THE CONTEXT OF SUSTAINABLE DEVELOPMENT IN COMMUNITY BASED TOURISM

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Abstract— This article is aimed to study the sustainable tourism development context on a small community in Ranong Province in order to let community be able to solve problems by their own with efficiency about sustainable tourism development in the community. This can be defined as "the Community based tourism" which is local people in community do performance with solid work to find solution on how to make progress on tourism in the community. The study was applied research tools; observation form, questionnaire, in-depth interviewing form on target group who are tourists in community area, host people, stakeholders from both private and public sectors in Ranong Province by using analysis method and statistics which are content analysis, percentage mean and standard deviation by using data processing software for quantitative social science. The study could provide the guideline of sustainable development on tourism in community which is consistent to area; natural environment, culture and people. Finally, community can apply it to all natural resources and surrounding areas on their tourism activities.

Index Terms— Sustainable tourism, community based tourism, sustainable development, natural resources.

I. INTRODUCTION

The tourism industry, one of the biggest income-generating industries in the world, has been widely used as a development tool in both developed and developing countries. In an attempt to speed up the development for the objective of economic return, tourism development decisions usually come from 'experts' in a top-down approach which usually does not reflect the interest of the host community. As tourism is an interdisciplinary industry that depends on various parties including governmental bodies, private sectors, academia, and host communities to work together, a multi-stakeholder participatory approach is needed when making decisions concerning how tourism should be developed for the benefits of all.

The participatory action is an essential approach to sustainable tourism development for local area, especially, in remote area where there are many barriers; no budget, social problems, relocation problems as well as non-cooperation from other stakeholders in area. . Tourism development requires many stakeholders to work together to fill development gaps. There must be an agent who can link the gaps between local people and stakeholders to reduce their competitiveness in order to reduce barriers in the area. This should be the government support on the development plan to achieve the goal in specific area with collaboration between all stakeholders and community. This will be the answer of sustainable development in community with participatory approach as the research goal.

In Thailand, the tourism industry has been one of the highest income generating industries, but it does not always bring a positive impact to the tourism destinations around the country.

Community-based tourism (CBT) has, for over three decades, been promoted as a means of development whereby the social, environmental and economic needs of local communities are met through the offering of a tourism product. However, whilst many projects have been funded in developing countries, their success (or otherwise) has not been widely monitored and, therefore, the touchable benefits to local communities remain controversy in any area of developing countries.

A good CBT action is costly investment in long term but it is worth to do study community capacity from the beginning to estimate the power and possibility to achieve the goal for its target because without basic information of people income, it is very difficult to say whether people waste time to do progress on CBT or it will provide much more benefit to them in the future. Thus, the participation of community plays role very important to this research observation because, people should have the right to participate on democratic development to the area in terms of the way of life on both socialization and political socialization for the development and the strength with social institutions under the regime of the democratic (Veerapong, V. 2016).

Thus, this study have applied the research method with sustainable development manner with cooperation of all stakeholders in area in order to manage correctly problems occurred by tourism activities in community.

II. RESEARCH METHODOLOGY

Research process

This research was done as with an action research by using mixed research method both a quantity and quality research. The quantitative method was applied to get a data of community demography on one who is relevant to tourism activities in the area by a questionnaire while in depth analysis was applied to both focus group interviewing and accidentally interviewing to people coming to the area to get their observation and opinion. Moreover, the researcher focused on in depth interviewing to tourists who spend their time in the area to have a homestay experience as well as other stakeholders; chief of village, academic research, representative from private and public sector in Muanggluang area. The questionnaire is the research tool to get an idea and problems from all stakeholders in order to retrieve lessons from them by using typical analysis and statistical analysis to find guideline to do sustainable tourism in community in long term appropriately.

In addition, in order to create participatory process, it is important to recognize the social, cultural and political constructs of the stakeholders and governance systems where community are in. The success of their collaboration will depend on how much they understand for their circumstances and to deal with those in the right manner with solidarity. Putnam and Feldstein (16) have said that the process of community learning has to let them know their capacity to their connection within their capabilities to develop their own area. This can result in collective action at larger scale. Strategic interventions should derive from engaging with key stakeholders in various form to find culturally, politically, as well as environmentally appropriate actions.

The study has analyzed from demographic characteristics of 100 tourists who has spent time in Muanggluang area and collected in depth data from purposive sampling by 15 people who are in both public and private sectors having role important in Ranong who are 5 local representative, 5 travel agents or relative tourist activities in the area and 5 government officers in Ranong. The interview were conducted a SWOT analysis paper tool to collect data and the descriptive analysis was conducted at the final result.

III. OBJECTIVES

The CBT with appropriate manner to surrounding area is a key success to develop and manage efficiently tourism activities to local host. It will make correctly a functional system to tourism strategy by empowering community to participate and cooperate with government to strengthen their living and to promote their local business by using CBT strategy at the same time. This will significantly sustain community by improving their livelihood and reducing social problems in area.

The success of community encouragement to conservative environment is the way to protect their original way of life; agriculture, local fishing and farming as well as local tourism. After the research, community will have a managing system in tourism with community based participatory approach in order to improve their own land and attract more visitors in years to come.

