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Community Based Tourism
Agro forestry, Wildlife and Marine related to Tourism
Animal and Livestock Tourism
Travelling and Adventure
Environmental Issues in Tourism
Any other agriculture related issues in Tourism

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Website: www.tourism.mju.ac.th/journal.php
Agrotourism can contribute to regional development, a priority goal of each country in the region. Very similar to ecotourism, agrotourism emphasizes on cultural aspects of the rural areas that also help in improving the economy of the area, yet promoting agrobiodiversity. Rural tourism also encompasses ethnotourism, project tourism, health tourism, historical tourism, cultural tourism or adventure tourism. Therefore researches relating to rural tourism and agrotourism hope to bring awareness to the farmers, tourists and people concerned with the fate of both the people in and our mother planet. Furthermore, cultural and biological conservation in the rural areas can be harmonized.

The International Journal of Agricultural Travel and Tourism (AT&T) is a peer-reviewed journal published twice a year by the School of Tourism Development, Maejo University, Thailand. This journal is the sixth volume (number 1) that publishes original research papers, invited review articles, and short communications (scientific publications) include the following: 1) Image Design for the Ripped Sky Festival as Taiwan National Hakka Day: A Demonstration, 2) Sustainable Tourism Management Networking Cooperation of Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand, 3) Sustainable Tourism Management for ASEAN Economic Community (AEC) of Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand, 4) Developing the Volunteer Tourist’s Revisit Intention Model: Taiwan Experience, 5) Community Participation in Agro-tourism Management in Koh Thepo, Mueang District, Uthai Thani Province, Thailand, 6) Community-Based Tourism Management at Bann Nong Ma Jub, Maefaek Sub-district, Sansai District, Chiang Mai Province, Thailand, 7) A Community-Based Tourism Management Model in Maehia Nai Community, Maehia Sub-district, Mueang District, Chiang Mai Province, Thailand, 8) The Development of Efficient Tourism Business Management of Community Enterprise in Ratchaburi Province, Thailand, and 9) Study of Potential resources for ecotouris: Baan Hua Thang, Mueang District, Satun Province.

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IMAGE DESIGN FOR THE RIPPED SKY FESTIVAL AS TAIWAN NATIONAL HAKKA DAY: A DEMONSTRATION

Ying-Hsun Chen
Associate Professor, Overseas Chinese University, Taiwan.

ABSTRACT

Since 2011, the Ripped Sky Festival has become Taiwan National Hakka Day under an election held in the previous year. This festival is celebrated in the 20th day of the first lunar month every year for showing thankfulness to Goddess Nuwa owing to her saving the Earth from devastation by repairing the Sky with her refined colored stones. Hakka customs of this festival are: women stop to work temporarily, fry sweet sticky rice cake for sacrifice, and singing mountain songs with men to enjoy themselves for taking leisure and make communion between two genders. This regular relaxation means giving the Earth along with people an opportunity of recovering every year. It implies the ideas of sustainable development and environmental friendly. But those fade folk activities of the Ripped Sky Festival are no longer able to meet the requirement of such indicative cultural festival. Even though intensive festival activities are organized regularly, the number of activities is increasing repetitively as well, the desired effect cannot be accomplished due to the content of activities is old-fashioned, immutable and vague. A lot of manpower and material resource are utilized, but it faced with the problem of no trick. A distinctive labeling logo for the Ripped Sky Festival to symbolize cultural significance is required to attract both Hakka and non-Hakka visitors to join the festival activities. Innovative ways should be employed to activate the ancient Ripped Sky Festival in order to enrich the meaning of the National Hakka Day and make it exciting with joyfulness.

In this paper, six designs about the images of Nuwa as Mother of the Earth in addition to the content of related myths are attempted to highlight the significance of the Ripped Sky Festival. A questionnaire survey was conducted with the members of 27 mom classrooms of Dongshih District, a famous Hakka area in Taichung City, to test their acceptance about the six innovative designs of Nuwa. There are two foremost findings came out from the questionnaire survey: Firstly, among the myths of Nuwa, the content of “Nuwa’s reparation of the Sky” is the most familiar one. Secondly, the most favorite image design of Nuwa is the silhouette shape which shows “Nuwa’s reparation of the Sky”.

Keywords: Hakka, image design, Nuwa myths, Taiwan National Hakka Day, the Ripped Sky Festival.
INTRODUCTION

In the series of Chinese traditional festivals, five days after the Lantern Festival (on 15th of the 1st lunar month), there is the Ripped Sky Festival (on 20th of the 1st lunar month). On this day, “year cakes” made of sweet rice which leftover during the New Year period are cooked into a very appetizing treat called “fried rice cakes”. These sticky cakes are used as the adhesive material to patch the “leak in the sky” as a symbolic offering of assistance to the goddess Nuwa to repair the sky. This old custom is still maintained by Hakka people particularly in Northern Taiwan.

In the myth, Nuwa is a goddess with human head and snake body. Six thousand years ago, an ambitious combat occurred between the water god and the fire god to strive for the throne. The former was lost and crashed with his head angrily against Mount Buzhou which was one of four footings for the sky. When the footing collapsed, half of the sky fell down and a large hole emerged in the sky. The incessant rains caused flooding. Nuwa cut off the legs of a giant tortoise to replace the collapsed footing, and darned the cracked sky with stones of five different colors in order to stop the raining and flooding.

To celebrate the great accomplishment of Nuwa to end the wretchedness, the survivors started a rite to present offerings to the goddess every year in this day. This was the origin of the Ripped Sky Festival.

As a Hakka tradition, on the Ripped Sky Festival, men will not take a hoe to dig the field, and women will not do any needlework, but merely sing Hakka folk songs between the two genders to enjoy themselves on this day. An article posted on the Council for Hakka Affairs of the Executive Yuan, Taiwan website argued: 

*The Ripped Sky Festival reflects a general sense of gratitude and treasuring of mother-nature on behalf of the Hakka people. Moreover, the festival shows that the Hakka people are eco-conscious, value the female gender, and pay attention to the importance of a deserved rest.*

This is a cultural event that best demonstrate some key Hakka ethnic characteristics.

The article also pointed out:

*In fulfilling regulations contained in the Hakka Basic Law, the Council for Hakka Affairs of the Executive Yuan sought advice from the public and has subsequently selected the Ripped Sky Festival as the National Hakka Day due to it embodying unique Hakka cultural traits, being unbiased toward other ethnic and cultural groups, as well as being significant to promote internationally. The date is set to commemorate the contribution of the Hakka people to a multicultural Taiwanese society. Starting in 2011, the Council for Hakka Affairs will work together with individual Hakka groups in every city and county to host celebratory activities for the National Hakka Day.*

LITERATURE REVIEW

The first National Hakka Day celebrations held in 2011. The activities included a large Hakka evening show and sending over one hundred thousand pieces of persuasive products. At the same time, 71 joint activities were organized with 61 government agencies, eight societies or schools including domestic and overseas.

Thereafter, the Council for Hakka Affairs continues to magnify the activities of National Hakka Day. In 2012, joint activities were organized with 86 government agencies or private organizations including domestic and overseas.

In 2013, “Enjoy LOHAS in Hakka villages, Love the Earth with thrifty” was set as the theme of National Hakka Day. Joint activities were organized with 94 government agencies or private organizations including domestic and overseas. Celebrations around the country were held to spread the new ideas of “energy saving, carbon reduction, LOHAS, as well as environmental protection”.

In 2015, the Ripped Sky Festival is celebrated as Taiwan National Hakka Day: A Demonstration.
Even though the number of activities is increasing repetitively, the desired results cannot be achieved owing to the content of activities is old-fashioned, immutable and vague. The theme cannot be implemented with just a slogan. Although a lot of manpower and material resource are utilized, it faced with the problem of no trick.

**METHODOLOGY**

**Image Design is Required**

Since the image of the Ripped Sky Festival as the National Hakka Day of Taiwan has been too hazy, it lacks a unified sign indeed. A distinctive unified image design is much needed. With reference of the Nuwa appearances in the myths, its copious implications will be highlighted by various styles of design patterns. The existing pattern will be modified, or several elements will be combined together. For instance, the second of the six image designs about Nuwa myths provided for choice in the questionnaire, the shape of mermaid silhouette was modified to fit the myth of “Nuwa’s reparation of the Sky”. Hair was redrawn, fish tail was changed to snake tail, and five balls were added to characterize the five colored stones which Nuwa were used to repair the Sky. (See Figure 1)

![Figure 1. Process of design about “Nuwa’s reparation of the Sky”](image-url)
According to visibility, it can be classified into tangible image and intangible image. Tangible image has a distinctive logo. Intangible image includes spiritual content, style, and so on. (LU Xiao, 2009: 115) Intangible image such as spiritual content and style is too abstract that a distinctive logo as tangible image is required to represent the abstract significance.

What so called “the Ripped Sky Festival reflects a general sense of gratitude and treasuring of mother-nature on behalf of the Hakka people” and “shows that the Hakka people are eco-conscious, value the female gender, and pay attention to the importance of a deserved rest” all belong to intangible image with abstract cultural significance, a distinctive labeling logo as tangible image is required to represent them.

An image design for the Ripped Sky Festival to symbolize cultural significance is required to attract both Hakka and non-Hakka visitors to join the festival activities. Consequently an echo will be found in people’s heart.

**Six Image Designs for Demonstration**

Six image designs about Nuwa myths are provided for demonstration as following. (See Table 1 to Table 6) Descriptions of Nuwa image design 1 to design 6 are given in the six tables.

