The Competency of Agro-Eco Tourism Management Leaders of Pla-ba Community-Based Tourism Club, Loei Province

ขีดความสามารถในการบริหารจัดการการท่องเที่ยวเกษตรเชิงนิเวศของผู้นำชุมชนปลาบ่า จังหวัดเลย

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Abstract

The objectives of this research were to study the competency in agro-eco tourism focusing on the community's ability in managing the local resources for tourism advantages

as well as to assess the competency of the community in managing the agro-eco tourism of Pla-Ba Community in Loei Province. The area of this study was settled at Pla-Ba Community in Phureua District that physically covers 7 villages as the piloting communities for sustainable tourism development it was conducted with a population of 23 people who were community leaders working as the committees of Pla-ba Community-Based Tourism Club. The data was collected using the test and questionnaire on 3 domains including of Agro – Eco tourism management knowledge, Agro – Eco tourism management skill, and Agro – Eco tourism management attitude. It was finally found that the participant's individual knowledge was rated good with Mean Score ($\overline{X}$) = 17.39, Standard Deviation (S.D.) = 4.48; their individual skills was rated moderate with Mean Score ($\overline{X}$) = 0.85 and Standard Deviation (S.D.) = 0.36; and their personal attitude was rated very good with Mean Score ($\overline{X}$) 2.91 and Standard Deviation (S.D.) = 0.34. These outcomes were statistically significant (0.05). Based on this study, the leaders in Pla-Ba Community demonstrates a very good attitude toward the agro-co tourism management; their individual knowledge was fairly good; and their skill was at a moderate level. More importantly, this study firmly indicates that the people in Pla-Ba Community have good knowledge and positive attitude for their local tourism development but they have neither skill nor proficiency in tourism management. Consequently, it is necessary to enhance the competency of the whole community so that they could effectively manage the agro-eco tourism and make it sustainable in local area.

Keywords: Competency, Tourism Management, Agro - Eco Tourism

บทคัดย่อ

บทความวิจัยนี้ เป็นการศึกษาขีดความสามารถในการบริหารจัดการการท่องเที่ยวเกษตรเชิงนิเวศ ซึ่งเป็นการศึกษาความสามารถของชุมชนในการบริหารจัดการทรัพยากรท้องถิ่นเพื่อประโยชน์ทางด้านการท่องเที่ยว และประเมินระดับขีดความสามารถของชุมชนในการบริหารจัดการท่องเที่ยวเกษตรเชิงนิเวศของชุมชนปลาบ่า จังหวัดเลย ในการศึกษาครั้งนี้ทำการศึกษาในพื้นที่ชุมชนปลาบ่า ตำบลปลาบ่า อำเภอภูเรือ จังหวัดเลย ครอบคลุมพื้นที่ 7 หมู่บ้าน ซึ่งเป็นชุมชนท่องเที่ยวต้นแบบขององค์การพัฒนาการท่องเที่ยวอย่างยั่งยืน ในการพัฒนาการท่องเที่ยวชุมชนอย่างยั่งยืน งานวิจัยนี้ได้ทำการศึกษาจากกลุ่มประชากรตัวแทนชุมชนที่ทำหน้าที่ในการบริหารจัดการท่องเที่ยวของชุมชนปลาบ่าได้แก่ คณะกรรมการบริหารชมรมส่งเสริมการท่องเที่ยวโดยชุมชนตำบลปลาบ่า (pla-ba community-based tourism club) จำนวน 23 คน