IV. RESULTS AND DISCUSSION

Community based with participatory approach

CBT or Community based tourism is referred to the activity and business in local area controlled with development and management by their own people in which their benefit and loss will produce depending on how theirperform. Therefore, it is very challenging to stakeholders in area how they can help community to develop local tourism as a CBT with efficiency. As community will be the main actor and decision-maker in planning, developing, and managing resources to suitably provide service to tourists. However, to succeed the goal of CBT, the participation among local people is necessary inside the developing strategy. Moreover, CBT of local people should have sufficient knowledge of tourism in order to organize an appropriate strategy during the development. For the community participation to be effective, it is important to put the community's needs and ways of life in the center of tourism decision-making in order to avoid potential conflicts and problems raised by the unwillingness of the community. Therefore, the success of CBT development through the participatory process is the performance which community can overcome all challenges and barriers occurring on community area and implement it to the developing plan in sustainable wasy.

Muanggluang community has a guideline to do CBT planning in sustainable dimension which is appropriate to environment and culture in the area. This can make community know how to do resilience on tourism business when there are any situation occurred. Moreover, government should support the activities of people in community to do a sustainable tourism by funding support or regularly organizing seminar of all stakeholders to acknowledge people who want to become a local tourist guide or tour agent in community and implement this to other area.

Barriers to developing plan

Participation is one of the key success factors in tourism development, but is practically hard to

achieve especially in the context of developing countries such as Thailand due to several reasons. As Tosun [5] mentioned, participation in developing countries is usually in the form of passive participation or pseudo participation due to 3 types of barriers which are: 1) The limits at the operational level, 2) The structural limitations, and 3) Cultural limitations which are details as following:

1. The limit of operation level
   - Centralization of public administration.
   - Lack of co-ordination between public and private sectors.
   - Lack of information.
   - Time consuming.
2. Structural limitations
   - 'One size fits all' attitude of tourism professionals.
   - Lack of expert manpower in tourism development.
   - Elite domination in tourism enterprises.
   - Lack of a suitable legal system to enforce community
   - participation.
   - Lack of a trained local workforce.
   - High cost of participation with lack of financial resources.
3. Cultural limitations
   - Limited capacity of poor people to participate in tourism.
   - Low level of awareness in local community.
   - Social hierarchy systems affect power relationship among stakeholders.

From mentioned barriers, community will find difficult on the development in CBT in the future unless stakeholders both public and private sectors try to help them reduce problems and obstacles in the development. They should meet the target as win-win negotiation and reduce their own benefit from tourism activities. This can help community achieve the tourism business in sustainable dimension according to people's expectation.

In addition, the result from in-depth interviewing from both public and private sectors from focus group during research project as well as local representative has been concluded that public sector in area should open the opportunities for local people to invest by their own product to lift up their tourist activities in community area and provide them a knowledge how to manage their own area in sustainable way. Moreover, public sectors in area should let other private sectors to join the seminar or meeting in order to brainstorm the sustainable development in area which affect the better living for local people. The best way is to let local people have a skill know how to manage their own asset and use it with carefully.

Lastly, from ASEAN view in CBT, there are several standards activities that community should keep maintain which are:

- Standards for effective and transparent governance, such as, CBT Member recruitment to provide specific tourism products and services (e.g. guiding, accommodation, food and beverage services) is conducted fairly by the CBT Committee based on gender equity and social inclusion principles.
- Standards for contribution to social well-being, such as, A community development fund exists that is used for initiatives benefiting the whole community. Moreover, clear and agreed benefit sharing arrangements exist.
- Standards for conserving and improving the environment, such as, natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities. As well, a fund exists to support community-based conservation programs and actions to make sure the conservative program is used to take care of the area.
- Standards for encouraging interaction between the local community and guests, such as, a quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.
- Standards for quality tour and guiding services, such as, guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities. Moreover, guides possess or can demonstrate commitment to developing knowledge of the local environment and culture; including history, culture, traditional cremony, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.
- Standards for ensuring quality food and beverage services, such as, food and beverage providers are recruited based on appropriate levels of knowledge and experience in providing locally relevant food and beverage services.
- Standards for ensuring quality accommodations, such as, accommodation providers are recruited based on appropriate levels of

knowledge of accommodation service delivery and the appropriateness of their accommodations for targeted markets as well as accommodation providers possess or can demonstrate commitment to developing sound knowledge of how to deliver quality accommodation services, and local environment, culture and sustainable tourism experiences.

- Standards for ensuring the performance of (in-bound) CBT Friendly Tour Operators (FTO) , such as, FTOs and staff possess, or can demonstrate commitment to developing, sound knowledge of sustainable tourism and how to deliver quality tour services relating to experiencing local environments, cultures and livelihoods.

CONCLUSIONS AND SUGGESTION

Community Based Tourism in Sustainable Dimension is a strategic plan on tourism industry which is very important to all stakeholders in research area. The best action in CBT to sustain community at the same time has to be a participatory approach by their own people. In that case, community has to be solid and help each other to strengthen their society in any dimension; social, economic and environment by being supported from government and other relevant organizations because there are still many barriers to set up a developing plan in order to achieve a goal of CBT in the area, especially, the area where there are a difference of proportion significantly on social status and each benefit of its own.

In addition, CBT is an efficient tool to let community have an opportunity to develop their own land and their own livelihood. Such an empowerment approach of community, this will let them practice to know how to live and gain living with their local business such as tourist activities. Meanwhile, government organization in area should do more contribute to the area and support them until it can truly be a sustainable tourism development. With an ongoing research, the assessment of study should have done frequently with accountability.

Finally, researcher will go on study to finish the project and also follow up as frequent as it could be. Thus, the community will gain an assessment from researcher to use it as a guideline to do sustainable local tourism by a participation of their own people. With the work, the sustainability of tourism development by local people in the community will be understood thoroughly and also become a tourism development practices to apply and implement in other areas.

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