### Table 1. Description of Nuwa image design 1

<table>
<thead>
<tr>
<th>Image Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style:</strong> Abstract symbol combination</td>
<td></td>
</tr>
<tr>
<td><strong>Imagery:</strong> Fuxi with a head of the black male symbol and Nuwa with a head of the red female symbol are interweaved together with their snakelike tails to form the shapes of heart and DNA in order to signify marriage and the origin of human.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> The arrow of male symbol also represents carpenter's square, likewise, the circle of female symbol also represents compasses so as to update the ancient icons. Black and red symbolize two genders. So, two interweaved tails denotes the concord of two genders.</td>
<td></td>
</tr>
</tbody>
</table>
Table 2. Description of Nuwa image design 2

<table>
<thead>
<tr>
<th>Image Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style:</strong> Silhouette</td>
<td></td>
</tr>
<tr>
<td><strong>Imagery:</strong> Nuwa with snake body darned the cracked sky with stones of five different colors.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> The shape of mermaid silhouette was modified to fit the myth of “Nuwa’s reparation of the Sky”. Hair was redrawn, fish tail was changed to snake tail, and five balls were added to characterize the five colored stones which Nuwa were used to repair the Sky. Black silhouette is so crisp that it is easy to appreciate.</td>
<td></td>
</tr>
</tbody>
</table>

Table 3. Description of Nuwa image design 3

<table>
<thead>
<tr>
<th>Image Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style:</strong> Paper cut</td>
<td></td>
</tr>
<tr>
<td><strong>Imagery:</strong> Nuwa with snake body lifts up the “Double Happiness” in the Sky.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> Nuwa is the Goddess of Matchmaker. Red paper cut typifies the festivity of marriage.</td>
<td></td>
</tr>
</tbody>
</table>
**Table 4. Description of Nuwa image design 4**

<table>
<thead>
<tr>
<th>Image Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style:</strong> engraving</td>
<td></td>
</tr>
<tr>
<td><strong>Imagery:</strong> Nuwa with snake body cast magic.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> In the myth, Nuwa’s image had seventy changes. The rounded engraving with peripheral full notch symbolizes the endless creativity of Nuwa as Mother of the Earth. Red incarnates the life energy of Nuwa.</td>
<td></td>
</tr>
</tbody>
</table>

**Table 5. Description of Nuwa image design 5**

<table>
<thead>
<tr>
<th>Image Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style:</strong> Simple configuration</td>
<td></td>
</tr>
<tr>
<td><strong>Imagery:</strong> Creates five bubble-like things with two hands.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> In the myth, Nuwa refines stones of five different colors to revamp the cracked sky. Hence, the slogan of the Ripped Sky Festival proclaimed by Council for Hakka Affairs is “energy conservation, carbon reduction, LOHAS as well as environmental protection”. This slogan is echoed by a monochrome graphic design with the significance of saving the Earth.</td>
<td></td>
</tr>
</tbody>
</table>
Table 6. Description of Nuwa image design 6

<table>
<thead>
<tr>
<th>Image Design Description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Style:</strong> Cute cartoon version</td>
<td></td>
</tr>
<tr>
<td><strong>Imagery:</strong> Nuwa with snake body plays music happily.</td>
<td></td>
</tr>
<tr>
<td><strong>Description:</strong> In the myth, Nuwa is the Goddess of Music. She can make musical instrument and create music for human. In view of that, notes and sound wave indicate the music. Blue symbolizes the ocean.</td>
<td></td>
</tr>
</tbody>
</table>

Testing the Degree of Acquaintance and Acceptance

A questionnaire for testing the acquaintance degree of information about Nuwa and the degree of acceptance among the six image designs about Nuwa myths are conducted on 17th, 18th and 19th of July 2013. The respondents are members of 27 Mom Classrooms in Dongshih District, the famous Hakka area in Taichung City. There are fifteen trichotomy survey questions. 521 questionnaires were returned, and 511 out of them (98%) are valid. The average age was 61.7 years old. The age distribution of respondents sees Table 7.

Table 7. The age distribution of respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of people</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 or below</td>
<td>10</td>
<td>2.0</td>
</tr>
<tr>
<td>25-39</td>
<td>7</td>
<td>1.4</td>
</tr>
<tr>
<td>40-64</td>
<td>270</td>
<td>52.9</td>
</tr>
<tr>
<td>65 or above</td>
<td>224</td>
<td>43.8</td>
</tr>
<tr>
<td>Total</td>
<td>511</td>
<td>100.0</td>
</tr>
</tbody>
</table>
There are two foremost findings came out from the questionnaire survey. One of them is that the content of “Nuwa’s reparation of the Sky” is the most familiar among the myths of Nuwa. There are nine survey questions for testing the acquaintance degree of information about Nuwa. In the midst of information about Nuwa, the content of the Ripped Sky Festival is the most familiar one. Owing to the folk customs heritage, Hakka women are more familiar with the content of the Ripped Sky Festival than the Nuwa myths. The third familiar information about Nuwa is the content of National Hakka Day. (See Table 8) It shows that publicity is needed to step up.

Table 8. Acquaintance degree of information about Nuwa: Ranked from high to low accordance with “know the content” or not

<table>
<thead>
<tr>
<th>Survey questions and their serial number</th>
<th>Know the content</th>
<th>Have heard</th>
<th>Never knew</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Do you know the content of the Ripped Sky Festival?</td>
<td>270</td>
<td>211</td>
<td>28</td>
</tr>
<tr>
<td>5. Do you know the myth of Nuwa’s reparation of the Sky?</td>
<td>193</td>
<td>230</td>
<td>79</td>
</tr>
<tr>
<td>1. Do you know the content of National Hakka Day?</td>
<td>166</td>
<td>278</td>
<td>67</td>
</tr>
<tr>
<td>2. Do you know the content of Nuwa myths?</td>
<td>148</td>
<td>266</td>
<td>85</td>
</tr>
<tr>
<td>4. Do you know the myth of Nuwa made human with Fu Xi?</td>
<td>113</td>
<td>211</td>
<td>168</td>
</tr>
<tr>
<td>8. Do you know the myth of Nuwa’s refining of the colorful stones?</td>
<td>93</td>
<td>186</td>
<td>213</td>
</tr>
<tr>
<td>6. Do you know the myth about Nuwa is the Goddess of Matchmaker?</td>
<td>79</td>
<td>176</td>
<td>242</td>
</tr>
<tr>
<td>7. Do you know the myth about Nuwa’s image had seventy changes?</td>
<td>66</td>
<td>152</td>
<td>285</td>
</tr>
<tr>
<td>9. Do you know Nuwa is the Goddess of Music?</td>
<td>64</td>
<td>160</td>
<td>272</td>
</tr>
</tbody>
</table>
The myth about Nuwa’s image had seventy changes is the most unfamiliar information about Nuwa. Nuwa is the Goddess of Music is the second unfamiliar information about Nuwa. The third is Nuwa is the Goddess of Matchmaker. (See Table 9) The top three unfamiliar myths were only described in Chinese texts, but have not been assimilated into the folk customs. Thus, these three types of image elements should avoid in the image design of Nuwa, because they cannot run into the people’s familiarity.

Only 28 persons never knew the contents of the Ripped Sky Festival. It is the most familiar information about Nuwa. Obviously, the folk customs elements about the Ripped Sky Festival should be strengthened in the Nuwa image design. Moreover, since respondents are not acquainted with Nuwa myths in general, even the most familiar myth about Nuwa’s reparation of the Sky should also associate with the folk customs of the Ripped Sky Festival to make the people easier to accept.

Table 9. Unfamiliarity of information about Nuwa: Ranked from high to low accordance with “Never knew” or no

<table>
<thead>
<tr>
<th>Survey questions and their serial number</th>
<th>Know the contents</th>
<th>Have heard</th>
<th>Never knew</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Do you know the myth about Nuwa’s image had seventy changes?</td>
<td>66</td>
<td>152</td>
<td>285</td>
</tr>
<tr>
<td>9. Do you know Nuwa is the Goddess of Music?</td>
<td>64</td>
<td>160</td>
<td>272</td>
</tr>
<tr>
<td>6. Do you know the myth about Nuwa is the Goddess of Matchmaker?</td>
<td>79</td>
<td>176</td>
<td>242</td>
</tr>
<tr>
<td>8. Do you know the myth of Nuwa’s refining of the colorful stones?</td>
<td>93</td>
<td>186</td>
<td>213</td>
</tr>
<tr>
<td>4. Do you know the myth of Nuwa made human with Fu Xi?</td>
<td>113</td>
<td>211</td>
<td>168</td>
</tr>
<tr>
<td>2. Do you know the contents of Nuwa myths?</td>
<td>148</td>
<td>266</td>
<td>85</td>
</tr>
<tr>
<td>5. Do you know the myth of Nuwa’s reparation of the Sky?</td>
<td>193</td>
<td>230</td>
<td>79</td>
</tr>
<tr>
<td>1. Do you know the contents of National Hakka Day?</td>
<td>166</td>
<td>278</td>
<td>67</td>
</tr>
<tr>
<td>3. Do you know the contents of the Ripped Sky Festival?</td>
<td>270</td>
<td>211</td>
<td>28</td>
</tr>
</tbody>
</table>
Another foremost finding came out from the questionnaire survey is that the most favorite image design of Nuwa is the silhouette shape which shows “Nuwa’s reparation of the Sky”. (See Table 10)

There are six trichotomy survey questions for testing the degree of acceptance among the six image designs about Nuwa myths. Three options including “loves”, “so-so”, “do not like” are provided for each question to select one of them.

The second favorite image design of Nuwa is the cute cartoon version which shows that Nuwa is the Goddess of Music, though it is the second unfamiliar information about Nuwa. So, the lovely design style should be taken into consideration.

Table 10. Favorite order of Nuwa Image designs

<table>
<thead>
<tr>
<th>Image design</th>
<th>Serial number</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>327</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>289</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>268</td>
</tr>
</tbody>
</table>

(See Table 10)
Table 10. Favorite order of Nuwa Image designs (Cont.)

<table>
<thead>
<tr>
<th>Image design</th>
<th>Serial number</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image Design" /></td>
<td>4</td>
<td>238</td>
</tr>
<tr>
<td><img src="image2" alt="Image Design" /></td>
<td>5</td>
<td>201</td>
</tr>
<tr>
<td><img src="image3" alt="Image Design" /></td>
<td>1</td>
<td>189</td>
</tr>
</tbody>
</table>
The most undesirable image design of Nuwa is the abstract symbol combination of the two gender symbols and DNA. The second one is simple configuration of lifting five bubble-like things with two hands. The third one is the rounded engraving which shows Nuwa’s image had seventy changes. These three designs are too abstract that most people are difficult to recognize their meaning.

Table 11. Undesirable order of Nuwa image designs

<table>
<thead>
<tr>
<th>Image design</th>
<th>Serial number</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>1</td>
<td>34</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>4</td>
<td>30</td>
</tr>
</tbody>
</table>
### Table 11. Undesirable order of Nuwa image designs (Cont.)

<table>
<thead>
<tr>
<th>Image design</th>
<th>Serial number</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image 1" /></td>
<td>6</td>
<td>27</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image 2" /></td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image 3" /></td>
<td>2</td>
<td>13</td>
</tr>
</tbody>
</table>
RESULTS AND DISCUSSIONS

An image design for the Ripped Sky Festival is required to fetch up the fragile memories with creative imagination. Then Hakka and non-Hakka people will be able to share the collective memory with each other.