ทำการศึกษาโดยใช้แบบทดสอบจำนวน 3 ชุด ได้แก่ แบบทดสอบความรู้ด้านการบริหารจัดการท่องเที่ยว เกษตรเชิงนิเวศ แบบสอบถามทัศนคติต่อการบริหารจัดการท่องเที่ยวเกษตรเชิงนิเวศ และแบบสอบถาม ทักษะด้านการบริหารจัดการท่องเที่ยวเกษตรเชิงนิเวศ ผลการศึกษาพบว่า ขีดความสามารถในการบริหาร จัดการท่องเที่ยวของชุมชน ตำบลปลาบ่า มีระดับขีดความสามารถในการบริหารจัดการท่องเที่ยวเกษตรเชิง นิเวศในด้านความรู้มีค่าอยู่ในระดับดีโดยมีคะแนนเฉลี่ย ($\bar{X}$) อยู่ที่ 17.39 คะแนน มีค่าส่วนเบี่ยงเบน มาตรฐาน (S.D.) อยู่ที่ 4.48 ขีดความสามารถในด้านทักษะอยู่ในระดับปานกลางโดยมีค่าคะแนนเฉลี่ย ($\bar{X}$) อยู่ที่ 0.85 คะแนน มีค่าส่วนเบี่ยงเบนมาตรฐาน (S.D.) อยู่ที่ 0.36 และขีดความสามารถในด้านทัศนคติอยู่ ในระดับดีมาก มีค่าคะแนนเฉลี่ย ($\bar{X}$) อยู่ที่ 2.91 คะแนน มีค่าส่วนเบี่ยงเบนมาตรฐาน (S.D.) อยู่ที่ 0.34 โดยมีนัยสำคัญทางสถิติที่ระดับ 0.05 จากการศึกษาพบว่าชุมชนมีขีดความสามารถในด้านทัศนคติต่อการ บริหารจัดการท่องเที่ยวเกษตรเชิงนิเวศของชุมชนอยู่ในระดับดีมาก ด้านความรู้ในการบริหารจัดการอยู่ใน ระดับดี ในขณะที่ด้านทักษะในการบริหารจัดการในระดับปานกลาง งานวิจัยแสดงให้เห็นว่าชุมชนมีความรู้ และทัศนคติที่ดีในการบริหารจัดการท่องเที่ยวแต่ยังขาดทักษะความชำนาญในการบริหารจัดการท่องเที่ยว จึงควรมีการส่งเสริมเพื่อพัฒนาขีดความสามารถของชุมชนให้มีความสามารถในการบริหารจัดการท่องเที่ยว เกษตรเชิงนิเวศให้มีประสิทธิภาพและพัฒนาการท่องเที่ยวเกษตรเชิงนิเวศสู่ความยั่งยืน

คำสำคัญ : ขีดความสามารถ การบริหารจัดการท่องเที่ยว การท่องเที่ยวเกษตรเชิงนิเวศ

Introduction

Nowadays, it is internationally agreed that tourism is one of the key industry for national economic grown as a significant source for the revenue for national development and for national financial balancing in many countries (Al-Albabneh, M., 2013: 164-177). Tourism industry also helps strengthen the economy system and increase greater amount of national revenue compared to other industrial forms (Mingsan, K., 2012); meanwhile, this industry under equal value of property   causes very smaller amount of pollution than did the other industries that seems to be gradually greater (Laorit,Y., Champadaeng,S., & Paengsoi,K., 2015 : 165-176). Tourism is a key tool to improve people's life quality, upgrade their career, as well as restoring and preserving the national resources (Chankoson, T., 2018). Accordignly, tourism is the key factor for economic development especially in the area contains high competency for tourism management so that many countries are putting tourism as one of their first priorities since they recognize that tourism development will surely provide more opportunities for job employment in either direct and indirect ways (Laorit,Y., Champadaeng,S., & Paengsoi,K., 2015 : 165-176). Moreover, the World Tourism Organization (UNWTO) suggested that in 2020 there

would be around 1,600 million international tourists i.e. Eastern Asia and Pacific also South East Asia. The purpose of new places for tourism which most of tourists want to visit due to development, achievement and the expansion of tourism industry, (Jermsittiparsert, K., Joemsittiprasert, W., & Phonwattana, S., 2019) causing to the government make policy in order to promote the tourism policy by giving an important through the development tourism resources i.e. cultural conservation, arts tradition and culture restoration of the country also motivate the cultural and traditional identity usages as local wisdom (Ranee Isichaikul, 2014). Moreover, there should be tourism promotion approaches with value added also trying to increase the level of natural resources of country to motivate more tourists and continued improving more investment to new markets and grouping markets. The goals of sustainable development tourism was integration the idea of local resources with the local tourism resources**.** Agro-tourism, Ecotourism, Farm Stay and Home Stay also improving the products to be more interesting and incentive to the tourists (Chuaybamrung,T 2010). The benefit of tourism competition in Thailand with more fertile resources. (Chatrungrueng,B. 2011), which could be adjusted with improvement of tourism model through the tourist's behavior which had the effected to the advantage of tourism model with the tourists needs and learning new experiences.

Thailand has potential and outstanding local resources with variety of tourism resources model to motivate the tourists to pay a visit. Moreover, the people still living in the community with their own local identity could reach the objectives of community - based tourism that covered more than 5 million families in Thailand or 40 million people.

