

Community-Based Participation in Cultural Tourism Management

in Bo Suak Sub-District, Muang District, Nan Province

การมีส่วนร่วมของชุมชนในการจัดการการท่องเที่ยวเชิงวัฒนธรรมของตำบลบ่อสวก

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Abstract

Based on the quantitative research, the main purpose of this dissertation aimed to investigate the levels of communities' participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province. For research methodology, an interviewed questionnaire was conducted with 17 inhabitants living in Bo Souk sub-district, Muang district, Nan province. The findings of the study revealed that the numbers of female informants (75%) with their age of 50-99 (62.50%), their married status (75%), their primary educational backgrounds of (50%), their farming work (75%), as well as their income of less than 5,000 baht were mostly found in terms of demographical information. In addition, the communities' participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province with its mean of 2.98 was very mostly found, followed by their final decision with its mean of 2.82, and their beneficiaries and evaluation follow-ups with its mean of 2.69. As a result, the community dwellers' pride of tourism resources together with the importance of tourism upgraded for their better ways of life directly led to the communities' required tourism management.

Keywords : Community-Based Participation, Cultural Tourism Management & Cultural Tourism

บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อศึกษาระดับการมีส่วนร่วมของชุมชนในการจัดการการท่องเที่ยวเชิงวัฒนธรรมของตำบลบ่อสวก อำเภอเมือง จังหวัดน่าน การวิจัยครั้งนี้เป็นการวิจัยเชิงปริมาณ โดยใช้แบบสอบถามเป็นเครื่องมือประกอบการสัมภาษณ์ ประชากรกลุ่มเป้าหมายคือ ประชาชนที่มีภูมิลำเนาอยู่ในเขตตำบลบ่อสวก อำเภอเมือง จังหวัดน่าน จำนวน 17 คนโดยผู้วิจัยได้เก็บข้อมูลจากผู้บริหารและเจ้าหน้าที่จากอบต.บ่อสวก รวมทั้งผู้อาวุโสและผู้นำอย่างเป็นทางการและไม่เป็นทางการภายในชุมชน รวมทั้งสิ้น 17 คน โดยไม่มีการสุ่มตัวอย่าง

ผลการวิจัยพบว่า ผู้ให้ข้อมูลส่วนใหญ่ เป็นเพศหญิง ร้อยละ 75.00 มีอายุอยู่ในช่วง 50-99 ปี ร้อยละ 62.50 มีสถานภาพสมรส ร้อยละ 75.00 ระดับการศึกษาร้อยละ 50.00 อยู่ในระดับประถมศึกษา ร้อยละ 50.00 มีอาชีพเกษตรกร ร้อยละ 75.00 รายได้ส่วนใหญ่ไม่เกิน 5,000 บาท/เดือน ผลการวิจัยพบว่า การมีส่วนร่วมของชุมชนในการจัดการการท่องเที่ยวเชิงวัฒนธรรมอยู่ในระดับการมีส่วนร่วมแบบความร่วมมือ เมื่อพิจารณาเป็นรายด้านจะเห็นว่า ระดับการมีส่วนร่วมในระดับการปฏิบัติการมีค่าเฉลี่ยสูงสุดที่สุดคือ 2.98 รองลงมาคือ การมีส่วนร่วมด้านการตัดสินใจมีค่าคะแนนเฉลี่ยอยู่ที่ 2.82 รองลงมาคือ การมีส่วนร่วมด้านการรับผลประโยชน์และการติดตามประเมินผล มีค่าเฉลี่ยที่ 2.69 เท่ากันตามลำดับ ในชุมชนบ่อสวกมีระดับการมีส่วนร่วมแบบความร่วมมือ เพราะประชาชนมีความภาคภูมิใจในทรัพยากรการท่องเที่ยวในชุมชน อีกทั้งเห็นถึงความสำคัญของการท่องเที่ยว ที่สามารถช่วยยกระดับความเป็นอยู่ของชุมชนให้ดีขึ้น อีกทั้งต้องการจัดการการท่องเที่ยวภายในชุมชนภายใต้ความต้องการของชุมชนเองเพื่อให้เกิดการท่องเที่ยวอย่างยั่งยืนในชุมชน

คำสำคัญ : การมีส่วนร่วมของชุมชน การจัดการการท่องเที่ยวเชิงวัฒนธรรม การท่องเที่ยวเชิงวัฒนธรรม