There are two foremost findings came out from the questionnaire survey: Firstly, among the myths of Nuwa, the content of “Nuwa’s reparation of the Sky” is the most familiar one. Secondly, the most favorite image design of Nuwa is the silhouette shape which shows “Nuwa’s reparation of the Sky”. Noticeably, the silhouette shape design of Nuwa with the content of “Nuwa’s reparation of the Sky” is the ideal Nuwa image design.

The top three unfamiliar myths were only described in Chinese texts, but have not been assimilated into the folk customs. Thus, these three types of image elements should avoid in the image design of Nuwa. Since respondents are not acquainted with Nuwa myths in general, the folk customs elements about the Ripped Sky Festival should be strengthened in the Nuwa image design.

The second favorite Nuwa image design is the cute cartoon version; the lovely design style should be taken into consideration.

The top three undesirable image designs of Nuwa are all too abstract that most people are difficult to recognize their meaning. Thus, the abstract Nuwa image design should be avoid.

REFERENCE


SUSTAINABLE TOURISM MANAGEMENT NETWORKING COOPERATION OF PONGYANG SUB-DISTRICT, MAERIM DISTRICT, CHIANG MAI PROVINCE, THAILAND

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ABSTRACT

This research objective to develop tourism networking cooperation in Pongyang sub-district, Maerim district, Chiang Mai province. The research methodology of this research come from books, research papers, observations, meetings, in-depth interviews from 40 respondents who were stakeholders of tourism activities in this area and 20 outsiders who were tourism operators, tourism company, tourists guide tourism expertise and tourism students from Taiwan, Philippines and also Thais totally 60 respondents. Afterward, statistical software package for social science research were used for analyzing quantitative data which consist frequency, percentage, mean, and standard deviation. Content analysis was used for qualitative data.

Results of the research found that the target groups tried to present strengths or uniqueness to another that can be developed as tourism destination. Aside from this, these area built and developed networking to make friends or good relations by connecting tourism program of each destination ready to offer to the tour operators and tourists until as network of both inside and outside stakeholders of Pongyang sub-district to promote their tourism activities for all of the people. However, this tourism management cannot be implemented effectively and sustainably without the networking cooperation of the stakeholders at all levels inside and outside the area. Therefore, the networking should be opening opportunities for all members at the community, sub-district, district, including province levels where there is freedom in decision making and running their business under the roles and duties that have public relations convenient for the benefits of the whole. There was a network coordinator in collaboration that comes to meetings, discussions, and counseling regularly for solving problems together. The people participated for developing tourism promotion map/ route in this area under the theme of “welcome to Pong Yang Land of Dreams”. This map was shown more than 100 tourism attractions of this area.

Furthermore, this research should affirm and consider the value of sacredness of the cultures of the ethnic groups in Pongyang sub-district. The local people started to dispute about uniqueness of the ethnic group including collecting and presenting the matter about identity of tribes or the charm that attracts tourists to visit and study, learn. Nevertheless, the entrepreneur in public and private sector including the tourists should also learn the value of sacredness and various rights of the ethnic groups should be respected and understood in the diverse cultures in order to build identical views and unity of the people in society as well as the country.

Keywords: Tourism Management, Networking Cooperation
INTRODUCTION

Majority of Thailand, sustainable tourism management is concerning to Agrotourism. Agrotourism is a marriage between two major industries. It is a collection of Agricultural-based attractions, events and services that include experiences like farm visits and tours, farmer’s market, agriculture festivals and fairs, country vacation farms, guest ranches and market gardens. Agrotoursim can help to bridge the gap between urban and rural populations. It is also one opportunity for farm families to diversify revenues sources for their operation. It provides new market opportunities and adds value to what they are already producing. In some cases the addition of an agrotourism venture has been known to assist in succession planning, encouraging the younger generation to say or the farm and add enough revenue to support more than one generation. Variable farms contribute to variable rural economics. Sustainable tourism management networking cooperation or sustainable tourism management cluster was defined as a group of like-minded stakeholders and operators who come together to increase the profile for their operations and geographic area along an agrotourism theme. A flexible process such as the agrotourism cluster development initiative does not come without its challenges. For example (Brunch M., 2005): 1) bringing together different players who are at different level of development and commitment, and who have different needs, can present a strangle when trying to find common ground. Even when common goals and objectives are set, groups can sometime lose site of these as projects develop and evolve, 2) learning tends to happen or an incremental level and marketing continues to be a learning progression. Marketing strategizing and tracking have presented a significant uphill learning curve, not only for operators, but also for stakeholders as the specific market demands for agrotourism are still in the process of being realized and understood. In fact, the concept of agrotourism can still carry a somewhat negative stigma among some conventional or traditional players in both the tourism and agriculture industries, as any emerging sector often does, 3) the result of an industry still in its infancy stages is that there are operators who do not even realize they have something to offer in agrotourism and thereby don’t consider themselves a part of the industry and 4) with the exception of one cluster group, most have opted to maintain a fairly loose business structure. Although the flexibility can be beneficial for changing players and needs, it can also present a challenge when issues arise or the need for a formal body is required to apply for funding or speak to the groups needs.

REVIEW OF LITERATURE

Sustainable tourism management networking cooperation or Agrotourism cluster is a network of related businesses in close geographic proximity with market identity and distinctive business culture who follows a common vision, strives for continuous innovation and works closely with local institutions and organizations. According to Bruch, M. (2005) pointed that agrotourism may be an informal producer group who cooperates to promote and implement a single special event to a formal association or cooperative led by a board of directors for year-round efforts. Therefore, the potential purposes or objective of agrotourism cluster as follow (Barbara, S. and S. Walukiewicz (2004), Alberta Agriculture, 2004, 2005):

- Increase income at farm gate
- Increase appeal and draw to a region
- Increase exposure and awareness of offerings
- Access new markets
- Pool marketing resources to gain marketing efficiencies
- Maintain product/service quality standards
- Maintain environmental conservation standards
• Gain purchasing power for supplies/inputs
• Work to obtain grant funds or subsidies
• Network-share experiences and exchange ideas
• Lobby

Furthermore, Eckert, J. (2013) (http://www.eckertagrimarketing.com/) pointed that the same is true in AgriMarketing, the work of attracting tourists to your farm or ranch, and I am seeing more and more harvest teams coming together to reap bigger rewards. Called “Ag Clusters”, these are teams of neighboring farms, bed and breakfasts, wineries and businesses, including those who are friendly competitors, pooling their resources to create a cluster of attractions. The cluster invites potential guests to enjoy not one, but several attractions, all in the same region or area. More attractions increase the likelihood that the guests will choose your area to visit. Attraction clustering is nothing new to the tourism industry. For example, if you are looking for information about a theme park, you’ll likely find that the literature or website also tells you about nearby lodging, restaurants, and other tourist attractions. As more farms enter the Agrotourism industry, clustering is becoming a practical and profitable way to promote agricultural areas. By combining your marketing dollars you have more resources for brochures, websites and perhaps even a part time publicist to attract the media.

Agrotourism Cluster/ groups

Sznajder M. and L. Przezbórska (2004) explained that the distinguishing of the rural and agri-accommodation cluster is justified by its specific nature. All services and products of the cluster have been divided into six groups. Rural and agri-accommodation services comprise various kinds of accommodation in rural areas. Homestead accommodation, including farm-stays, country-stays, rural homestays, and rural B&B seem to be the most common and the most tied with countryside and rurality. The above accommodation categories are quite specific for rural and agritourism, however the differences between them are very slight. B&B in usual is an “umbrella term” for variety of hosted accommodation that includes a bed for the night and a breakfast in the morning. There are also some specific for agri-tourism forms of accommodation, e.g. sleeping on the hay, camping barns or bunkhouses. However, such accommodation services cannot be offered in a mass scale. They are connected with some threats both for a farm (e.g. fire) and for visitors (e.g. low sanitary condition, possibility of skin diseases transfer).

Accommodation can be also provided by rural and agri-hotels or motels. Within this scope agri-tourism hosted accommodation businesses and hotels compete between each other. A cheap price of an agri-tourism farm service may be an advantage for a visitor. Agri-tourism farms sometimes have to offer cheaper accommodation. On the other hand they cannot attract clients. Most of visitors and tourists prefer accommodation at hotels or motels. Hotel services’ prices are much differentiated depending on quality, standard of services, location, and many other factors. In general tourists expect high quality form hotel services and well equipped, comfortable rooms. Hotels offer additional services as parking places, restaurants, discos, etc. The lower price for agri-tourism accommodation seems to be both an advantage and a disadvantage. Because of lower prices at agri-tourism hosted accommodation some demanding clients do not expect high quality and prefer to stay at hotels or motels.

An idea of agri-hotel and motel services means an agri-tourism accompanying services. A tourist staying a day, participating in various activities at a farm needs an accommodation. In such a case there is no competition between hotels and agri-tourism farms.

Furthermore, Sznajder M. and L. Przezbórska (2004) pointed that Agri-catering is an integral part of agri-tourism. Tourist staying...
temporarily or periodically in a farm have to buy
at least some meals. They can buy their meals
in restaurants, make their own meals or buy
catering services offered by agri-tourism farms
or other rural tourism enterprises. There is a great
variety of agri-catering services in agri-tourism
and rural tourism, however there only three
groups are distinguished within that cluster. The
variety is connected with source of food
products, number and time of meals, places of
serving meals, etc.

Figure 1. Classification matrix of products and services offered within rural and agritourism activity
Foods products may come partly from an agri-tourism farm own production or fully be purchased outside the farm. Serving own food products farms can increase their income. One can divide meals in various ways and by three criteria; for example, by the time of serving meals (breakfast, lunch, dinner, tea, supper), by the place of served meals (in the dining room or in the kitchen, outside home, in restaurants, etc.), or by feeding patterns (regional kitchen, national kitchen, every-day meals and holiday meals, etc.). The idea of rural and agri-tourism lies in varieties that make the meals very special and different from the meals served by other agri-tourism farms. Each meal may be identified as an individual variant of an agri-tourism product. The unlimited possibility of meals’ differentiation causes the farms can be different from each other.