Nowadays, in terms of agriculture potential could be promoted and improved to Agro -Eco tourism through the processed food products and agriculture learning also could help to promote the community - based tourism through the eco-tourism with natural and local tourism resources conservation. Especially in Northeastern region of Thailand there are tourism potentials in nature, culture, local wisdom and folkway of life could show the strong points of agriculture and being improved continually i.e. Nakon Ratchasima , Sakon Nakhon and Loei province (Donkwa,K. 2013). At this point, tourism development and promotion in Thailand seems to be systematically managed with more certain model while the local people are being encouraged to participate as part of tourism management in their own area in order to enhance the local competency and upgrade Thailand to be a significant tourism destination that attract

more tourists to visit the country as well as to expand the extent of tourism industrial area toward all parts of the country (Jainoi, W., Chaoprayoon, P., Panyadee, C., & Kiatsongchai, S. 2019). .

Pla-Ba-Community also had appropriate and outstanding natural resources and distinct local agriculture identity i.e. plantation of ginger, dragon fruit, rice field, rubber and macadamia garden also people in the community restored their natural resources by conservation water and forestry resources. People in the community cooperated with government officers tried to help each other by helping to put out forest fire, replantation the forest until that area becoming fertile forest with distinctive eco-tourism. Thus many tourists were interested and wanted to visit our activities in the community i.e. touring around the nature by car (agriculture vehicles; E-tak (mini truck) or tractor served for the tourists tour around the local of living life in community i.e. Big Hill (Phuluang), Bakdai Hill (Phubakdai), Because of the rough tracks or steep roads so it is necessary for the tourists to trek or carry some tourists' baggage which is not more than 15 Kg, on the hard path the tourists were able to learn about plantations, variety of mixed deciduous forest, maple forest and orchid yard which suited for developing Agro-Eco tourism.

From the previously development, it was found that tourism development has been advanced merely in the conceptual and development strategies so it is not yet effective enough to push forward the national into practical achievement. The major obstruction is most of the people in the developing area still lack knowledge and skill to correctly and effectively manage tourism (Panupat, C., Gulthawatvichai, T., & Karnjanakit, S., 2019), especially for the agro-eco tourism which is the most important tourism and basic of potential of tourism development. Moreover, the competency of the local people as the owner of the community is considered another essential factor for tourism management in order to manage an effective tourism industry on the right path (Seisawatwanit, P. 2013). Therefore, the researcher was interested to explore the competency for community-based tourism in terms of tourism management, sustainable resource management that would lead to quality tourism with recognition on the balanced ratio between tourism resources and tourism marketing and with tourism management competency as a great contribution to facilitate the local organizations in effectively manage their local tourism and make it sustainable.

Objectives

1. To evaluate the competency level of the committees of the Pla Ba Community-Based Tourism Promotion Club at Pla Ba Sub-district, Loei Province.

2. To seek the guideline to enhance the community's competency for agro-eco tourism development at Pla Ba Community in Pla Ba Sub-district, Loei Province.

Scope

The assessment was performed on the competency in agro – eco tourism of 23 participants who were community leaders and the members of Pla-ba Agro-Eco tourism management committees.