Introduction

Traditional cultures together with the importance of cultural festivals, and local cultural heritages found in such a different country have nowadays increased substantially. In fact, cultural tourism is considered a central hub for tourism industry found in global countries. Besides, the development of cultural tourism is attempted for the community-based tourism market emphasizing on the communities' tourism promotion and development of community-based tourism resources found in such a unique community. Not only are lifestyle models integrated with the communities' ways of life, but complex and multi-cultural dimensions are

also found in such a different area, depending on social changes in each era. Most importantly, global situations have been changed into modernized societies; otherwise, technological advancements leading to better ways of life happened in many countries so that cultural awareness, cultural heritages, and multicultural diversities are urged into such a different country's national development, as well as the development of cultural tourism was still endeavored for such a different country. (Nzama, Magi, & Ngocoho, 2005).

In 1976, the world heritage committee appointed by UNESCO was responsible for establishing the parties' cultural collaborations in order to set up proper regulations for the preservation of important cultural resources existed for human beings and tourists' attractions in different countries (Richard, 2007: 4). Thus, tourists' different destinations apart from their own culture were all facilitated for their better understandings together with their traditional and cultural appreciation, cultural values, and local ways of life.

In aspects of tourism perspectives, tourism, which has played a very important role in economic and social developments taken from tourism incomes, directly affects the citizens' life quality of better careers, as well as the communities' income taken from the business ventures of tourism and hospitality. According to the report of global travelling and tourism in 2016 - 2026, it is expected that the gross domestic product of tourism (GDP) will have tended to grow up with 4 percent per year. In 2026, the increasing numbers of employees with 370 positions around the world will be hired (World Tourism Organization, 2010). In the Europe, cultural tourism, which played an important role in developing tourism management because different European cultures attracted domestic and international tourists' final tourist destination, directly led to the vast numbers of tourism income taken from different countries (Smith, 2009: 39-41)

In Thailand, cultural heritages were all implicated as national tourism distributors since 1982 (Nutchanart Rattanasuwongchai, 2011 : 34); moreover, cultural tourism in Thailand emphasized on archeological sites, monarchies, religions, festivals, temples, historic parks, etc. (Sudthanom Tanchareon, 2015 : 2). However, national income were also resulted from cultural tourism used as products. In other words, it played an important role in national socio-cultural developments served for final tourist destinations in such a different area, leading to its cultural tourism growth. Not only were the local communities' opportunities in their cultural tourism product distribution offered for tourists' visit, but the communities' organizational management and

sustainable tourism resources development with emphasis on the communities' participation were also urged for their local communities' profits and local economic development. Thus, the communities' participation in planning, setting up tourism goals with a basis on their community participation, offering the communities' opportunities in resources ownership and stake-holders taken from tourism impacts, as well as utilizing available local resources and cultural tourism activities such as natural resources, tourist attractions' different historical backgrounds, cultural diversities, different ways of life, and local lifestyles, etc. was implicated for tourism capitals and factors on tourism management (Niparat Saiprasert, 2010 :3). In another reason, tourists' learning activation together with their social interaction with community people, as well as their idea-sharing taken from local communities and outside the local communities were all resulted in their community development and community participation (Office of Tourism Development, 2008: 23). Also, the communities' resources preservation with cultural identities, local festivals, as well as local wisdom recoveries were mostly needed for the communities' sustainable tourism management (Yutthakarn Wai-arpha, 2010:1).

The Statement of the Problems

Bo Suak community, which is a community surrounded among important tourism resources, can be developed as tourist attractions. Not only are an ancient pottery site and Bo Souk temple found in this community, but historical backgrounds and cultural values such as ancient salt ponds, weaving works, basketry works, and farming works, etc. are also maintained. Also, this long and well-known legend can be served for the development of cultural tourism site in this community. Thus, the development of cultural tourism management with emphasis on their self-reliance in resources management in Bo Souk community supported by both governmental and private organizations could be benefited for the local communities' various income. In order to be a guideline for the sustainable development of effective tourism management, however, the community-based tourism planning management should be set up for the local communities' well-organized tourism management and requirements.