**Agrotourism Cluster in Thailand**

Thailand is a country with full of natural resources which support tourism, arts, cultures, history; the unique attractions of local and foreign tourists. Moreover, the industry’s of tourism and revenue of the country have been increased continuously. The importance policy to promote tourism according to a variety of needs is the key to the development of tourism and services. Nowadays travelling around the world has been changed; furthermore, travelers are interested in agro-tourism. The development of the tourism based on the society is a guideline to travel to the engine in the economy and the social development of the country is sustainable. Considering the country’s infrastructure was found that two-thirds of the population which is in the agricultural sector and the different characteristics of plants under different farming areas. The characteristics of interested are the potential to develop tourist attractions known as agro-tourism. The agro-tourism is travel to the farming community, agricultural plantations, herb garden, livestock farms, and pets and aquaculture. It is included with public institutions and educational institutions with research and technological development of agriculture production. To receive the knowledge and experience based on responsibilities and awareness for the preservation the environment (Department of Agricultural Extension, 2012).

Tourism industry has been developed, extended and supported by the Asia governments especially the Tourism Authority of Thailand (TAT) which has formed strategies on development planning, and management has also received big monetary budgets for all aspects of tourism development such as tourist destination and tourism services. Following the policies on tourism development of TAT and Office of Tourism Development, Ministry of Tourism and Sports which has developed tourist destinations linking Agricultural products or OTOP products with 3-5 star awards, also has tourism potentials, worth viewing production process, business chronicle, interesting history of the village, attractive atmosphere so that agencies supported the one village one product as the main selling point and emphasized it to attract tourists and visit tourist destination of villages (TAT, 2010).

Tourism development and sustainable Agricultural products or OTOP, the government should form and develop internally each local tourist destination. When the development is viewed as setting from bottom to the top then the development meets the needs of the local people and networking of work or working that helps follows a model suitable for sustainable development. From the present status the group of OTOP producers in the OTOP project and tourism businessmen do not work together but working to each his own or independently and do not have a network. Since they emphasized on production only, they lacked diverse ways of selling the products which resulted to surplus of unsold products. Thus the OTOP producers of each community worried how to manage that their products would reach the tourists and make the tourists buy the OTOP products as souvenirs to bring back to their home countries.
All of the provinces in Thailand have received support and extension from these tourism projects and OTOP project which have their own networks. These two important projects have received budgets from the government. In another way, both projects have the same goal that is emphasizing on extension, strategic development on production and marketing increasing the value of the product and service until the tourist destination is developed to generate income and progress to the community and up list the status of living in the community by producing or resource management in the local community making the product with quality, outstanding selling feature and conforming to the culture of each community to be make famous in the country and in the world (Community Development Department, 2001).

According to Thongma W. et al. (2011) The different provinces in Thailand have high tourism potentials and have many tourism entrepreneurs, unique and beautiful originating from the local wisdom of the people in the local community that has skillful craftsman. Thus it is very important to have a network between tourism operators and the OTOP producers in different provinces in Thailand and seek how they applied sufficiency economy philosophy through their networking cooperation.

Developing linkages between OTOP producers and tourism procurement strategies could potentially create an important mechanism through which to achieve sufficiency economy philosophy objectives. The cooperation between OTOP products and tourism management can be seen in the important components of tourism industry that should connect between accommodations, tour operations, restaurant or catering and beverages, transportation, retail store, souvenir shops and tourist destination. Because the more any area where there has a connection in network of the said components of tourism industry, the more tourism industry in that area will be succeed in rendering services that satisfy the tourists. However, sustainability of these tourism industry components depend on the understanding of the owners or hosts who will take care and provide success to the external tourists that can vary on beliefs, culture, tradition, and way of life similar to guests who came to visit only. However, when both sides (hosts and guests) understand in the similar manner or follow the same path, the problems will not occur. Anyway, when both sides have contrasting experiences, then conflicts in thinking and behavior may occur. Thus, instead of using OTOP products and tourism as a tool for development, it can turn out to be a tool for destruction or negative impacts. Thus, a community that is prepared with homestay accommodation is one way that can attract tourists and deviate to those communities more. If these communities have selling mark or a good attractive point or communities with service quality especially the hill tribes can develop OTOP tourism community networking, all of them are not competitors but partners. After this a OTOP tourism network of the communities will connect with multilateral collaborations from the outside by following the Sufficiency Economy Philosophy as frame in developing OTOP tourism together by emphasizing on managing the available resources in their area which include social resources, natural and environmental resources, and economic resources or manpower by building quality manpower that can communicate by holding high or aloft the meaning of culture of the community and uniqueness of each tribe in order to transfer to the general public and keeping in mind that tourism serves as an alternative or supplementary occupation comprising of running a tourism business with reason, sufficiency, and wisdom or having self-immunity and family having giving up one’s own culture but people in the community or in the tourism network still has the fire of seeking knowledge, has thoroughness, and carefulness or caution that requires integrity, diligence, and patience leading to sustainable
cultural tourism management following the Sufficiency Economy Philosophy (Thongma, W., 2013).

Overview

Following the above review one can conclude that sustainable tourism or agrotourism may offer almost unlimited number of products services and imponderables. Classification of sustainable tourism management networking cooperation or agrotourism cluster can be divided into many types such as direct contact with farm animal and rural nature, rural and agri-retail/ business (direct sales), “pick-your-own” direct sale, ethnography, historical and modern agro-tourism farm, agri-sport and active tourism, agri-therapy (health related products and services, agri-recreation, agri-tainment etc. Sznajder M. and L. Przezborska (2004). Each cluster received its specific and unique name. So the products and services could be easily assigned to it. Further works should be conducted to update the even renamed the clusters or groups. This is because agrotourism farms and rural society provide growing range of services and products.

Farmers and rural society rather seldom offer a single product or service. They offer rather a package or services and products. A set of services and products offered by given farm or enterprise creates a portfolio (mix) of services and products. A farm will succeed if it can organize and offer an attractive portfolio. Mass tourism exists selling on pretty low price very narrow assortment of services and products only. Agro-tourism has to sell broad range of products and services, but usual they are expensive because of their unique nature.

Conceptual Framework

![Conceptual Framework](image)

Figure 2. Conceptual framework of this research
RESULTS AND DISCUSSION

Network building for sustainable tourism management networking cooperation or agrotourism cluster by communities emphasizing on “locals” involving developing their potentials and allowing the agricultural products as local wisdom gain added value to be a souvenir that tourists will buy. However, these businesses should rely upon the network within the community and among communities or outside the community more. Thus, there should be different committees on sustainable tourism networking cooperation by communities in levels of sub-district, district, province and upper northern region in increasing order. Based from analysis among the researchers, lecturers, counselors, and participants to the training or workshop, it showed the model of networking structure for sustainable tourism as table networking structure. In the meeting and training/workshop the researchers recommended to change the networking structure to wheel networking structure which should be better since each member of the network will have independence in decision making, running his/her business, and performing his/her roles and responsibilities with competence. But there will be an exchange of experiences and resources and cooperation by or through a coordinator or a central committee to move forward together.

Therefore, it can be seen that the model of
networking for sustainable tourism at present which has loose relationship where each community seeks its own interest and faction which led to conflicts and competitions and ended up with selling agricultural products at low prices and contributed to one factor in devaluing the tourism product and losing the identity of the community, as well as ending up with imitation of the tourism product or brand. This is the case in a table networking structure. However, with a wheel networking structure members of the network have freedom in decision making and running the activities under the roles and responsibilities of each community or organization and yet having an exchange of experience and resource through the coordination of a central committee or a coordinator which conforms to Ganjonrangsinon, (2007) stating that in the Thailand Institute of Scientific and Technological Research (2008) it added that building and developing a networking will make contacting and supporting have an exchange of news and cooperation in a voluntary manner. Building a network should support and provide conveniences to its members having a friendly relationship but respecting his or her independence like associating with/ making friends with high dependability. Furthermore, building a network should not be like contacting and disseminating news on one side only like transferring news through the media, sending magazines, newsletters to members and this is not networking. Tools of media can be used in the network. Therefore, networking does not send newsletters to members only but should have an exchange of information, news among members of the network. Therefore, in forming and developing networking for community-based sustainable tourism should have the following steps (Gaanghawong, 2003: 251-257);

1) Prepare a statement of purpose,
2) Define goals and objective,
3) Create and action plan,
4) Establish ground rules and decision-making process,
5) Prepare a communication plan,
6) Choose an organizational structure, and
7) Mobilize resources
Figure 4. Sustainable tourism networking or Agrotourism cluster model
Results of this research led to technical knowledge holding to the theory or concept on forming and developing networking model of sustainable tourism to be applied in real institutes for more efficiency and effectiveness and thus the following recommendations are presented:

1. Administrators and officers of the Community Development Provincial Office, Tourism and Sports Provincial Office, and TAT Northern region 1 including the Association of Tourism Businesses in northern Thailand especially Chiang Mai, Lamphun, Lampang, and Maehongson brought the results of this research used in policy making and planning for the forming and developing networking of sustainable tourism or agrotourism cluster at levels of sub-district, district, province as well as upper northern region level following the wheel networking structure. There is a need to establish a committee of coordinators on networking or a central committee and push forward getting benefits from the networking or network utilizing by opening opportunities for each network per group setting its own goals and objectives. If the network of each group can run its main roles completely then that network can be powerful and can impact to the society at a wider scale. Thus, the benefit of networking can serve as a central stage for coordinating and exchanging information technology and knowledge, campaign for resources, create and develop new agricultural products that meet the demands of the tourism market.

2. Tourism destination groups should keep networking especially on having activities always in the network group to keep the relationship warm among members of the network at sub-district, district, province, and region levels. Furthermore, the selected businessmen as members of the central committee should form the mechanism of motivating, seeking enough supportive resources, giving assistance, solving problems, and making future leaders of the network.

Suggestions for future research

1. This research on Pongyang sub-district that located in the upper northern Thailand where the target groups were the communities making Lanna style to improve the economic status of the community for tourism by communities so that the future research should expand the area or cover all the regions in the country.