Conceptual Framework
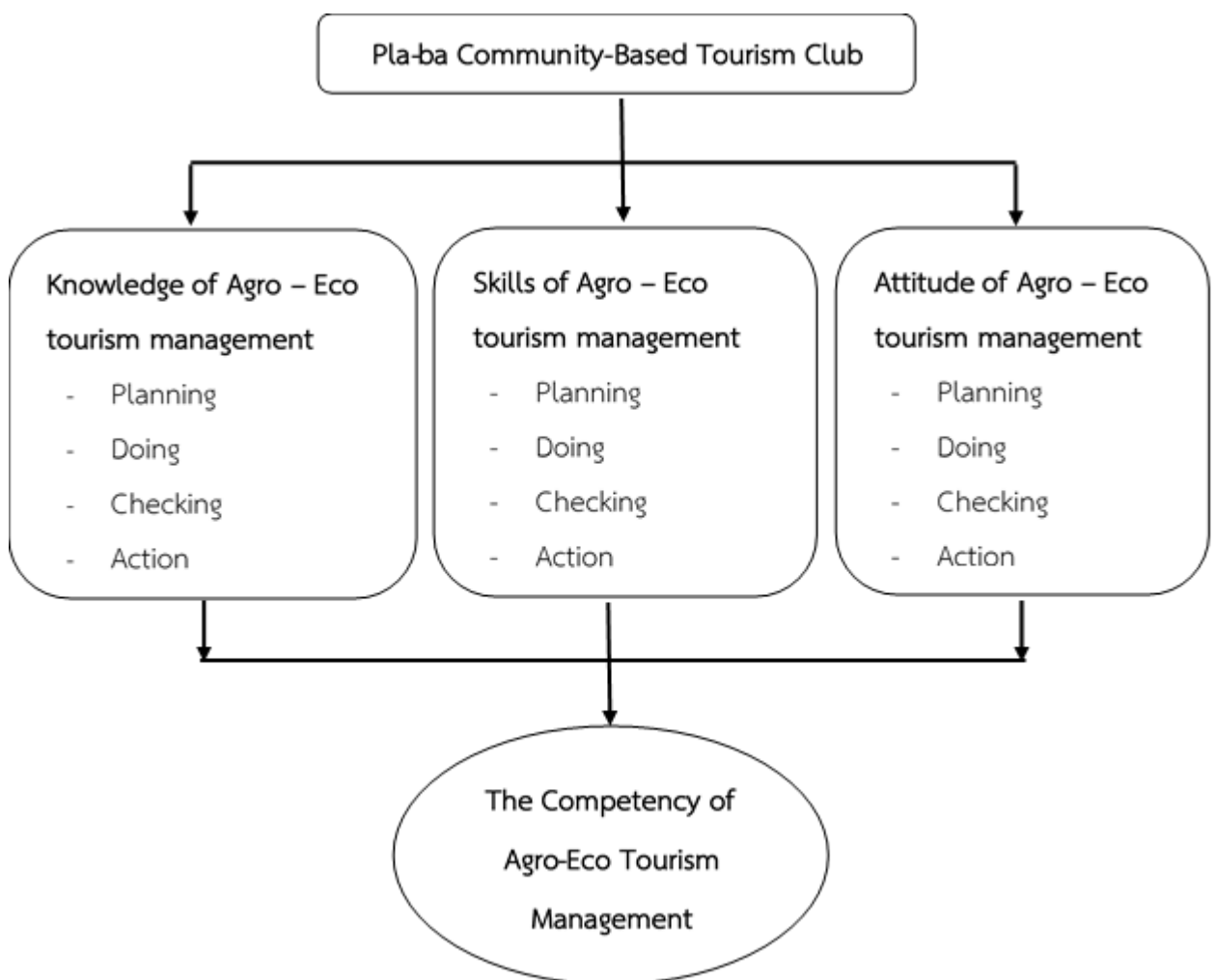
Methodology

The researcher assessed Agro – Eco tourism with 3 sets of questionnaire covering 3 domains including knowledge, skills and attitudes on the Agro – Eco tourism management also the researcher studied the review literatures by related of quantitative research. The questionnaires were created and proved to find the content of validity and analyzed by related of research objectives to their questions and selected the items for IOC (Index : Index of item – Objective Congruence) (Podhisita, C., 2013) to test reliability and Cronbach's alpha coefficient by 5 specialists and do pilot studying with 30 items and find Cronbach's alpha coefficient, and find the Index of Item Objective Congruence : IOC at the reliability 0.96 which has more valued as 0.50 which is considered as fair and find Cronbach's alpha coefficient the at the reliability .94 which has more valued as 0.9 which is considered very good.

Literature Review

The Concept of Competency of Sustainable Tourism Management

The competency in agro-eco tourism is an ability to efficiently manage tourism activities derived from knowledge, ability, behavior, skill, and inspiration toward the achievement of a work and it is an intrinsic attribute that facilitates an individual person to achieve a task with more effective result following a certain standard (Noknoi ,J.,2011). On this matter, knowledge, skill, and attribute demonstrated by a person can be developed through training, experience, and repeated practice until that person could successfully achieve a task and the outcome might be better than the expected standard. Similarly, the concept of Competency stated with the article presentation of David C. McClelland who studied the Personality of the Excellent Performer with the Knowledge Skills Level from Ability in Working Efficiency. Later there were many academics gave the meanings of the Competency. "The Effectiveness of Knowledge, Ability, Behavior, and Motivation through the Achievement of Working objectives" (Noknoi, J. 2011) said that attributes had effected through working abilities i.e. effectiveness as goals setting which relevant to the research that Knowledge, Skills and Attributes of that people had to be improved through high or higher objectives achievement which relevant to the research of (Prajak Sap-udom ,2016) also said that the Competency with knowledge, skills and attributes could lead more effected through behavior people responsibilities.

The ability to arrange tourism management should realized to the effectiveness of local resources usage i.e. the development of local resources usage with efficiency tourism

management along with the management of Deming Cycle (PDCA) in order to reach the objectives with efficiency which relevant to the research of Jinarong,S. (2011) as followed,

1) Plan: Making an action plan by defining and analyzing the problem to define the objective and action.

2) Do: Putting the plan into action following the defined duties and procedure.

3) Check: Analyzing the result as a key mechanism to survey, monitor, and evaluate if it turned out as mentioned in the objective for further improvement.

