing safety.

Overall, community-based tourism in Nang Loeng holds promise for economic and cultural benefits, but it also requires careful planning and engagement with local residents to address challenges and ensure that the community retains its unique identity and cohesion.

### 3 Methodologies

This study mainly used participatory observation, semi-structured questionnaire surveys, in-depth interviews to obtain research results for qualitative research. Other information contained in this thesis was structured from publicly available materials and data from both public and private institutions. For further information, refer to endnotes and bibliography sections.

#### 3.1 Participatory observation

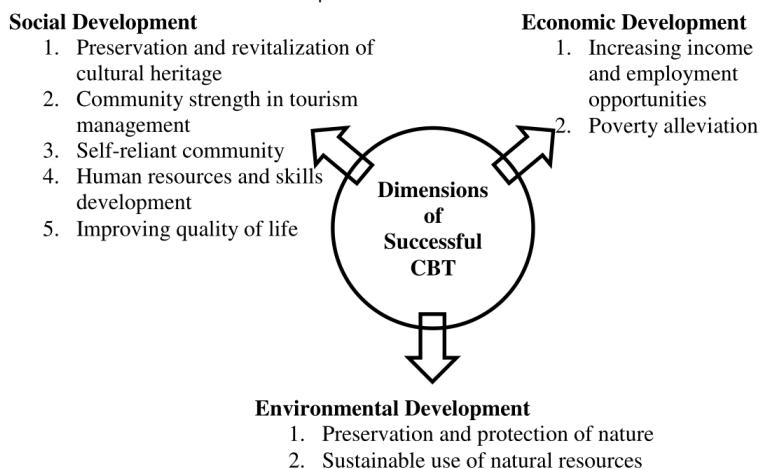
Participatory observation is considered to be a typical sociological research method that not only can be closer to what really happens in public space so as to conduct an inductive survey of the research content with first-hand data, but also can provide supplementary information related to the research content that the respondents avoid or ignore from the perspective of the investigator(Clark et al., 2009).

#### 3.2 In-depth interview & semi-structure questionnaire

In this study, in-depth interviews were mainly used to supplement and explain information on their opinion. Additionally, when respondents are unwilling to fill out questionnaires, in-depth interviews can also be used to obtain research information. The semi-structured questionnaire provides open-ended and close-ended questions for respondents. Due to

the fact that this study involves capturing the individual experiences of community members and tourists, open-ended questions are essential(Gretzel & Fesenmaier, 2010). At the same time, the researcher's personal interview skills, subjective and prior content explanations, and biases may all affect the research results of interviews and open-ended questions. Considering the significant influence of the researcher's perspective, closed-ended questions were also added to the questionnaire. The adopted methods can reveal conditions for a successful community based tourism and provide relative indicators(Blapp & Mitas, 2020).

The questionnaire and interview outline are designed based on the three dimensions of successful community-based tourism. Given that Nang loeng is a historic neighborhoods, the target of environmental development will be upgraded by historic neighborhoods revitalization goals which are examined from the preservation side and sustainable use.



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

### 3.3 Research context

Given community-based tourism is seen as an effective strategy to improve the quality of community living environment and renaissance community. Under the dual choice of urban tourism and regeneration strategies, this serves as the main research context and guiding ideology.

The study examined tourists' perspective on community-based tourism as a strategy for historic neighborhood regeneration by qualitative research.

### 3.4 Site selection

The research will focus on the urban revitalization work under the background of tourism industry, so Bangkok, which has the greatest contribution to Thailand's tourism revenue(Pechpakdee et al., 2022), has been chosen. At the same time, since the main research methodology base on community-based tourism to provide a micro perspective of participatory redevelopment strategy, Nang Loeng area, which is one of the oldest and most culturally rich communities in Bangkok, will be taken as the research object(Marome et al., 2023).

This study selected an area of approximately 57.5 hectares enclosed by Ratchadamnoen Nok Road, Damrong Rak Road, and Krung Kasem Road, Soi Lan Luang 10 as the research scope. The **Map 4** shown the chose site of this research.

**Map 4:** study area on Nang loeng area (Source: Google Satellite; creator: Author)



### 3.5 Sample size

The determination of sample size in qualitative research is a complex and context-dependent process, influenced by the research method, purposeful sampling strategy, and intended research product

(Sandelowski, 1995). The adequacy of sample size is not solely determined by numbers, but also by the quality of the information collected (Sandelowski, 1995).

Morse (1994) provides guidance on sample sizes for ethnographic studies typically ranges from 30 to 50 interviews.(Bagnasco, 2014). In order to ensure the proportion of effective samples reach a saturation, the sample size falls within a range from forty to fifty interviewers.