2. Model or structure of networking for sustainable tourism on this research is on building and developing networking following seven steps which did not include evaluating the networking. Therefore, the future research should study the complete cycle include evaluation using key performance indicators as follows: 1) suitability, 2) legitimacy, 3) effectiveness, 4) efficiency, 5) continuity, and 6) flexibility.
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SUSTAINABLE TOURISM MANAGEMENT FOR ASEAN ECONOMIC COMMUNITY (AEC) OF PONGYANG SUB-DISTRICT, MAERIM DISTRICT, CHIANG MAI PROVINCE, THAILAND

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ABSTRACT

Sustainable tourism can be considered as an alternative tourism that can help Thailand succeed of economic crises, it was facing or erase the conflict or misunderstanding among ethnic groups that became more intense. Especially in the upper northern part of Thailand, the cultures of various groups were sold carelessly which can be seen in many tour programs such as “Akha Firewalking” and “Akha Swing Festival” or the “Jaku dance” of Lahu tribe including the Long Neck Karen (Padong) that were performed for the tourists as if a “human zoo” as an example. Thus, the main purpose of this research was to create strategy for developing sustainable tourism with the networking cooperation of many parties or stakeholders in Pongyang sub-district, Maerim district, Chiang Mai province. In the accomplishment of this research procedure used action research was done by various ways or techniques of data collection such as questionnaire, interview, small group discussions, dialog between researchers and local people, role playing of tourism management in the study area and observation of tourism management services. All of the data collected were analyzed by both insiders and outsiders who were researchers, undergraduate and postgraduate students in tourism development programs in order to make strategy, work plan, and project on sustainable tourism management for preparing local people through ASEAN Economic Community (AEC). A networking cooperation on sustainable tourism management in this area should be cooperated with all of stakeholders at community, sub-district and district levels. Moreover, sustainable tourism management should be developed the knowledge of sustainable tourism management that appropriate with local context and based on local resourced especially traditional and local way of life. It will be effectiveness and efficiency sustained of their community.

Results of the study showed that in making a strategic plan in managing a community to be a sustainable tourism destination for AEC member should be applied the concept of Sufficiency Economy Philosophy by emphasizing on the available resources of community in there aspects as follows: 1) social resources, 2) natural and environmental resources, and 3) economic resources. Therefore, community was relying on the principle of sufficiency by the local people in the community whereby tourism is just a supplementary livelihood only and not eyeing on the projects from tourism as main goal, but a profit as development of knowledge, capabilities, experiences, building unity, sharing and responsibility for the scope of culture or identity in their community, which will help local people survive in the rapid global changes.
INTRODUCTION

The global tourism industry, climate change brings more risks that opportunities. There will be regional and seasonal shifts in tourist flows, resulting in both winners and losers. However, it is undoubted that the tourism industry will continue to be a growth sector, despite the challenge of climate change. Negative climatic consequences always have particularity serious effects if climate-sensitive tourism has major economic importance.

The island states in the Southeast Asia, Thailand, Malaysia and the Indian Ocean are particularity reliant on tourism. If tourist stay away from them, the economic setbacks are extremely serious (Ehmer P., 2008).

Anyway, Southeast Asia is coming in a big way to the international tourism industry due to its fast economic growth and relatively well-off middle classes, which is also growing fast. While the economic uncertainty continues in Europe and USA, Asian economies including China, South Korea, India, Malaysia, and Sri Lanka are booming though there are some marginal declines. The ongoing economic performance in Asia has become a welcome incentive to inter and intra tourism development in the countries of the region in addition to the world tourism.

Besides, this sustainable tourism management of the community in Pongyang sub-district, Maerim district, Chiang Mai province cannot be implemented effectively and sustainably without the networking cooperation of the stakeholders at all levels inside and outside the community. Therefore, there is a need for developing and building a network cooperation for sustainable tourism management by opening opportunities all of them, where there is freedom in decision making and running their business under the roles and responsibilities that have public relations convenient for the benefit of the whole. There is a networking cooperation of stakeholders that comes to meetings, discussions, and counseling regularly. This research process should affirm and consider the value of sacredness of the cultures of the ethnic groups and also local wisdom or traditional knowledge. The local people started to dispute about uniqueness of the ethnic group including collecting and presenting the matter about identity of tribes or the charm that attracts tourists to visit and stay. Nevertheless, the entrepreneur in public and private sector including the tourists should also learn the value of the sacredness and various rights of the ethnic groups should be respected and understood in the diverse cultures in order to build identical views and unity of the people in the society. The understanding between the hosts and guests that would result to cultural and traditional tourism programs and rural tourism beneficial both to the communities and the country as a whole.

Keywords: Sustainable Tourism, ASEAN Economic Community (AEC), Tourism Management
The Pacific Asia Travel Association (PATA) suggests that Asia Pacific region is the fast growing tourist region in the world. The South Asian tourism is also growing fast even though it stands behind the South East Asia. The PATA further says that the growth in international tourist arrivals into South Asia was up by almost 10% during the first two months of 2012. The political uncertainty in the Maldives has made a negative impact on its tourism industry. Four reporting destinations from South Asia, only the Maldives recorded a decline while Sri Lanka (+27%) and Nepal (+14%) maintained their strong pace of expansion, leading the sub-region in term of growth while in terms of volume India has made a big gain (PATA, 2012).

India is leading in the region in terms of tourist arrivals share as well as receipts share even though the sub region is behind the rest of the other areas of the Asia and Pacific region. Overwhelming majority of the tourists coming to the South Asian region end up in cities, historical monuments, holy places, wonders of the nature, and beaches. Agro tourism resource base, the largest and most common in the region, has not been tapped to a great extent so far.
Figure 1. Tourism Towards 2030: Actual trend and forecast 1950-2030
Source: UNWTO, Tourism Highlights (2012)

Research Objectives

To analyze factors that affecting to sustainable tourism strategic management in context of Pong Yeang Sub district

To find out the effectiveness networking cooperation of sustainable tourism management

To create the appropriate Knowledge Management (KM) process of sustainable tourism management for selected communities

To develop cultural resources for sustainable tourism management
LITERATURE REVIEW

World Tourism and situation

The tourism has become the most dynamic sector in the world economy in a time of turbulence. The world Tourism Organization (UNWTO) records suggest that the international tourist arrival has gone up by 5.7 percent during the first two months of 2012 compared to the same period of 2011 in spite of challenging world economic environment. International tourist arrival surpassed 131 million in the first two months against the 124 million in the same period of 2011 (UNWTO, 2012). According to WTO predicts that international tourist arrivals will increase from year to year, from 1 billion tourists in 2010 to 1.6 billion tourists in 2020 (Dowling R. et al., 2002).

Table 2. World’s population and tourist arrivals 1990-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Population (m)</th>
<th>Tourist Arrivals (m)</th>
<th>2 as percentage of 1</th>
</tr>
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<td>5306</td>
<td>435</td>
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<tr>
<td>2012</td>
<td>7023</td>
<td>1000</td>
<td>14.2</td>
</tr>
</tbody>
</table>


Sustainable Tourism Development Concept

The term sustainable tourism development became popular following the release of the Brundtland Report. The term at its most basic represents a direct application of the sustainable development concept. Sustainable tourism, in this context, is tourism that meets the needs of present generations without compromising the ability of future generations to meet their own needs. More commonly, sustainable tourism is regarded as tourism managed in such a way that if does not exceed the environmental, social, cultural or economic carrying capacity of a given destination (Weaver, D. and L. Lawton, 2006). Also Weaver (2006) added the caveat that even responsible operator may inadvertently operate on occasion in an unsustainable way, in which case the litmus test for a sustainable tourism operator is the willingness to redress the problem as soon as it is made apparent. Weaver also suggests that the definition should incorporate the need for operators to be financially sustainable,
since tourism that is not financially viable is not likely to survive for long, no matter how viable it is from an environmental or socio-cultural perspective. As with sustainable development, the term “sustainable tourism” is susceptible to appropriation by those pursuing a particular political agenda, but is also amenable to weak and strong interpretations that adapt to different kinds of destination.

**Definitions and Concepts of Sustainable Tourism**

The idea of sustainability had previously been alluded to in the literature, the term itself merged following the 1987 release of the so-called Brundtland Report, which popularized the concept of “sustainable development”, that is “development that meets the needs of the present without compromising the needs of future generations” (WCED, 1987). The report Our Common Future put toward the view that sustainable development involved not just gaining economic development but also issues of fairness between individuals and groups in today’s society and between present and future generations (WCED, 1987; Bramwell and Lane, 1993). It proposed that fairness between generations involves ensuring that future generations are left with the natural and human-made resources required for them to meet all their likely needs. However, the concept of sustainable development has taken on diverse meanings, with these alternative interpretations reflecting different ethical positions and entailing varying policy objectives and management strategies.

There are many potential approaches to sustainable tourism which may be adopted by tourist destinations according to their unique circumstances. Hunter (1997) describes at least four interpretations or planning approaches to tourism which are intended to contribute to sustainable development. The typology of approaches has been adapted and summarized in Table 1 the four sustainable tourism planning approaches are labeled as tourism imperative, product-led, and endogenous tourism. In the table each approach is related to the tourism development stage when it is likely to occur, the primary concern of the approach, the attitude to resource use on which it is based, and whether it represents a weak or strong interpretation of sustainable development.

Sustainability as a concept may be viewed from opposites: at one extreme is economic sustainability where what is being sustained is the economy at whatever cost; diametrically opposed to this is ecological sustainability, where the natural environment takes priority over any economic development (Page et al., 2001). To paraphrase the definition of sustainable development, Weaver (2000) defined sustainable tourism as “tourism that meets the needs of the current generation without compromising the ability of future generations to meet their own needs”.

The concepts of sustainable tourism is inextricably linked to the ethic of sustainable development, which in theory advocates that people strive to meet their present needs without compromising the ability of future generations to meet their own needs, presumably measured against the standard of living currently enjoyed (World Commission on Environment and Development, 1987). Sustainable development, then, is essentially a trade-off between the needs and aspirations of the present and those of the future.

Sustainable tourism is a nebulous concept and to some extent has become molded to fit the needs of conservationists, governments, communities and developers. Thus, there is no universally accepted definition. The main aim of sustainable tourism is to strike a balance between the host (local community), the guest (visitors) and the environment. This three-way relationship is at the core of sustainable tourism principles and requires careful consideration to maximize positive benefits and minimize negative effects. It is clear that sustainable tourism does not imply a ‘no-growth’ policy, but
it does recognize that limits to growth exist and that environments must be managed in a long-term way (Page et al., 2001).

Buttler (1993) contests the use of the term sustainable tourism, despite its currency, arguing that it implies the maintenance of tourism itself, whatever its impacts, rather than the maintenance of the human or physical context within which the tourism occurs. Thus, sustainable tourism is conceived as a form of tourism that facilitates sustainable development (Weaver, 1998).