(4) Action: Revising the result after verifying and evaluating to construct the standard for good practice and to solve the errors found in previous actions so they will not happen again. If the verified result was consistent with the objective, it is necessary to repeat all steps again.

It was found that the Competency in tourism management was Knowledge of management, Skills of management and Attitudes to management (KSAs) of that people achievement consisted of tourism management planning, tourism management doing, tourism management checking and tourism management action which covered with Deming Cycle in order to reach the objectives.

The Concept of Agro-Eco Tourism

Agro-Eco tourism is an alternative tourism based on 2 key concepts: Agro tourism and Ecotourism to create a tourism model suitable for a local community with distinctive tourist attractions (Wudthisin,m. 2017: 440) by utilizing the local resources for tourism-based purpose based on the local context to design a particular tourism model for their own community such as the target community where the people live on agriculture and local ecological system.

1. Agro tourism is one of conservative tourism models aiming to motivate tourists to learn the local agriculture and to participate in their activities by adding value to the local resources (Noknoi,C. 2015: 160) in which most of the activities are engaged to agriculture and more learning activities with joy and pleasure as well as making the income for the community and preserving the agricultural resources (Khermkhan,J. 2018: 163). The components of the agro-eco tourism basically consist of: 1) the agro-tourism resource – the local resource for creating the agricultural products including both natural and man-made products. 2) Tourism market – the agro-tourism market is a niche market looking for the tourists whose personal interests is on agricultural activities and those who demand to study the local traditions and

culture. 3) Tourism service – the agro-tourism service to interact to the tourist's demand to visit the local community. 4) Management system – the local tourism should be managed responsibly by causing none of negative impact on the environment and society; meanwhile, it needs to be managed sustainably for natural resource conservation, environment management, pollution protection and termination, as well as tourism development control. These activities will effectively promote the sustainable and responsible tourism without any negative impact on the environment and society (Esichaikul, R. 2557: 247).

2. Eco Tourism is a responsible tourism model existing in a natural and cultural area causing neither negative impact nor damage on tourism resource but promoting the tourist's learning process, experience, and pleasure. This tourism model exists along with natural and environmental conservation and sustainable income distribution within the community (Jussapalo, S. 2013: 84). The components of this eco-tourism consist of: 1) Nature-based area; 2) Responsible and sustainable management system without negative impact; 3) Learning and experience-promoting activities for the tourists; 4) Local community participation in planning, operating, benefit sharing, and inspecting and improving the activities (Buabangplu, P. 2018: 96-97).

When the two key concepts – agro-tourism and eco-tourism- were integrated, the agro-eco tourism is a mode of travel to visit an agricultural area directly linked to local lifestyle, culture, nature and environment in which the tourists are allowed to visit, study, experience, try out, and participate to gain new experience from the agricultural activities while they can travel responsibly to explore the natural attractions and local way of life. This agro-eco tourism can be consisted of:

1. Agro-eco tourism resource – the local attractions to inspire the tourists to visit the place and the attractions should present an outstanding and distinctive feature to attract the tourist to start travelling.

2. Agro-eco tourism management – a responsible tourism management (Responsible travel) that causes none of negative impact on both environment and society as all activities should be sustainably managed in terms of natural resource conservation, environment management, pollution protection and termination, and tourism development control.

3. Agro-eco tourism service and activity – different types of services should be sufficiently provided to the tourist while they are travelling for their convenience, personal demands, as well as giving them new experience.

4. Agro-eco tourism market – a niche market only for the tourists who are personally interested in agricultural activities and to learn about the local ecological system, traditions, and cultures.

Data Analysis

Part 1: The researcher has collected the completed questionnaires to fill in password to analyze the research with descriptive and inferential statistics with the mean, percentage and Standard Deviation to compare statistically.

Part 2: Indicated the Competency in Agro – Eco tourism management from the committees of Agro-Eco Tourism of Pla-ba Sub- district Community Promotion Club with the criteria as listed

1. Agro – Eco tourism management knowledge test. The data was collected from the test with 30 question items (totally 30 points). The result was analyzed and classified into 4 different interpretations as follows.