#### 4 research findings

##### Data collection of section 1

Among the 47 valid questionnaires, 24 were from international tourists and 23 were from local tourists, with a similar proportion. Therefore, this study can effectively reflect the evaluation of community tourism in Nang Loeng by both local and international tourists. The first part is all categorical data, which is a type of categorical data that represents the result of classifying objects or events according to certain attributes. The categories in categorical data do not have a natural order or hierarchical difference. They are different from each other but have equal status, only representing different types. Therefore, the first part uses frequency statistics to provide an overall description of the specific results, as detailed in the table below.

Table 1: section one : basic tourist' information

Question	Option	Frequency	Percentage(%)
1: Are you domestic tourist or international tourist?	Domestic tourist	24	51.064
	International tourist	23	48.936
Summary		47	100.000
2: What's your travel ways?	Self-guided tour	32	68.085
	Group travel	15	31.915
Summary		47	100.000

Question	Option	Frequency	Percentage(%)
3: How do you know Nang Loeng communities?	Social media	28	59.574
	Acquaintances	9	19.149
	Travel agency	8	17.021
	Other	2	4.255
Summary		47	100.000
4: What is the main reason for you to travel Nang Loeng?	Experience Thai-style	20	42.553
	Leisure	13	27.66
	All of the above	11	23.404
	Learning	3	6.383
Summary		47	100.000
5: How did you come to Nang loeng?	Self-drive	17	36.17
	Public transportation	17	36.17
	Ride-hailing	12	25.532
	Other	1	2.128
Summary		47	100.000

Among tourists visiting the Nang Loeng community, the majority opted for independent travel, with about one-third choosing group tours. On the one hand, this may be due to the fact that independent travel has gradually become the mainstream mode of travel for tourists, and on the other hand, it also reflects the insufficient exposure of Nang Loeng's

community tourism in large-scale travel agency projects, which is still in the category of niche tourism. In the survey results, more than half of respondents learned about the Nang Loeng community through social media, and the share who learned from acquaintances or travel agencies was similar, at about 19% and 17%, respectively. Also, it demonstrates that about 27.6% of tourists chose leisure, 42.6% chose to experience the local atmosphere, 6.4% chose the “learning”, while the remaining chose all three of the above. From the preference of tourists, it indicates significant tourist interest in engaging with the local culture and atmosphere rather than merely passive leisure activities. The findings from the first section indicate that Nang Loeng is currently a niche tourist destination and requires stronger promotion. The communities still retains the authentic traditional cultural atmosphere, with more leisure and entertainment projects in the tourism experience, and fewer learning projects such as handicraft workshops.

## Data collection of section 2

The second part of this questionnaire uses a 5-point Likert scale to collect tourists' attitudes and feedback regarding Nang Loeng community tourism. The 5-point Likert scale is a quantitative instrument with five response options that can be used to collect and analyze individuals' responses to a particular issue or attitude.

This part of the questionnaire focuses on the residents of Nang Loeng community and BMA's concerns about the construction of a subway station, which has led to the demolition of some shops and houses, and has also caused a sense of housing safety crisis among tenants in the community. It examines the ways in which tourists travel to Nang Loeng community, their evaluation of the accessibility of the area, and their overall choice between transportation accessibility and historical buildings. In addition, a comprehensive evaluation was conducted on the overall satisfaction of tourists visiting the Nang Loeng community, the attractiveness of the community, the preservation of historical and cultural heritage, the improvement of the local economy, environmental

protection, and the degree of social environment enhancement. These indicators provide insights into how tourists interpret the value of CBT as a revitalization strategy and whether their expectations align with the community's aspirations and capacities. By integrating these dimensions, the questionnaire enables a nuanced understanding of tourists' roles not only as consumers of local culture, but also as stakeholders whose perceptions may reinforce or challenge the legitimacy of the community's resistance and resilience.(Chang & Wang, 2023)

Table 2: section two : Single Choice Question of tourism evaluation

Question	Option	Frequency	Percentage(%)	Cumulative percentage(%)
6: Do you agree that Nang loeng have good accessibility?	Disagree	3	6.383	6.383
	Not quite agree	12	25.532	31.915
	Neutral	1	2.128	34.043
	Half agree	20	42.553	76.596
	Totally agree	11	23.404	100
Summary		47	100.000	100.000
7: If building a subway here requires demolishing a block of shop houses, would you agree?	Disagree	14	29.787	29.787
	Not quite agree	10	21.277	51.064
	Neutral	2	4.255	55.319
	Half agree	12	25.532	80.851
	Totally agree	9	19.149	100
Summary		47	100.000	100.000