Clarke (1997) suggests four ways in which sustainability in tourism can be viewed:

• as polar opposites – sustainable and mass tourism are at opposite ends of the spectrum
• as a continuum – where shades of sustainability and mass tourism are recognized
• as movement – where positive action can make mass tourism more sustainable
• as convergence – where all tourism strives to be sustainable

Swarbrooke (1999) provides a useful definition of sustainable tourism: “tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community”, observing the need to achieve a balance in the tourists’ use of tourist resources and environments they visit and consume. The concept of sustainable tourism has been the subject of much discussion during the past 15 years. The discussion began with a diagnosis of the problems generated by mass tourism and has since become a prolonged debate about the distillation of general principles of sustainability to the business such as those cited below (Jabaudon, 2003):

• The environment has an intrinsic value, which outweigh its value as a tourism asset. Its enjoyment by future generations and its long term survival must not be prejudiced by short term considerations;
• Tourism should be recognized as a positive activity with the potential to benefit the community and the place as well as the visitor;
• The relationship between tourism and the environment must be managed so that it is stable in the long term. Tourism must not be allowed to damaged the resource, prejudice its future enjoyment or bring unacceptable impacts;
• Tourism activities and developments should respect the scale, nature and character of the place in which they are sited.

Tourism is sustainable if it has some kind of the following characteristics (Sustainable Tourism Info Sheets, 2004):

1. It’s informative. Travelers not only learn about the destination, but they also learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

2. It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics and ecology. Tourism revenues in turn raise local perceived value of those assets.

3. It benefits residents. Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

4. It conserves resources. Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary night time lighting.

5. It respects local culture and tradition. Foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Resident learn how to deal with foreigner expectations that may differ from their own.

6. It does not abuse product. Stakeholders anticipate development pressures and apply
limits and management techniques to prevent “the loved to death” syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7. It strives for quality, not quantity. Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience.

8. It means great trips. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing which provides continuing business for the destination.

Sustainable tourism embraces all segments of the industry with guidelines and criteria that seek to reduce environmental impacts; particularly the use of non-renewable resources, using measurable development and environmental conservation.

Page et al. (2001) suggested that sustainable tourism should:

1) stimulate awareness of tourism impacts
2) be well planned, with a strategy identifying limits of acceptable change/carrying capacities
3) generate direct and indirect local employment
4) support viability of local enterprises
5) provide income which is retained in the local area as much as possible
6) support diversification in local and regional economies
7) encourage local community involvement
8) support existing infrastructure and provide justification for retention and improvement of local services
9) respect the integrity of the local environment, culture, people, infrastructure and character of an area
10) promote local pride and,
11) assist in conservation works in the natural and built environment—be carefully monitored with strategies for minimizing negative impacts in place

Table 3. Four possible approaches to planning for tourism as a contribution to sustainable development

<table>
<thead>
<tr>
<th>Approach to tourism as a contribution to sustainable development</th>
<th>Likely stage of tourism development</th>
<th>Primary concern</th>
<th>Attitudes to destination resources</th>
<th>Interpretation of sustainable development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable development through a tourism imperative</td>
<td>Early tourism development</td>
<td>Enhancing the development of tourism because it is comparatively more sustainable than other economic activities</td>
<td>Resource loss is acceptable as long as it is less than would otherwise occur and it does not affect the destination’s attraction for tourists</td>
<td>Very weak</td>
</tr>
</tbody>
</table>
Table 3. Four possible approaches to planning for tourism as a contribution to sustainable development (Cont.)

<table>
<thead>
<tr>
<th>Approach to tourism as a contribution to sustainable development</th>
<th>Likely stage of tourism development</th>
<th>Primary concern</th>
<th>Attitudes to destination resources</th>
<th>Interpretation of sustainable development</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Sustainable development through product-led tourism</td>
<td>Tourism is well developed</td>
<td>Developing new and maintaining existing tourism products because the well-being of local communities might be reduced unacceptably without the wealth generated by tourism</td>
<td>A wide range of concerns about destination resources but as a rule only when these very directly and clearly help to sustain the tourism products</td>
<td>Weak</td>
</tr>
<tr>
<td>3. Sustainable development through environmental-led tourism</td>
<td>Perhaps most applicable to early tourism development</td>
<td>Priority given to the destination’s resources by: - promoting types of tourism which overly rely on maintenance of high-quality environmental/cultural resources - establishing strong links between environmental quality and tourism success</td>
<td>Perhaps a strong product focus but with a priority to conserving destination resources</td>
<td>Probably moderate/strong</td>
</tr>
<tr>
<td>4. Sustainable development through neotenous tourism</td>
<td>Prior to significant tourism development</td>
<td>Active discouragement to tourism I order to protect destination resources</td>
<td>Minimizing the use of destination resources</td>
<td>Very strong</td>
</tr>
</tbody>
</table>
Principles of Sustainable Tourism

Some of the important principles of sustainable tourism development mentioned by Jamieson and Nobel (2000) include the following:

1. Tourism should be initiated with the help of broad-based community-inputs and the community should maintain control of tourism development.

2. Tourism should provide quality employment to its community residents and a linkage between the local businesses and tourism should be established.

3. A code of practice should be established for tourism at all levels: national, regional, and local-based on internationally accepted standards. Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to acceptable change should be established.

4. Education and training programs to improve and manage heritage and natural resources should be established.

Sustainability, for tourism as for other industries, has three interconnected aspects: environmental, socio-cultural and economic. Sustainability implies permanence, so sustainable tourism includes optimum use of resources, including biological diversity; minimization of benefits to conservation and local communities. It also refers to the management structures that are needed to achieve this.

This concept is the consequence of the industry adopting the strategy of sustainable development to the world of tourism, which was formulated at the World Conference on Sustainable Tourism held on the Island of Lanzarote in 1995. It is generally accepted that sustainability in tourism means being ecologically acceptable in the long term and financially viable and fair from a social and ethical viewpoint for local communities. Thus tourism must become part of the natural, cultural and human environment, respecting the fragile balance that is characteristic of many holiday destinations, particularly on small islands and in environmentally sensitive areas. Sustainable tourism will place special emphasis on conserving the cultural heritage and traditions of local communities, enabling destinations to enhance their social and cultural heritage and improve the quality of life of their people (Insula Sustainable Tourism, 2004).

Bramwell et al. (1996) contend that sustainable tourism has seven dimensions, these being environmental, cultural, political, economic, social, managerial and governmental. This complexity and that value-laden nature of the concept mean the approaches to the development and marketing of sustainable tourism will vary between tourist destinations.

Sustainable Tourism and Environment

Because of the negative impact tourism has had on the environment, the trend is toward sustainable tourism development. Sustainable tourism development is meeting the needs of existing tourists and host regions while protecting and enhancing opportunities for the future. Sustainable tourism development is premised on the notion that the economy and the environment are intimately linked and that the root cause of environmental problems is faulty decision making at all levels of society (Nickerson, 1996).

Sustainable tourism development is an issue for all levels of tourism to address – international, national, regional, and local levels and tourists themselves. The host community, region, or nation is responsible for defining the tourism philosophy and vision for the area as well as establishing social, physical, and cultural carrying capacities in the area. Destinations are responsible for implementing the community sustainable development plan in their management plans. This includes monitoring tourism levels and impacts within the community, region, or nation. The individual tourism firm or operator is responsible for observing local

...
regulations and contributing to the improvement of the sustainable development plan based on experience with tourists. Residents of the host community or region are responsible for encouraging tourists to accept the parameters of the sustainable development plan, and the tourists are responsible for understanding the concept of sustainable development and accepting the terms of the plan (Ritchie, 1991 cited by Nickerson, 1996).

Sustainable Tourism, Challenge and Opportunity

Despite many positive initiatives for ecologically and socially tolerable forms of tourism, the conflict between the development of global tourism and the central goals of environmental policy, such as guarding the climate, maintaining biological diversity and protesting our energy and water resources, will continue to increase. Only a ‘sustainable’ type of tourism is viable for the future. This means tourism that is ecologically, socially compatible, culturally appropriate and yields economic benefits for the local population (Info-Punt, 2004). Sustainable tourism is about the development of the tourism and recreation in a country, a region, a tourist destination which takes into account the basic principles of sustainable development meaning respect for people, environment, local culture and local economy of the host region. Sustainable tourism development realizes an improvement of quality that is beneficiary for all parties involved. Present and future generations will be able to enjoy the destination.

There are dangers in promoting sustainable tourism because it might lead to the results witnessed through mass tourism development. Green policies tend to focus on spreading the tourist benefits. This includes: temporal – widening the tourist season by encouraging off-peak visiting; and spatial – promoting a wider area for tourism (Page et al., 2001). Monitoring the effects of tourism and of sustainable tourism projects needs further consideration. Without monitoring, it is impossible to say whether tourism is becoming more sustainable or not. Objective criteria are required against which progress can be checked (Dymond, 1997). This is becoming an accepted part of sustainable development on an international scale. Achieving sustainable tourism is difficult for four reasons according to Muller (1994):

1) too many theories and experts – too few resources and little time to act 2) continuing boom in tourism demand 3) while there is a growing awareness of the environment, the predominance of a hedonistic philosophy means a trend towards indulgence of pleasures on holiday rather than responsibility, and 4) a change of paradigm is needed to move towards socially and environmentally compatible lifestyle – a long and difficult process.

Therefore, sustainable tourism development may be interpreted in a narrow and a broad sense, the narrow definition is basically limited to the tourism system and is less related to the surrounding social system. The broad definition establishes a clear link between tourism and the social system. The following quotation demonstrates a relatively narrow interpretation of sustainable tourism development.

In the case of the tourism industry, sustainable development has a fairly specific meaning-the industry’s challenge is to develop tourism’s capacity and the quality of its products without adversely affecting the physical and human environment that sustains and nurtures them (Cronin in Hunter and Green, 1995). To summarize, the following points are emphasized in a broad and prescriptive interpretation of sustainable tourism development (de Kadt, 1992; Pigram, 1992).

- Tourism development may take place if it does not damage the environment and is ecologically sound.
- Sustainable tourism development largely consists of small-scale development and is based on the local community.
Sustainable tourism development takes its point of departure in who benefits from tourism. The aim is not to exploit the local residents. Sustainable tourism development places the emphasis on cultural sustainability—e.g. the destination is developed in such a way that the feel of the place is retained in its architecture and cultural heritage.

Figure 1. Conceptual framework of this research
METHODOLOGY

First:
Sustainable Tourism Development Strategy of Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand
80 Respondents

Second:
Sustainable Tourism Management Networking Cooperation of Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand
60 Respondents

Third:
Knowledge Management (KM) System Development of Community Based Tourism in Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand (100 Samples)

Forth:
Cultural Resource Management for Sustainable Tourism in Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand (100 Respondents)

Figure 2. Population and Sampling Procedure

Data Collection

Meeting/ Training
Questionnaire
Role Playing in Sustainable Tourism Management
Dialog between Researchers and Local People

Documentations
Interview/ in-depth interview
Small Group Discussion

Figure 3. Data collection techniques
RESULT AND DISCUSSIONS

**Consequence of research**

**Firstly** - Target of diverse ethnic groups
- Received new knowledge on tourism management.
- Highly community consciousness; on preserving the model and conservation methods in their way of life and cultural production.
- Established the rules and various traditions in keeping a good culture.