Table 1 Agro – Eco tourism management knowledge test analysis and classification

Mean	Interpretation
21.76 - 30	Very Good
14.6 – 21.75	Good
7.26 – 14.5	Fair
0 – 7.25	Low

2. Agro – Eco tourism management skill test. The data was collected from the test with 45 question items (Highest score = 2 points). The result was analyzed and classified into 3 different interpretations as below

Table 2 Agro – Eco tourism management skill test analysis and classification

Mean	Interpretation
1.35 - 3	Very Good
0.68 – 1.34	Moderate
0 – 0.67	Low

3. Agro – Eco tourism management attitude Test. The data was collected from the test with 38 question items (Highest score = 4 points). The result was analyzed and classified into 4 different interpretations as follows

Table 3 Agro – Eco tourism management attitude test analysis and classification

Mean	Interpretation
2.26 - 4	Very Good
1.6 – 2.25	Good
0.76 – 1.5	Fair
0 – 0.75	Low

It was found that the Agro – Eco tourism management committees of Pla-ba Community-Based Tourism Promotion Club. The most respondents were male who has interval for age average as 35-41 years old and youngest as 28 years old, followed by the oldest as 65 years old with the age average as 47 years old with income average as 5,000-10,000 baht and they had the level of education as primary school and senior high school/vocational certificate which was considered as lower comparing with general education at the present time.
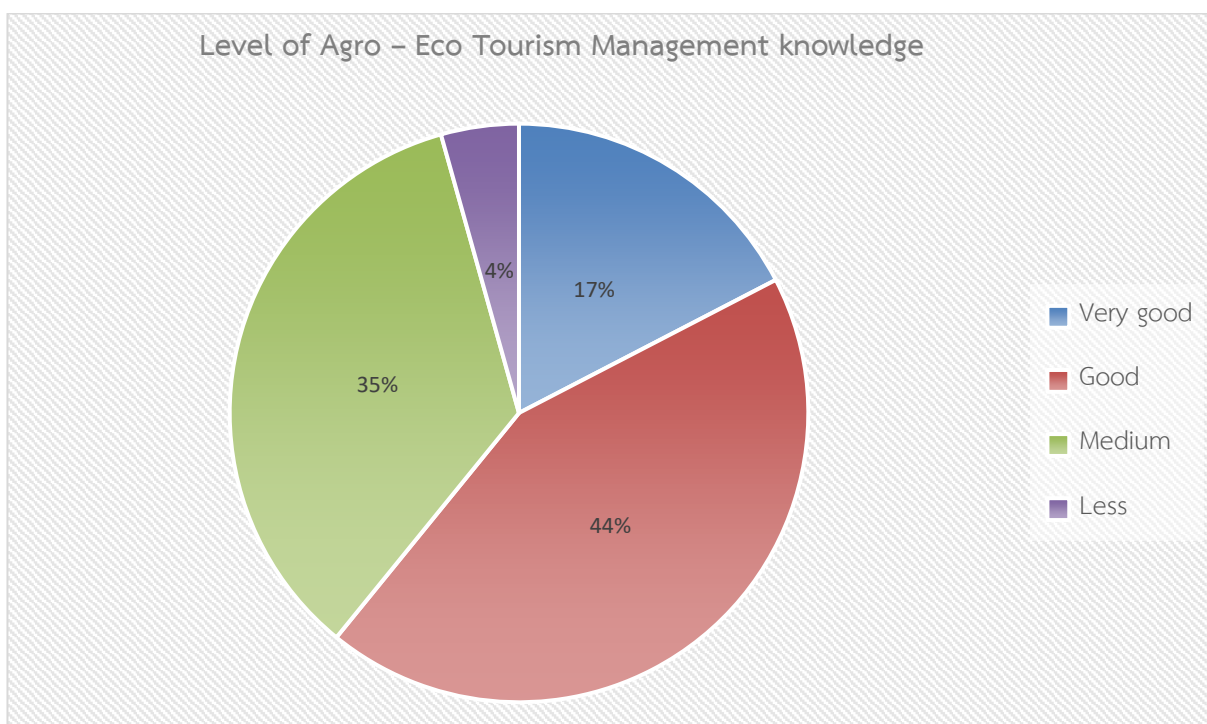
The Assessment on Level of Agro – Eco Tourism Management Knowledge

It was found that the level of knowledge of Agro – Eco tourism management committees of Pla-ba Community-Based Tourism Promotion Club were high as a total is 25 and the lowest is 8 with the score for average were 17.4 which considered as good.

Table 4 The Level of Agro – Eco Tourism Management Knowledge

Level of Knowledge	Number	Percentage
Very good	4	17.39
Good	10	43.48
Moderate	8	34.78
Low	1	4.35
Total	23	100

Table indicated the level of Agro – Eco tourism management knowledge demonstrated by the committees of Pla-ba Community-Based Tourism Club was collected from the test with 30 question items (totally 30 points) were good as a total is 10 and counted as 43.48%, followed by a total of 8 or moderate counted as 34.78% and as a total of good is 4 representing 17.39%, followed by the least as a total is 1 representing 4.35%.

