THE DEVELOPMENT OF COMMUNITY ENTERPRISE TO STRENGTHEN THE COMMUNITY AND TO SUPPORT CULTURAL AND ECOLOGICAL CONSERVATIVE TOURISM

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Abstract— The research on "The Development of Community Enterprise to Strengthen the Community and to Support Cultural and Ecological Conservative Tourism" has objectives to 1) discover guidelines to develop community enterprise to strengthen the community, and 2) support cultural and ecological conservative tourism. For the guidelines to develop community enterprise to strengthen the community, the research finds that love, unity, sacrifice, and public mindedness of the people in the community are the keys. Moreover, there must be an establishment of participation process in order to gain opinions on income generation, ecological conservation, social responsibility, discovery of potential individuals with leadership, and community enterprise network. For the support of cultural and ecological conservative tourism, the study finds that there must be a public relations and support from the government. In order to be sustainable, the study reveals that well-verse local professional tour guides are necessary.

Keywords— The Development of Community Enterprise,Strengthen the Community,Support Cultural and Ecological Conservative Tourism.

I. INTRODUCTION

Community enterprise was born by the interactions of people and organizations with independency and strength. Putnam, Leonardi, and Nanetti (1993) found that Italian communities with highly discipline aiming for happiness and satisfaction are the communities that members help each other to create norms and patterns that facilitate equality based on social trust. This becomes social capital in which it can be used to develop the community and to solve any arising problems within the community. This mentioned study is in line with the work implemented by Tikhamporn Punluekdej and Sudaporn Arundee (2558) on "The Development Pattern of Community Enterprise to Become Strengthen: A Case Study of Praya Prasit Community" that revealed successful factors in building community enterprises to strengthen the community in which they are; 1) management style based on continuously group meeting and training, 2) right to preserve, manage, and maintain community resources, 3) support from local authorities, 4) mutual benefits and fair and just benefit distribution, 5) group decision-making, and 6) leader and leadership style.

According to Seri Pongpit and others (2544: 45), the strengthen civil society composed of capital, local resources, output, knowledge, wisdom, cultural capital all of which are considered as social capital that nurtures fraternity and trust. This study is also echoed with the work of Pamornrat Sutham (2546: 48) on development process of the strengthen organization and network based on various stages of patterns and evolution starting from group-formation, civil society process, organization development, people organization expansion, and sustainability of strengthen entity.

The lack of networking still posts a real challenging problem for community enterprise. This can be seen in the work of Saowanee Juliratchaneekorn and others (2547) on the management of community enterprise, OTOP Project, in which the necessary factors are: networking, participation, grouping, and member network recruiting in order to share relevant information under limited resources.

From the above discussion, the researcher is very much interested in community enterprises at Bang-noi Floating Market that encounters management related problems on production, transformation of product, marketing, distribution, information accessibility, and networking. These problems create unsystematic and unsustainable working process and, as a result, a weaken community.

II. DETAILS EXPERIMENTAL

2.1 Research Objectives

1. To discover guidelines to develop community enterprise to strengthen community.
2. To support cultural and ecological conservative tourism.

2.2 Conceptual Framework

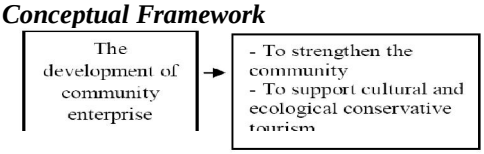


Fig.1. Conceptual Research Framework

2.3 Scope of the Study

The scope of the study is located at community enterprise in Bang Khonthi district, Samut Songkhram province.

2.4 Research Methodology

1. Population and Sample The population of 93 persons are members of community enterprises in Bang Khonthi district, Samut Songkhram province.

This population was selected based on non-probability sampling method.

2. Survey and Data Collection

2.1 The study of relevant documentation. This study includes the study of secondary data that are already available and data processing including data analysis (Babbie, 2007: 111-112).

2.2 The in-depth interview with 15 infomers that included 3 community enterprise presidents, 6 members of community enterprise, 3 officers, and 3 local people.

3. Data Analysis The data analysis is based on the qualitative research method. The obtained data from interview, participative observation, documentation, and field-work are recorded daily, and then, are categorized and analyzed to create a solid or visible phenomenon (Babbie, 2007: 405)

2.5 Research Findings

The data analysis on "The Development of Community Enterprise to Strengthen the Community and to Support Cultural and Ecological Conservative Tourism" are as follows:

1. For the guidelines to develop the community enterprise to strengthen the community, the research found that 1) People must possess a genuine feeling of love, unity, sacrifice, and most importantly, the wholeheartedly participation, 2) the creation of participation process toward brain-storming to reduce conflict, and 3) the building of strengthen networks and discovering of potential leaders with needed characteristics on public mindedness and patience.