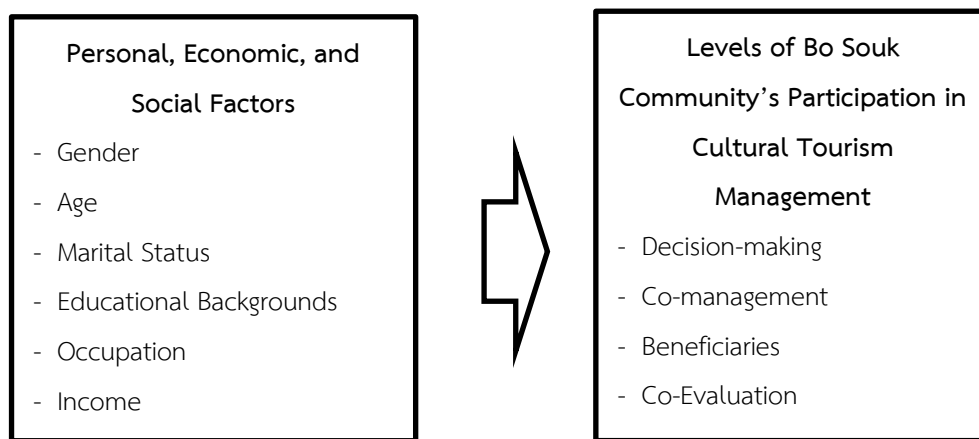
Objective

The main purpose of this dissertation aimed to investigate the levels of communities' participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province.

Scope of the Study

1. Area : Bo Souk community, where it is located in Muang district, Nan province, was selected for this area-based study.
2. Population and Sample : 17 chiefs of different divisions dealing with their cultural tourism management organized in Bo Souk community, Muang district, Nan province.
3. The community's participation in cultural tourism management in Bo Souk community, Muang district, Nan province divided into 4 major aspects: 1) Decision-making; 2) Co-management; 3) Beneficiaries, and 4) Evaluation.

Conceptual Framework



Theoretical Concepts Used in This Study

Concepts on Cultural Tourism

Siri hamsupoh (2000 : 10); Rasika Angkul and team (2004 : 40) also noted that “cultural tourism” focused on a journey to the ancient ways of life that was not found in some local areas, as well as accessibilities in different historical backgrounds and ways of life. Like the study of Wanna Wongwanich (2003: 146), it was cited that the communities’ participation in cultural tourism management was supported for tourists’ visits on different local cultural festivals originally inherited from such a different local community. According to the study of Somsak Srisuntisuk (2003:38), it was stated that “culture” referred to the ways of life made by human beings along with their knowledge systems, thoughts, and beliefs were not only accepted and transferred to next young generations, but social changes were also shifted into humans’ natural circumstances. Also, Boonlert Chittungwattana (2005: 38) added that “cultural tourism” emphasized on generating cultural knowledge and prides involved with its culture, history,

archeology, and different man-made sites. With references to Chaisanun Sompunyathiwong and Ueongprai Wanlaphachai (2016 : 11) Stated that “cultural tourism” refers to Knowledge with emphasis on historical and humanized developments throughout the history are all resulted in cultures, wisdoms, and social values. In addition, the valuable sculpture or natural circumstances/natural environment is not only represented for its beauty and profits taken from natural surroundings/nature, but it also reflected on the ways of life, as well as life situations in such a different era in terms of economic, social, and traditional/cultural aspects.

Like Pornchai Saksirisophon (2012 : 37) he also noted that “cultural tourism” is defined as new experiences, learning/inquiries, teaching and admiring the identity, elegance, and historical values, ways of life, and community’s life existence are all concerned.

Concepts on Cultural Tourism Management

According to the study of UNWTO (2010), and Phusawat Sukliang (2002: 12–13), it was noted that the purposes of tourism planning for communities with emphasis on the community’s awareness and needs were to provide guidelines for the communities’ proper tourism development served for their local contexts, to promote the local community people’s importance of tourism influencing its economic development, to establish academic co-operations with governmental and private organizations to effectively managing tourism, to maintain social changes on communities’ ways of life, as well as to offer the local communities’ participation in cultural tourism management. In addition, Sayun Paichanchit (2004: 62) stated that “cultural tourism management” consisting of resource researches, resource assessment and evaluation, and preservation were resulted in physical circumstances, as well as cultural and archeological values. Therefore, the management of resource-based community business could not only be supported for communities’ revenues, but the utilization of local resources was also re-functioned for the communities’ problem-solving, as well as their community beneficiaries. Kirshenblatt-Gimblett (1998) also stated that beliefs in cultural heritages together with the applications of cultural products were geared in such a different community’s alternative lifestyles, as well as its economic and local developments. Like the study of Mow Fort and Munt (2016), it was pointed out that “culture” could be impelled with the communities’ cycle of life in which social and economic changes were not influenced on cultural dimensions; otherwise, it directly led to the communities’ added values. Also, Chompunoot (2019) cited that the development of cultural tourism was involved with the

local communities' contexts, and the local community people's cooperation served for their added values of cultural heritages and no social changes on the local communities' ways of life.