The Assessment on Level of Agro – Eco tourism management Skill

Table indicated the level of Agro – Eco tourism management skill demonstrated by the committees of Pla-ba Promotion Club had Mean Score = 0.85 and Standard Deviation (S.D.) was 0.56 counted as moderate.

Table 5 Indicated the average score of Agro – Eco tourism management skill levels.

Level of Skills	Total	Percentage
Very good	2	8.70
Moderate	12	52.17
Low	9	39.13
Total	**23**	**100**

Table 5 indicated the majority of Agro – Eco tourism skills was collected from the test with 45 question items (Highest score = 2 points) were moderate as a total is 12 and counted as 52.17 %, followed by a total of 9 were low counted as 39.13 % and then followed by a total of very good is 2 counted as 8.70 %.

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Level of Agro-Eco tourism management skill
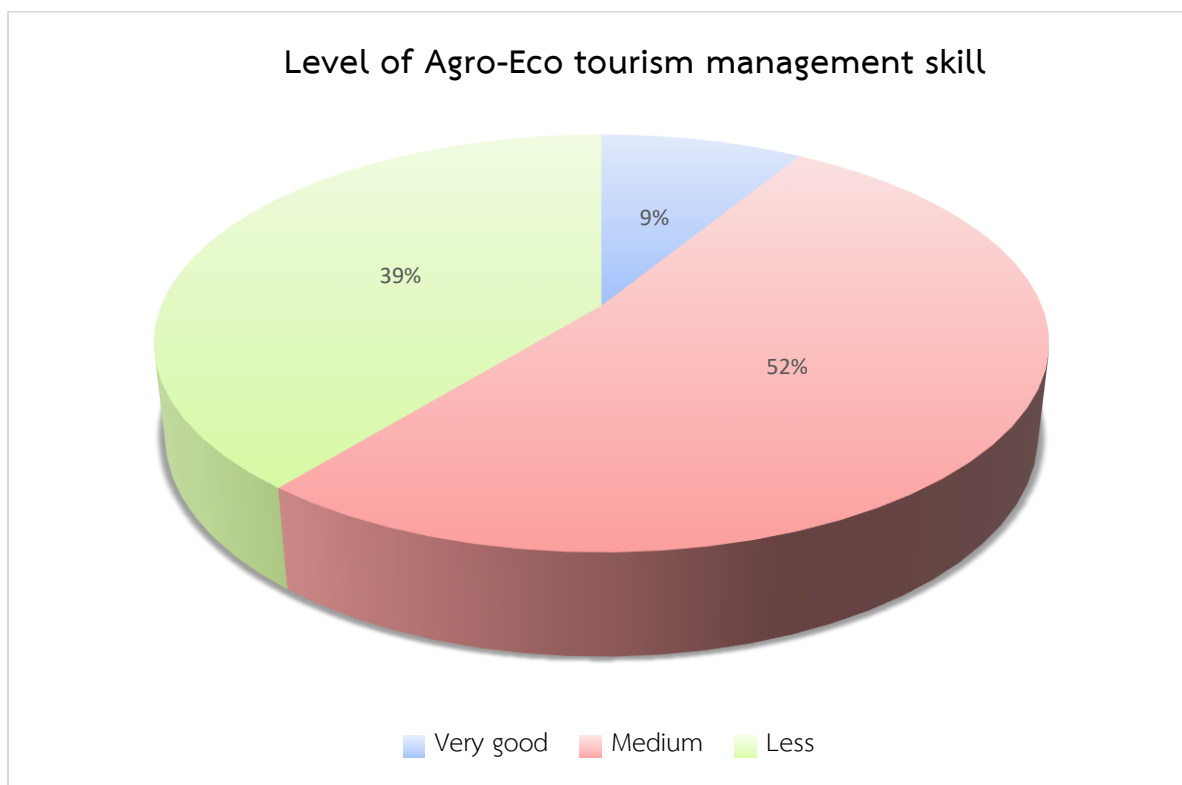
The study of attitudes through the management of Agro-Eco tourism.

Table indicated that the attitudes on agro – eco tourism demonstrated by the committees of Pla-ba Community-Based Tourism Promotion Club was very good counted as 2.83 % with the Standard Deviation (S.D.) is 0.79.

Table 6 Indicated the Agro – Eco tourism attitudes levels

Level of attitudes	Number (N)	mean
Very good	23	100
Good	0	0
Moderate	0	0
Low	0	0
Total	23	100

Table indicated the level of Agro – Eco tourism management attitude demonstrated by the committees of Pla-ba Community-Based Tourism Club was collected from the test with 38 question items (Highest score = 4 points) were good as a total is 23 and counted as 100%.