2. For the support of cultural and ecological conservative tourism, the research revealed that 1) there must be a creation of public relations media, 2) there must be a local professional tour guides who are well-verse of the location, and 3) there must be supports from various organizations, say government or private entity, that promote culture and environment in which it has no negative impact with way of life of people in the community

III. RESULTS AND DISCUSSION

The data analysis on "The Development of Community Enterprise to Strengthen the Community and to Support Cultural and Ecological Conservative Tourism" found that, for the guidelines to develop community enterprise to strengthen the community, 1) the people must possess a genuine feeling of love, unity, 2) people's sacrifice and public mindedness, and 3) the creation of participation process toward brain-storming to benefit the community on various topics such as income generation, environmental conservation, and social responsibility. This finding is in relevance with the work of Wijitra Srisorn (2553) that studied the roles of civil society on the development of community enterprise to strengthen the community in which it found that the development processes include the formation of groups, process, development of community organization and expansion, and existence. In the mentioned study, the important factors to determine whether such a community is strengthen are; 1) the continuous self-management by the local people to increase the community's capability in dealing with various problems on economics, society, culture, and environment, 2) the discovery of potential leaders with needed leadership styles of sacrificing and public mindedness, and 3) the creation of strengthen networking to exchange experience in finding co-distribution channels. These findings are also in line with the study that belongs to Tikhamporn Punluekdej and Sudaporn Arundee (2558) on "The Development Pattern of Community Enterprise to Become Strengthen: A Case Study of Praya Prasit Community" which said that the patterns of development can rely on political, economic, social, legal, technological, and environmental dimensions.

For the support of cultural and ecological conservative tourism, the study showed that 1) there must be an arrangement for public relations media to publicize the information to both local and foreign tourists, 2) there must be an arrangement for a local professional tour guides who have all information about important locations and products in the community, and 3) there must be an arrangement for supports of conservative tourism from every possible sections say government, private, leaders, communities. These mentioned people should act as good hosts to welcome all of the visitors and, as a result, this attempt can bring much income into the community, and 4) there must be an arrangement to create people-awareness on cultural, ecological conservation and to preserve and sustain the way of life of people in the community. This is in accordance with the study of Benjaporn Bangluang (2554: 42-45) on "The Study of Pattern of Ecological Tourism Management: A Case Study of Rongwuadang Sub-district Tourist Attraction" which found that the development can be done by developing and preserving the forest at the same time. The people consult each other on matters such as the grouping of people toward economic purposes based on local wisdom, agriculture with fertilizer-free method, development based on environmental friendly method, and the co-existence between community and authorities.

CONCLUSIONS

The results of the study on "The Development of Community Enterprise to Strengthen the Community and to Support Cultural and Ecological Conservative Tourism" are:

1. Guidelines to develop community enterprise to strengthen the community

1.1 People must possess love and unity.

1.2 People must sacrifice and have public mindedness.

1.3 There must be a creation of participation process in brain-storming regarding the benefits toward the community such as grouping of people for income generation, preservation of environment, and social responsibility.

1.4 There must be a discovery of potential individuals who possess needed leadership styles on sacrifice and public mindedness.

1.5 There must be an establishment of strengthen network, strengthen community enterprise network in order to exchange experience and distribution channels.

2. The support of cultural and ecological conservative tourism

2.1 There must be an arrangement for public relations media for both local and foreign tourists.

2.2 There must be an arrangement for local professional tour guides who are well-verse of the must-visit locations in the community as well as community products.

2.3 There must be an arrangement from various sections in society to support cultural and ecological tourism.

2.4 The must be an arrangement of sustainable tourism that concentrates on preservation of culture, environment, local wisdom, and way of life of people in the community.

SUGGESTIONS

1. Research suggestions

1.1 In order to develop the community enterprise, the members must have knowledge on investment, source of capital (seed capital), production process, consumer behavior, product trend both at the present and in the future.

1.2 The must be a creation of value-added product in order to strengthen the community and to support cultural and ecological conservative tourism.

2. The suggestion for the next research

2.1 There should be a study on various types of population and should include more different locations to compare the data toward factors in purchase decision-making on community enterprise products.

2.2 The results from the research can be used to improve the operation in related organizations and to improve academic curriculum.

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