Concepts on Community Participation

Chintawee Kasemsuk (2003: 4) stated that the communities' participation in managing and controlling their resources utilization together with factors on available local productivity were benefited for the communities' economic and social life existences, and their other final decision-making on different projects was also accepted. In addition, Sin Sarobhon 2003: 15) cited that the communities' development of their academic potentialities and roles in co-managing, planning, and making decisions, in terms of the definition of "community-based tourism management", was needed for their sustainable community development, and local beneficiaries. According to the previous studies of Yutthakarn Wai-arpha (2010 : 104) & Niparat Saiprasert (2010: Abstract), it was stated that the process for community participation directly led to the communities' empowerment for the management and control of communities' local resources. Thus, in terms of the proper forms of participation, the communities' roles in empowering, controlling, managing their process of project management, as well as making final decisions, and running their other different community activities should be set up. The communities' participation was divided into two major aspects:

1) "Pseudo participation" could be categorized into two major sub-characteristics:

1.1 "Domestication" referred to the researchers', planning analysts', local privileged persons', and academicians' empowerment and control were all encouraged for the community people's acceptations on well-planned community schemes, which were not served for the communities' opportunities of participating in their final decisions.

1.2 "Assistencialism" was involved with the characteristics of empowerment and control directed by developers or community outsiders; otherwise, the community people's information and counseling services or helps were supported, but decisions on the development of community participation were not supported.

2) "Genuine participation" was concerned with the community people's working with developers to managing community beneficiaries or the community people's union on their planning and self-management. It was divided into two major sub-characteristics:

2.1 “Cooperation” referred to a process that the local communities’ cooperation with outsiders to run their community activities served for their local beneficiaries. In other words, their decision-making was resulted from the community people’s dialogues with developers from other different organizations. Also, the local communities’ active participation and empowerment on their self-management and control in other development activities were all enhanced.

2.2 “Empowerment” referred to the mutual characteristics of community people’s participation was absolutely completed; moreover, the community people’s participation in making their final decisions on all the procedures of community development and dimensions was implemented for better improvements.

Like the previous study of Niparat Saiprasert (2010 : abstract), it was stated that tourism researches based on research and development (R&D) were used as a research tool for community development, moreover, it emphasized on the communities’ genuine participation in managing all the process of community cooperation, which was divided into three major steps: 1) Problem identification; 2) Evaluation of community potentialities, and 3) Follow-ups on tourism evaluation involved with its pseudo participation and assistencialism found in steps of community-based tourism management. Like the study of Yutthakarn Wai-alpha (2010 : abstract), the model of community members’ participation in their community-based tourism management revealed that the communities’ participation in their cooperation was mostly found, meanwhile their participation in empowerment was not found. Also, the study of Suttheera Sutthikul (2015 : abstract) was found that the pre-implementation of the communities’ participation in effectively managing community-based tourism in Mae Hia village was rated at a moderate level, meanwhile the model of communities’ genuine participation with four major steps (idea-sharing, planning and decision-making, co-management, and follow-ups and evaluation), as well as the communities’ pseudo participation in follow-ups and evaluation were all completed for their post-implementation.

“Bo Suak Community”, which is one of sub-districts in Nan province, is far from the downtown of Nan province southward, and is surrounded among mountainous areas. In addition, the lifestyle of people in this community is simple, and the villagers’ agricultural works are mostly found in terms of their main occupation found. Geographically, Lua ethnical group has originally settled down in this community with holy salt ponds, which

is called “Bo Souk”. In fact, it is evident that two main salt ponds are found northward and southward. However, archeologists speculated that it was a center for pottery production in Nan province. In this community, the community’s lifestyle of integrated farming works together with their local textiles, particular in porcelain-patterned jars, as well as bamboo-made wickerwork are mostly found in Bo Suak sub-district. However, the community’s tourism resources are nowadays signified so that unique tourism resources with its local identity are reflected on tourists’ requirements.

In order to effectively manage their community’s tourism resources with basis on the community requirements, and their local beneficiaries, as well as to maintain their local identity of tourism resources, the villagers’ participation in their effective cultural tourism management in relations to their decision-making, co-management, beneficiaries, and co-evaluation should be all supported.