There were 3 parts to the research results to analyze the conclusion of the Competency of the committees of Agro – Eco tourism management of Pla-ba Community, Loei province.

Table 7 The Competency in Agro-Eco Tourism of Pla-ba Community Management

The Competency in Agro-Eco Tourism of Pla-ba Community Management	Mean	Standard Deviation (S.D.)	Percentages	Level of assessment
1. Agro – Eco tourism management knowledge	17.4	4.48	57.97	Good
2. Agro – Eco tourism management skill	0.85	0.56	42.50	Moderate
3. Agro – Eco tourism management attitude	2.91	0.71	72.75	Low

The table above indicated the result of the competency in agro – eco tourism management committees of Pla-ba Community, Loei province.

1) In terms of knowledge on Agro – Eco tourism management had Mean Score =17.4 and the Standard Deviation (S.D.) = 4.48 counted as 57.97 %; the total scores was good

2) In terms of skills on Agro – Eco tourism management had Mean Score = 0.85 and the Standard Deviation (S.D.) = 0.56 counted as 42.5 %; the total scores was moderate.

3) In terms of the attitudes on Agro – Eco tourism management had Mean Score = 2.83 and the Standard Deviation (S.D.) = 0.79 counted as 72.75 %; the total scores was very good.

Discussions

Regarding the competency in agro-eco tourism of Pla-Ba Community, the participant's individual knowledge was rated good indicating that they principally know and understand how to manage tourism by making full use of the local resources giving the benefit for their own community. This is consistent to a study by Srithong, S., Suthitakon, N., & Karnjanakit, S, (2019) stating that good managerial knowledge will facilitate a community in making use of local resources to benefit the local tourism and add more values to the community itself. At meantime, their attitudinal score was rated very good affirming that the people at Pla-Ba Community have positive attitude toward the competency in agro-eco tourism and they see the value and significance of tourism management as well as showing their love and care for

local resources. This is similar to a study by Duanguppama., S., & Paholtap., A. (2016) suggested that positive attitude toward tourism management will teach the local people to love and care for their long-inherited local wisdom so they are passionate to protect their local resources. In contrast, the participant's personal skill for agro-eco tourism management was surprisingly at a moderate level indicating that the people at Pla-Ba Community still need to be properly trained for competency enhancement to be more proficient and skillful in managing agro-eco tourism; this competency can be actually developed by practicing in order to be able to serve the tourists coming to visit the community. Again, this was in accord with the outcome found by Smith, N., Suthitakon, N., Gulthawatvichai, T., & Karnjanakit, S. (2019) stating that tourism development requires a proper method to suitably support tourism activities and the tourists. As a consequence, Pla-Ba Community deserves to be developed and promoted for their competency enhancement to aid them build an effective management system for the sustainable agro-eco tourism.

The competency of tourism management is a great challenge for the community committees responsible to organize the tourism because they were the representatives of the community. So they had abilities to arrange, manage and organize the Agro – Eco tourism management with effectiveness under the local natural resources of that community which consisted of knowledge, skills, and attitude (KSAs) in order to decrease the tension or any side effect that might occur to the community which relevant to the research of Snyman, S. L. (2012) ; Subbiah, K. & Kannan, S. (2012) said that the tourism management had to realize if there was any effect to the culture, tradition and their living life.? Anyway community tourism management should move and coordinate with community alternative in planning to relate with the community which relevant to the research of Carmon and Fainstein (2013) said that the management concerning with the planning to set the short term and long term objectives including with planning about budget controlling. Good planning had to deal with community living, natural environment conservation and local tradition with sustainability which relevant to the research of Aree Tiirasatayapitak and Chainan Chaisaen, (2013) said that good tourism management with controlling of tourism activity, tourist and the growth of tourism business to suit tourism area and community resources which could bring good effect to the community and resources. However there should be properly developed through their own communities.

Recommendations

1. This study on the community's competency for tourism management is a process to evaluate if a person has sufficient ability and knowledge to manage their community-based tourism as well as their managerial skill and positive attitude toward their local tourism management. Accordingly, a highly competent person will definitely help develop a sustainable tourism. On the contrary, a person is insufficient ability would manage an ineffective and unsuccessful work. Therefore, any of future works should focus more one enhancing the management competency of community leaders by offering them some learning activity such as a workshop, etc.

2. A study on agro-eco tourism which is an integrated tourism model in which the local resource is used to define a local tourism mode so that a future work should investigate more on other components e.g. a study to improve suitable tourism activities, products and goods development to promote the local resource conservation and more income within a community.

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