Question	Option	Frequenc y	Percentag e(%)	Cumulative percentage(%)
8: Do you agree that you realize the community-based tourism activities in Nang Loeng?	Disagree	5	10.638	10.638
	Not quite agree	17	36.17	46.809
	Neutral	2	4.255	51.064
	Half agree	10	21.277	72.34
	Totally agree	13	27.66	100
Summary		47	100.000	100.000
9: Are you satisfied with your community-based tourism experience in Nang loeng communities ?	Very dissatisfied	4	8.511	8.511
	Unsatisfactory	9	19.149	27.66
	Neutral	3	6.383	34.043
	Basically satisfied	19	40.426	74.468
	Very satisfied	12	25.532	100
Summary		47	100.000	100.000
10: Do you agree that community-based tourism effectively protected the traditional culture of historic neighborhoods?	Disagree	6	12.766	12.766
	Not quite agree	9	19.149	31.915
	Neutral	2	4.255	36.17
	Half agree	11	23.404	59.574
	Totally agree	19	40.426	100
Summary		47	100.000	100.000

Question	Option	Frequency	Percentage(%)	Cumulative percentage(%)
11: Do you agree that community-based tourism improves the tourism attraction of Nang Loeng?	Disagree	6	12.766	12.766
	Not quite agree	6	12.766	25.532
	Neutral	2	4.255	29.787
	Half agree	14	29.787	59.574
	Totally agree	19	40.426	100
Summary		47	100.000	100.000
12: Do you agree that community-based tourism increases your willingness to consume in Nang Loeng?	Disagree	1	2.128	2.128
	Not quite agree	10	21.277	23.404
	Neutral	1	2.128	25.532
	Half agree	14	29.787	55.319
	Totally agree	21	44.681	100
Summary		47	100.000	100.000

Table 3:Multiple Choice Question of tourism evaluation: the effectiveness of community-based tourism in four perspectives

Questions	Option	Frequency	Percentage(%)
13: Which aspects do you think community tourism has played a good role in revitalizing historical	Social development	23	48.94%
	Economic development	40	85.11%
	Cultural inheritance	40	85.11%

Questions	Option	Frequency	Percentage(%)
districts? (multiple choice question)	Environment development	13	27.65%

The research results of the second section show that tourists have different awareness of community-based tourism. Domestic tourists have a broader and deeper understanding of the specific forms of community-based tourism, while foreign tourists only have a general impression. Overall, tourists acknowledge the effectiveness of community-based tourism as a revitalization strategy for historic neighborhoods, but express prominent dissatisfaction with environmental development. Several pointed out the lack of trash bins and handwashing facilities, while others noted unpleasant smells near certain alleys. This indicates that hygiene conditions significantly shape the overall tourist experience and may hinder the perceived quality of CBT in Nang Loeng. From a CBT perspective, such infrastructural deficiencies not only reduce satisfaction but may undermine the community's effort to present itself as a welcoming, sustainable tourism destination.(Phuong et al., 2020)

### Data collection of section 3

The third section of this study is an open-ended question, conducted through in-depth interviews. The interview questions and the main viewpoints of the interviewees are described as follows:

**Table 4:Open-ended questions**

Questions	Main view points
14: Would you mind list the community-based tourism strategies you know about Nang	<ul style="list-style-type: none"> <li>78% of the respondents indicated that they have some understanding of the CBT strategy of the Nang Loeng community, mainly involving three aspects: food, culture, and service. Among these three aspects, culture and cuisine are more prominent, with tourists mentioning these two</li> </ul>

Questions	Main view points
loeng community?	<p>aspects accounting for 45% and 40% respectively. The main community-based tourism activities involved include performances and handicraft experiences with traditional cultural characteristics, as well as traditional cuisine and cooking courses in the Nang Loeng market; Relatively speaking, services such as homestay experiences and tour guide services leave few memorable points in tourists' experiences, accounting for only 28%.</p> <ul style="list-style-type: none"> <li>● About 22% of the respondents stated that they do not have enough knowledge about the Nang Loeng community.</li> </ul>
15: How would you evaluate these community-based tourism strategies?	<ul style="list-style-type: none"> <li>● 77% of tourists gave a positive evaluation of community-based tourism's strategy, stating that these measures can not only make it easier for tourists to access and understand local culture, but also promote local economic development. If we can continue to strengthen community transportation and environmental management and increase publicity efforts, it will be more conducive to the development of the local tourism industry. At the same time, a small number of people expressed concern that these measures have not brought about any changes and are worried about the impact of community-based tourism's strategy on local cultural protection and residents' daily lives</li> </ul>
16: What are the aspects of Nang Loeng's community-	<ul style="list-style-type: none"> <li>● In the tourist experience, the strong traditional cultural atmosphere of the local area is the most popular among tourists, accounting for 56%, followed by a wide variety of specialty foods,</li> </ul>