Research Methodology

In terms of the population drawn for this study, seventeen official and unofficial community leaders working and it could be implemented for a core focus on the development of tourism and tourism management organized for Bo Souk sub-district, tourism-related stake holders, and club members of Bo Souk community were all selected by the nonprobability sampling technique (Namchai Thanuphon, 1997: 71).

For data collection, a questionnaire related to the communities’ participation in cultural tourism management based on using the participatory action research and the AIC-based technique in combination with the evaluation of community participation levels was conducted from May to December, 2018.

In analyzing data, issues related to this questionnaire were divided into two major parts:

Part One : This questionnaire was approved for its accuracy before it was encoded with using the descriptive statistics in order to figure out its frequency, mean, and standard deviation.

Part Two : Criteria for evaluating the communities’ participation in cultural tourism management in Bo Souk community, Muang district, Nan province in relations to 1) Decision-making, 2) Co-management, 3) Beneficiaries, and 4) Co-evaluation were all detailed as follows.

This was because the community’s participatory process directly led to civic authorization, empowerment on the management and control of local resources. In terms of the community residents people’s appropriate form of participation, however, the provision for the

enhancement of the local communities opportunities in effectively managing playing an important rules in organizational management, monitoring, as well as the process for project management, final decision-making, activity well-organized management, and fair beneficiaries.

The informant's answer no. 1 referred to the academicians, the tourism development officer's, and the community leader's participation in his/her decision-making, which means 1.00 – 1.75 points.

The informant's answer no. 2 referred to the academicians, the tourism development officer's, and the community leader's participation in his/her decision-making suggested by community members, which means 1.76 - 2.50 points.

The informant's answer no. 3 referred to the community members' participation in his/her decision-making in cooperation with academicians and tourism development officers, which means 2.51 – 3.25 points.

The informant's answer no. 4 referred to the community members' participation in his/her decision-making, which means 3.26 – 4.00 points.

However, criteria for evaluating each level of community participation compared with its mean were all detailed as follows.

1.00 - 1.75	means	participated in cultivation
1.76 - 2.50	means	participated in help
2.51 - 3.25	means	participated in cooperation
3.26 - 4.00	means	participated in empowerment

Summary

The findings of the study revealed that the numbers of female informants (75%) with their age of 50-99 (62.50%), their married status (75%), their primary educational backgrounds of (50%), their farming work (75%), as well as their income of less than 5,000 baht were mostly found in terms of their demographical information.

In addition, the communities' participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province

Table 1 : Mean, Standard Deviation, and Levels of Opinion on the communities' participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province

Communities' Participation in Cultural Tourism Management	\bar{X}	S.D.	Levels of Participation
Co-management	2.98	.298	Participated in co-management
Decision-making	2.82	.045	Participated in co-management
Beneficiaries	2.69	.437	Participated in co-management
Co-evaluation	2.69	.437	Participated in co-management

According to evaluating the levels of communities' participation, it was found that their community participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province was mostly found in terms of their co-management with its mean of 2.98, followed by their decision-making with its mean of 2.82, their beneficiaries with its mean of 2.69, and their co-evaluation with its mean of 2.69.

In terms of their co-management, it was stated that the communities' participation in cultural tourism management was mostly found so that different tourist attractions' historical backgrounds should be offered for tourists' information services. In addition, the communities' participation in renovating its idyllic landscapes, as well as cleaning their tourist attractions, with its mean of 3.24 and its standard deviation of 0.752, was mostly found. Therefore, the communities' information services were mostly signified for tourists' visit; otherwise, the communities' preservation in their required tourist attractions directly affected their treasures with communities' tourism resources.

In terms of their decision-making, it was stated that the communities' participation in selecting community committee dealing with their communities' cultural tourism management in Bo Souk community, with its mean of 3.42 and its standard deviation of 0.752, was mostly found so that the communities' participation in selecting community committee dealing with their effective tourism management and community-based tourism management was mostly signified for setting the communities' requirements and well-organized planning management systems.

In terms of the communities' beneficiaries, it was stated that the communities' participation in co-managing their community beneficiaries in Bo Souk community, building their awareness and significance of natural resources and cultural conservation, as well as developing other

different infrastructures such as roads, electricity, water works, minimarts, souvenir shops, etc., with its mean of 3.06 and its standard deviation of 0.748, was mostly found. In order to be served for the communities' better ways of life, as well as to provide the tourists' tourist facilities, however, the utilization of natural resources together with the communities' cultural preservation and infrastructural services should be signified in Bo Souk community.