**Secondly** - Potentiality Communities formed clubs and groups on sustainable tourism management
- Each community will observe that tourism activity serves only as a supplementary occupation.
- Members and people in the community have the chance to be benefited from tourism.
- Member can develop their outstanding cultural identity.
- Build friendship among communities and come up with a tourism package.
- Communities can start developing their potential qualitatively in having the capability or capacity in receiving tourists.

**Thirdly** - Knowledge Management (KM) for sustainable tourism management by three principles and two conditions of “Sufficiency Economy”
- **Moderation** which means having enough, just right, simple, good relations of the people in the community and between people and nature; people living as a family. Community forming clubs or groups in doing tourism activities.
- **Reasonableness** by having many rules for tourism management in the community having work plan of the activities participated by local people.

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**Figure 4.** Linkage of research objectives
Immunity by having a good board chairman and committee members sharing ideas, working together, managing resources, cultural tourism.

Knowledge is a condition important for a person to have interest in learning and the community should promote learning, personal development.

Morality is another condition whereby a good leader with integrity or honest and transparent can divide the income from tourism.

Lastly - Developing effectiveness network collaboration of cultural sustainable tourism management

- Build networking with many viewpoints both vertically and horizontally.
- Having a coordinating network with a board with members doing news networking.
- The objectives of a tourism networking of Pongyang as follows;
  1) to develop learning base of cultural tourism together,
  2) to exchange and learn
  3) to develop marketing
  4) to develop learning database
  5) to develop the standards of cultural tourism together
  6) to promote fairness, balance among the entrepreneur, tourists and local people.

CONCLUSIONS AND RECOMMENDATIONS

1. Cultural sustainable tourism can be the identities of ethnic groups that include history and the ecology of the place. Thus, tourism management in this aspect should give importance to the blending of intentions such as conservation of the environment and natural resources, identity and cultural diversities of ethnic groups, different ways of life and traditions etc.

2. Role of tourism management should be managed with responsibility, sustainable management of natural resource and environment, protection and prevention from pollution, and also social/ culture aspect.

3. The process of cultural sustainable tourism by the community should be characterized as aid between preservation of cultural resources and community development or making a strong and sustainable community following the Sufficiency Economy Philosophy.

4. Tourism activities implemented by the community through cooperative thinking, deciding, doing and receiving their benefits resulted to the tourists experiencing the activities and getting satisfied and very impressed.

5. The cultural sustainable tourism activities should not make a lonely community but should have a cooperation among communities by building and developing a network on tourism management.

6. Cultural sustainable tourism management open opportunities to the community to have the role in the process from the start until the end in order to bring benefits to the local community that include income distribution, uplifting the quality of life and receiving compensation by having goal in maintaining, caring and managing the tourist destination finally.

7. In practice, the community should participate in controlling tourism development qualitatively. The community in this case, can start in the community at the grassroots level until governing organizations in the locality and including participation by all of stakeholders which is tourism with participation by the community in the real sense.

8. Cultural sustainable tourism has an important role in the governing organization in the locality coupled with conservation, restoration of the environment or nature and culture in a sustainable way. Therefore, the Sub-district Administration Organization (SAO) which the governing organization in the locality is important in telling the path toward development of the community and has role(s) together with
the people in the management and is seeking the models for tourism in the context of the local community that can affect more the socio-economic organizational structure, politics, and management systems of the environment and natural resources and culture for the local community.

REFERENCES


DEVELOPING THE VOLUNTEER TOURIST’S REVISIT INTENTION MODEL: TAIWAN EXPERIENCE

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ABSTRACT

“Voluntourism”, the international development charity pointed out that voluntourism is a growing market in which increasing numbers of school leavers are paying commercial companies for the privilege of working for nothing in some of the world’s poorest communities. In return, they get a good line for the resume, a clutch of traveler’s tales and a warm feeling created by the sense of doing something worthwhile while getting a key “life experience”. Volunteer Tourism: A global analysis in 2008 reported that the voluntourism has grown into a multibillion dollar industry. The survey revealed that approximately 1.6 million people per year embark on volunteer holidays. Moreover, there has been a steady increase in older age groups, and the retrenchments and early retirement have also left some middle-aged people with a lot of time on their hands and valuable skill-sets that they still want to put to good use. Moreover, Africa, Asia and Latin America are the most popular destinations. It will be seen from this that the market of voluntourism is growing.

In virtue of the tourists’ distinguishing characteristics and motivation are totally different from mass tourist and volunteer tourist. This research adopted the scope for research in Taiwan and tried to create a model and the concepts of “activity involvement”, “experiential marketing”, “experiential value”, and “place attachment” will be the study variables, and then explore the effects on volunteer tourists’ “revisit intention”.

The data was processed with the statistical package SPSS 12.0 and AMOS 5.0. The data analysis was conducted in two stages. First, Descriptive statistics will be conducted to describe the main features of a collection of data quantitatively. Second, in order to determine the direction and significance of the relationships of each concept, and the hypotheses must be tested simultaneously. With this aim, structural equation modeling (SEM) technique was carried out this considers jointly all the hypotheses put forward. From this research, found that all of these hypotheses are be accepted by the model testing. There are the conclusions from the results of data analysis; it shows that activity involvement has the positive effect on the experiential value, experiential marketing and place attachment. Moreover, the experiential marketing has the positive effect on the experiential value and place attachment. Furthermore, the experiential marketing and place attachment have the positive effect on revisit intention.

Keywords: Voluntourism, Activity Involvement, Experiential Marketing, Experiential Value, and Place Attachment and Revisit Intention
INTRODUCTION

“Voluntourism”, the international development charity points out, is a growing market in which increasing numbers of school leavers are paying commercial companies for the privilege of working for nothing in some of the world’s poorest communities. In return, they get a good line for the resume, a clutch of traveler’s tales and a warm feeling created by the sense of doing something worthwhile while getting a key “life experience”. Voluntourism has evolved into volunteer travel and volunteer vacations for the leisure travel market. Although mass tourism was still the mainstream of the market, new tourism styles emerged, including “alternative”, “green”, “sustainable”, and “natural” (Holden, 2000). The push force of alternative tourism and the pull force of the need for volunteering promoted this novel type of tourism. Volunteer tourism has become a significant phenomenon for decades (Li-Ju Chen & Joseph S. Chen, 2010).

Nowadays people are craving a sense of purpose to be the volunteer in their leisure activities. The researcher Rogers (2007) also mentioned that there is increasing awareness of and interest and participation in some form of volunteer travel among travelers. A wide range of volunteer projects and tours is available. Travelers can participate in building schools, homes, and orphanages in developing countries, taking care of lions in South Africa (Rogers, 2007), elephants in Thailand (Carter, 2005), or sea turtles in Costa Rica (Campbell & Smith, 2006), conducting research on environmental or societal issues (Wearing, 2001), conserving the natural environment (American Hiking Society, 2008), teaching English to children, or assisting in construction projects (Ambassadors for Children, 2008).

Over the past decade, a number of studies in volunteer tourism have been conducted. Some common themes of these researches looked at the motivation and perceived benefits of engaging in volunteer tourism (Broad, 2003; Brown & Lehto, 2005; Söderman & Snead, 2009). Some focused on the experience of participating in volunteer ecotourism and volunteer conservation expeditions (Gray & Campbell, 2007; Lepp, 2009a, 2009b). One studied the difference between the projected and perceived images of volunteer tourism organizations (Coghlan, 2007). However, all of these studies were conducted with Western population. More research needs to be done to understand the revisit intention of these volunteer tourists and their perceptions of the value attained through their volunteer tourism experiences in different parts of the world.

For the volunteer tourists they can not only participate in meaningful service and have a deep impact on a community, but also develop new skills through service or use ones you already have in service. Moreover, the volunteer tourists, they also can interact with locals they would never meet in a hotel or at touristy places, and see and explore places they would never see on a typical tour or vacation. Voluntourism also can help the participants to create friendships that last a lifetime and to experience true satisfaction from their vacation time (Voluntourism Org, 2008).

For the corporations, if they encourage their employee to join the Voluntourism activities, that can help to improve the team-building, employee-retention and morale through the process they service in the areas. Moreover, the corporations also can use this approach to represent and live up to their social responsibility. Proceeding to the next step, that they can achieve the objective to promote their companies, and build up their public relations (Voluntourism Org, 2008).

For the hosting nonprofit organizations or communities, Voluntourism not only can help to create ambassadors for their communities’ challenges in the wider world, but also to provide additional skill sets, renewed energy and new ideas to the communities. Furthermore, launching the Voluntourism program in the communities also can back up to generate revenue or building
capacity for other programs and projects and build the alumni networks for their communities (Voluntourism Org, 2008).

This research will through the concept of Activity Involvement, Experiential Marketing, Experiential Value, and Place Attachment, and then explores effects on Volunteer tourists’ Revisit Intention. The objective of the study as follows:
1. Probing into the Volunteer tourists’ present situation on Voluntourism through Taiwanese participants’ experience.
2. Exploring the Effects of Activity Involvement, Experiential Marketing, Experiential Value, and Place Attachment on the Volunteer tourists’ Revisit Intention.
3. Addressing some suggestions about how to enhance the Volunteer tourists’ Revisit Intention.

Moreover, the scope of this study, that will focus on the Voluntourism participants in Taiwan, who may take part in the Voluntourism programs or activities on their vocations in domestic or domestic. The Voluntourism programs or activities will be involved several types, such as Eco-Voluntourism, Agritourism, Edu-Voluntourism, living in the communities to help the local people to develop their living environments, or giving assistance to save remains and historical buildings, and so on.

LITERATURE REVIEW

Voluntourism

Voluntourism refers to tourists who pay to travel to another location where they choose to use their free time to engage in meaningful experiences (Wearing, 2001). Voluntourism combines the nonprofit sector and tourism sector. The primary purpose is to serve, to learn about the host community and its people (Voluntourism Org, 2008 & Global Volunteers.org, 2010). Wearing & Neil (2000) describe volunteer tourism as a personal experience people engage in to fulfill intrinsic motivation which can benefit the participant’s life and the host community.