Questions	Main view points
based tourism that you are most satisfied with and least satisfied	<p>accounting for 28%. However, dissatisfaction mainly lies in environmental management, with 28% of tourists saying that management needs to be improved in terms of environmental hygiene, the number of public toilets, and personnel order. In addition, 10% of tourists also said that parking in the community is inconvenient</p>
17: What do you think of large-scale urban construction projects, such as the construction of regional subways, and their impact on communities?	<ul style="list-style-type: none"> <li>● 62% of tourists strongly support large-scale urban construction in communities, such as regional subway construction, believing that this measure can improve transportation, enhance transportation convenience, attract more tourists to the community, and promote the development of surrounding businesses.</li> <li>● 18% of tourists hold a neutral attitude, believing that large-scale urban construction projects can indeed make people's travel more convenient, but at the same time, the impact of urban construction on community cultural protection and residents' lives should also be considered.</li> <li>● 20% of tourists hold an opposing attitude, believing that community culture and buildings may be damaged as a result, and a large number of tourists entering the community will squeeze the living space of local residents and cause an increase in living costs</li> </ul>
18: Would you recommend Nang Loeng's community-based tourism to	<ul style="list-style-type: none"> <li>● 83% of tourists would recommend Nang Loeng's community-based tourism because of its unique cultural atmosphere and cuisine.</li> <li>● 17% of tourists do not recommend this place,</li> </ul>

Questions	Main view points
your friends or relatives? Why?	<p>believing that it is not particularly special compared to other places and has a large flow of people, making it crowded and chaotic</p>
19: What are your opinions and suggestions on revitalizing the Nang Loeng historical neighborhoods through community-based tourism?	<ul style="list-style-type: none"> <li>● Increase publicity efforts, produce videos with local cultural characteristics, and actively spread them through online channels</li> <li>● Strengthen the protection and restoration of important traditional buildings in the community, thereby enhancing the sustainability of community development.</li> <li>● Strengthen environmental management: Strengthen garbage classification and treatment, improve environmental hygiene, maintain personnel order during high pedestrian flow, and plan community space reasonably</li> <li>● Enrich tourism projects, such as traditional craft production experience, traditional clothing fitting, holding more traditional festival celebrations, temple fairs or traditional cultural activities, and providing more local cuisine</li> <li>● Provide diversified service forms to enable tourists to understand better local history and culture, such as offering local guides or small workshops to explain historical culture, allowing tourists to experience local culture firsthand through games/check-in tasks and family style accommodation</li> </ul>

The research on community-based tourism in the Nang Loeng community reveals a varied understanding and impact among tourists.

While most respondents are aware of the community-based tourism strategy, particularly in terms of food, culture, and service, cultural and culinary experiences are highlighted as the most engaging aspects. However, there is a noted gap in knowledge among some tourists regarding the full range of activities. Generally, tourists view community-based tourism positively, recognizing its potential for enhancing cultural accessibility and fostering local economic development, though concerns persist about its effect on environmental management and infrastructure. When asked what types of tourism activities they would like to see more of, many respondents mentioned craft workshops, cooking classes, and storytelling tours. Some also suggested more activities suitable for children and elderly tourists. This suggests that tourists are not only interested in passive observation, but are actively seeking immersive and intergenerational experiences that foster deeper cultural understanding. It also reflects a growing demand for CBT models to diversify their offerings, which could enhance the competitiveness and resilience of the local tourism economy. Views on urban development are mixed; while some support it for improved accessibility and economic opportunities, others worry about potential cultural degradation and increased living costs. Recommendations for improvement include better promotion of local culture through online media, enhanced environmental and facility management, preservation of traditional buildings, enriched tourism activities, and diversified services that deepen tourists' cultural experiences. Despite some concerns, the majority of visitors express willingness to recommend community-based tourism in Nang Loeng for its unique cultural experiences.

## 5 discussions

Through the overall evaluation of Nang Loeng communities' Community-based tourism by tourists in this study, it can be found that there are still some lacks of community-based tourism in Nang Loeng historic neighborhoods, such as the promotion of local culture, the improvement of activity richness, the enhancement of community

members' skills, the improvement of tourism safety, and appropriate community basic public service facilities. These perspectives are often overlooked or underestimated when assessing the effectiveness of Community-based tourism implementation from a solely community perspective.