In terms of the communities' co-evaluation, it was stated that the communities' participation in their co-evaluation taken from the development of tourism in local areas, with its mean of 2.82 and its standard deviation of 0.636, was mostly found so that the communities' co-evaluation on tourism development together with the communities' follow-ups on their self-organizational management, their outcomes taken from community beneficiaries, and most occurring challenges occurred in their communities' co-management were mostly signified. Also, the communities' participation in their authentic co-evaluation could be implemented for well-planned cultural tourism management.

Discussion

The communities' participation in cultural tourism management in Bo Souk community, Muang district, Nan province in relations to their co-management, decision-making, community beneficiaries, and co-evaluation revealed that the communities' participation in their cultural tourism management in cooperation with other different governmental and private organizations was mostly found. In the other words, all the procedures for the communities' participation in their co- tourism management were all completed in Bo Souk community, meanwhile the communities' beneficiaries and follow-ups on their co-evaluation were rarely found because the community informants' no better understandings and experiences in their community co-evaluation were found. Also, the communities' co-operation in evaluating selected tourism resources, in terms of their community beneficiaries, should be supported for better improvements. In order to effectively manage the communities' participation, as well as to sustain the development of community participation, both cultural impacts and ways of life should be signified based on the concept of community participation. With references to the study of Namchai thanuphon and team (2000); Malinee Winzen (2010), & Yutthakarn Wai-arpha (2010: 244), it was cited that the club members' participation in their community activities in cooperation with different outsiders at governmental and private organizations should be implemented for their community development. Besides, decision-making was resulted from

the club members' panel discussions with outsiders. That was to say, all the procedures for community activities could be controlled based on its sustainable development and the club members' local ownership. In order to create the tourists' learning process for the communities' natural and cultural sustainability, however, the communities' cultural treasures, self-reliance, and utilization of tourism resources could be implicated for their sustainable resources development, particularly in environmental and cultural impacts.

Like the study of Thanarat Rattanapong and team, it was noted that the community residents' prides of their tourist attractions were resulted in their sustainable economic development. Not only should the local communities' opportunities in their idea-sharing on the development of effective tourism management be supported, but the establishment of tourism networks served for their souvenir distribution should be also set up. Moreover, the study of Boonchan thaithongsuk (2005) was insisted that the provisions for the enhancement of the local community people's prides, treasures, resource preservation, as well as their self-awareness of local communities and tourists' co-preservation should be all needed.

Also, the study of Chaiyasit Damrongchareon (1997) was argued that participatory planning with its action plan could be shifted into co-managing accomplishment so that the tourism-related local entrepreneurs' implementation should be all suggested for the sustainable development of tourism resources in local communities.

According to the results of the study, it was found that the communities' awareness of tourism management in Bo Souk community was signified for its reputation and final tourist destination. Possible guidelines for the communities' participation in their effective cultural tourism management, which was so-called "BOSUAK", were defined as follows.

B (Believe) referred to the community people's beliefs and faith that were all used for tourists' cultural information services.

O (Organization) referred to the community's union was resulted in the community people's cooperation with other different organizations in order to reach the communities' cultural tourism success.

S (Sustainability) referred to tourism management with emphasis on economic, social, cultural, and environmental impacts focused on the local communities' economic development, and the preservation of tourism resources and environment.

U (Uniqueness) referred to the communities' cultural identities reflected on tourists' visit on tourist attractions.

A (Achievement) referred to the communities' success in tourism management was set up for its required goals.

K (Knowledge) referred to the communities' knowledge management together with their tourist attractions' historical backgrounds were facilitated for tourists' information services.

Therefore, all the procedures for the communities' participation in their cultural tourism management in relations to their co-management, decision-making, community beneficiaries, and co-evaluation should not only be supported, but their community-based tourism management with emphasis on the elements of "BOSUAK" should be also implemented for possible guidelines for the sustainable development of community-based tourism management without the local communities' changeable ways of life, as well as the establishment of cultural values.

Recommendations for Further Study

1. A comparative study on different communities' participation in cultural tourism management should be investigated for its proper tourism promotion.
2. A prototypical model of communities' participation in cultural tourism management in Bo Souk sub-district, Muang district, Nan province should be also explored.
3. The other involved governmental organizations' community-based participatory tourism development should be all supported for their community's academic knowledge management.
4. Learning networks with other different communities related to the community' participation in tourism management as well as their local wisdoms should be all established.
5. A cooperation on tourism management with other different communities in Nan province and nearer provinces should be all supported in linkage with their community-based tourism management and tourism routes in nearer areas.

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