Given the current situation of the Nang Loeng community, community-based tourism has made progress in cultural protection, economic development, and community empowerment. However, due to insufficient comprehensive planning and effective coordination, the role of community-based tourism remains limited to local improvements. To achieve the comprehensive revitalization of Nang Loeng community, community-based tourism needs to be strengthened from multiple levels: the government and community should strengthen cooperation, promote systematic planning for cultural protection, and expand the influence of community-based tourism in economic development and social empowerment through policy support and resource allocation.

## 6 Conclusion

The differences in attitudes and potential conflicts between tourists and communities towards CBT were analyzed and discussed in conjunction with research findings.

While both tourists and residents acknowledge the cultural richness of Nang Loeng, their perspectives on community-based tourism often diverge in focus and expectation. Moreover, there are differences in the community's expectations for CBT due to the diverse interests represented by its members. Government officials expect CBT to become a representative tourist attraction of Nang Loeng. At the same time, community members tend to view CBT as a long-term strategy for cultural preservation and economic sustainability. In contrast, tourists primarily engage with it as a short-term experiential activity. This divergence may lead to tensions when tourist expectations—such as better infrastructure, signage, or entertainment—exceed what the community can or wishes to provide. Some community members expressed concerns over tourists “invading” private spaces or disrupting daily routines, indicating a potential

conflict between tourism growth and community well-being. Tourists' desire for photo opportunities or 'authentic' performances may unintentionally pressure locals to commodify their traditions, which could dilute cultural authenticity of which valued most for tourist over time.

To bridge this perceptual gap, CBT strategies must facilitate mutual understanding: tourists should be informed of the community's values and limits, while the community should be empowered to negotiate the terms of tourism development. This highlights the necessity of participatory planning. In community-based tourism, not only the government and community, but also tourists are involved in historical neighborhoods revitalization. They will co-shape the tourism experiences under shared ethical frameworks.

## 7 Contribution

This study highlights the critical role of tourists' perspectives in assessing the effectiveness of Community-Based Tourism as a strategy for revitalizing historic neighborhoods like Nang Loeng. Understanding tourists' evaluations bridges a significant research gap by offering a demand-side perspective often overlooked in urban planning and cultural preservation frameworks. Tourists' feedback provides practical insights into how heritage sites can balance cultural preservation and economic development through tailored CBT initiatives.

From a theoretical standpoint, this study demonstrates the integration of urban revitalization theories with sustainable tourism frameworks. The findings emphasize the need for participatory governance models that include tourists as stakeholders to enable more inclusive planning processes. Methodologically, the study underscores the value of combining qualitative methods, such as in-depth interviews, participant observation, and content analysis, to capture diverse stakeholder views.

In practice, tourists' evaluations inform actionable recommendations to improve tourism management, infrastructure, and service quality in the Nang Loeng community. Their insights on challenges such as limited cultural engagement, inadequate infrastructure, and

accessibility gaps offer a roadmap for targeted improvements. Socially, incorporating tourists' perspectives fosters mutual understanding between visitors and the local community, promoting cultural exchange and enhancing social cohesion.

Overall, the study demonstrates that tourists are not passive consumers but active contributors to the preservation of sustainable heritage. Their perspectives offer a valuable lens through which policymakers, planners, and CBT organizations can co-develop strategies that ensure the long-term sustainability of historic neighborhoods.

## 8 Limitations and directions for future research

To examine the community-based creative tourism resources and development status in the Nang Loeng area, this study employed qualitative methods, including content analysis, cognitive mapping, participant observation, in-depth interviews, and semi-structured questionnaires. The Nang Loeng area is a typical case of a declining community that adopted community-based creative tourism as an effective strategy for community redevelopment in a non-Western tourism country. Given the interaction between people and community space that makes urban space unique, when extending this study to other communities, specific indicators must be determined based on the circumstances of each community. This study adopted an inductive approach to synthesize and derive the research findings, to refine more general and practical strategies, and mitigate the impact of research limitations.

In addition, to mitigate bias arising from research conducted only with specific populations, this project selected a broader range of participants to enhance sample diversity. It adopted snowball sampling to improve the sample's representativeness of the population and enhance the study's effectiveness. However, due to limitations in research time and sample size, the sample size for each group is relatively small, and outliers and random fluctuations will significantly affect the analysis of results. Further investigation of the research results could be examined through repeated sampling or expanding the sample size.

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