Volunteer Tourist

Volunteer Tourist as “shallow”, “intermediate”, or “deep” based on the duration of the volunteer trip, the skills or qualifications required of participants, the degree of involvement (passive or active) of volunteer tourists, their level of contribution to local communities, and the focus of the experience (altruistic or self-interested) (Callanan & Thomas, 2005). Brown & Morrison (2003) found two types of volunteer tourists: volunteer-minded tourists who are willing to spend most or all of their vacation volunteering, and vacation-minded volunteer tourists who devote only some of their vacation time to volunteer work.

Activity Involvement

The definitions of Activity Involvement was adapted from the consumer behavior literature have focused on the notion of “personal relevance;” where elements of an activity are related to an individual’s identity, values, or needs (Celsi & Olson, 1988; McIntyre, 1989). Based on the literature about activity involvement, Havitz and Dimanche (1997, 1999) have suggested that multi-faceted operations of the construct are best suited. Facets receiving the strongest empirical support include: (a) Attraction: the importance and pleasure associated with the activity; (b) Centrality: the value of an activity relative to other domains of life (e.g., occupation.); (c) Self Expression: the expression of one’s identity through activity engagement.

Place Attachment

Altman and Low (1992) have noted that place attachment is subsumed by a variety of analogous concepts drawn from several fields.
of knowledge. Building from the work of geographers and environmental psychologists, leisure researchers tend to describe the meaning places have for people in terms of two components; Place Dependence and Place Identity (Schreyer, Jacob, & White, 1981). Williams and Roggenbuck (1989) developed a series of Likert-scaled statements designed to measure these two theoretical dimensions of place attachment. Moreover, Moore & Scod (2003) pointed out that many researches adopted the Williams and Roggenbuck’s statements, which become the most reliable measurement tool on Place Attachment research.

**Experiential Marketing**

Experiential Marketing which is defined here as a live event or experience that gives the target audience the opportunity to see a product and experience it for themselves. Experiential marketing is further separated into five concepts: Sense, Feel, Think, Act, and Relate marketing (Schmitt, 1999). Experiential marketing is critical for businesses, especially in the hospitality and tourism industry. Williams (2006) that products of this industry are always experiential. In addition to products/services, people get experiences from staying at a hotel, dining in a restaurant, or visiting a travel destination.

**Experiential Value**

Experiential Value has been defined as “perceptions are based upon interactions involving either direct usage or distanced appreciation of goods and services”. These interactions provide the basis for the relativistic preferences held by the individuals involved (Holbrook & Corfman, 1985). The typology of experiential value proposed by Holbrook (1994) suggests a value landscape divided into four quadrants framed by intrinsic/extrinsic sources of value on one axis and active/reactive value on the other. Drawing upon prior research, this study labels these four dimensions of experiential value: Consumer Return on Investment, Service Excellence, Playfulness, and Aesthetic Appeal.

**Revisit Intention**

The specific explanation of Revisit Intention is “The tourists willing to visit the same destination again where they have been before” (Gronholdt, Martensen, and Kristensen, 2000). And some researchers also mention that repeat visiting is an important phenomenon in tourism, at the level of both the economy as a whole and the individual attraction (Darnell & Johnson, 2001). Chang, Su-Ching (2006), used 3 items to measure the tourist’s revisit intention, willing to visit again, willing to recommend, and willing to place the visiting destination in priority.

**METHODOLOGY**

The locale of the study will focus on Taiwan the members who have had the experience of Voluntourism. The volunteer tourists in Taiwan can search form Government Departments, who support, charge or plan the Voluntourism program (Such as: Ministry of Education, Taiwan; National Youth Commission, Taiwan), NGO or NPO who have the Voluntourism program (Such as: Kingcar Education Foundation, Taiwan), the student societies in universities who hold the volunteer travel program, and the organizations or units who are the destination providers.

The population of this study will focus on the volunteer tourists in Taiwan who went to the rural and remote areas and did the work to help the local people to develop their living environments, or give assistance to save remains and historical buildings during their vocation in Taiwan or other countries.

According to the literature review, then, in this study will follow some specialists and scholar researches’ verifications, and structure the research framework as the figure shows.
In the concept of activity involvement adopts the McIntyre and Pigram’s (1992) research model, there are divided in three dimensions, attraction, centrality, and self-expression, to express and verify the concept of activity involvement. Furthermore, in the concept of experiential marketing adopts the theory from Schmitt’s (1999) research, there are divided in five dimensions: sense, feel, think, act, and relate to measure the concept of experiential marketing. Then, the concept of the experiential value consolidates the researches’ from Mathwick, Malhotra and Rigdon (2001); Batra and Ahtola (1991); Holbrook and Hirschman (1982); Babin, Darden and Griffin’s (1994) researches, and use 4 dimensions, consumer return on investment, service excellence, playfulness, and aesthetic, to measure the concept of the experiential value. Moreover, the concept of place attachment adopts the research from Williams and Roggenbuck’s (1989), and the conceptualization consisted of measures capturing two dimensions, place dependence and place identity. Finally, the concept of revisit intention adopts the research verification from Chang, Su-Ching (2006), used 3 items to measure the tourist’s revisit intention, willing to visit again, willing to recommend, and willing to place the visiting destination in priority.

In this research, refers to the research problem that addressed 8 hypotheses as follows in order to verify the situation of voluntourism:

H1: Activity Involvement has the positive effect on Experiential Value.
H2: Activity Involvement has the positive effect on Experiential Marketing.
H3: Activity Involvement has the positive effect on Place Attachment.
H4: Experiential Marketing has the positive effect on Experiential Value.
H5: Experiential Marketing has the positive effect on Place Attachment.
H6: Experiential Value has the positive effect on Revisit Intention.
H7: Experiential Marketing has the positive effect on Revisit Intention.
H8: Place Attachment has the positive effect on Revisit Intention.
In this study will use the stratified sampling and systematic sampling, and adopt the confidence interval approach from Ott (1993)
\[ N = \frac{z^2 p(1-p)}{e^2} \] (N: the sample size; z: standard error associates with chosen level of confidence; P: estimated variability in the population; e: acceptable error).

Follow the confidence interval approach. This study sets the sample under the 95% confidence level, and adopt the reference about 50% is widely used in social science research, and acceptable error is ±5%. In consequence, the study has to get the samples more than 385.

In this study will group members of the population into 3 subgroups. According to the sampling framework, the classification method will base on the volunteer tourists take a part the Voluntourism programs or activities from government departments, non-profit organization or general organization. Then adopt the systematic sampling to get the samples to do the questionnaire Survey.

In this study will take the questionnaire survey. The questionnaire adopts Likert-type scale with 5 degrees, and uses the criteria of the measurement as follows: 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagree, to measure the respondents’ intention for each question. Moreover, after the data analysis, we can discuss the degree of the agreement, if gets the point between of 4.21-5.00, that means strongly agrees with the argument; if gets the point between of 3.41-4.20, that means agrees with the argument; if gets the point between of 2.61-3.40, that means neutral with the argument; if gets the point between of 1.81-2.60, that means disagrees with the argument; finally, if gets the point between 1.00-1.80, that means strongly disagrees with the argument.

About the analysis of the data, in this research will use 2 kinds of the statistic software, Statistical Package for Social Science (SPSS) and Analysis of Moment Structure (AMSO). For descriptive data analysis, T-test, and regression analysis, SPSS was used. AMOS was used to do confirmation factor analysis and test the model and the multidirectional relationship such as structure equation model (SEM).

### DATA ANALYSIS

#### Descriptive Analysis

The gender of the volunteer tourists, the number of male is slightly higher than female, there are 52.2% of them are male and 47.8% are female. Furthermore, there are 82.2% of them are single.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Male</td>
<td>214</td>
<td>52.2</td>
<td>52.2</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>196</td>
<td>47.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>410</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
The major age of the volunteer tourists is between 18 to 25 years old, there are 74.1% of them in this age and 11% are beyond 46 years old. Moreover, there are 86.1% of them are graduated from college or university.

### Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>337</td>
<td>82.2</td>
<td>82.2</td>
<td>82.2</td>
</tr>
<tr>
<td>Married</td>
<td>60</td>
<td>14.6</td>
<td>14.6</td>
<td>96.8</td>
</tr>
<tr>
<td>Others</td>
<td>13</td>
<td>3.2</td>
<td>3.2</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>410</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
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</thead>
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<tr>
<td>Below 18</td>
<td>20</td>
<td>4.9</td>
<td>4.9</td>
<td>4.9</td>
</tr>
<tr>
<td>18-25</td>
<td>304</td>
<td>74.1</td>
<td>74.1</td>
<td>79.0</td>
</tr>
<tr>
<td>26-35</td>
<td>22</td>
<td>5.4</td>
<td>5.4</td>
<td>84.4</td>
</tr>
<tr>
<td>36-45</td>
<td>19</td>
<td>4.6</td>
<td>4.6</td>
<td>89.0</td>
</tr>
<tr>
<td>46-55</td>
<td>21</td>
<td>5.1</td>
<td>5.1</td>
<td>94.1</td>
</tr>
<tr>
<td>56-65</td>
<td>18</td>
<td>4.4</td>
<td>4.4</td>
<td>98.5</td>
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<tr>
<td>66-75</td>
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<td>1.5</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>410</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Education Level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior high school &amp; under</td>
<td>5</td>
<td>1.2</td>
<td>1.2</td>
<td>1.2</td>
</tr>
<tr>
<td>High school/ Vocational school</td>
<td>18</td>
<td>4.4</td>
<td>4.4</td>
<td>5.6</td>
</tr>
<tr>
<td>College/ University</td>
<td>353</td>
<td>86.1</td>
<td>86.1</td>
<td>91.7</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>34</td>
<td>8.3</td>
<td>8.3</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>410</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>
The major occupation of the volunteer tourists is students, there are 76.6% of them and 57.3% of their work status is unemployed or none work.

### Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educator/Researcher</td>
<td>31</td>
<td>7.6</td>
<td>7.6</td>
<td>7.6</td>
</tr>
<tr>
<td>Manager/Executive</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>8.5</td>
</tr>
<tr>
<td>Clerical/Sales</td>
<td>6</td>
<td>1.5</td>
<td>1.5</td>
<td>10.0</td>
</tr>
<tr>
<td>Student</td>
<td>314</td>
<td>76.6</td>
<td>76.6</td>
<td>86.6</td>
</tr>
<tr>
<td>Owner/Self-employed</td>
<td>3</td>
<td>.7</td>
<td>.7</td>
<td>87.3</td>
</tr>
<tr>
<td>Laborer/Farming/Fishing</td>
<td>4</td>
<td>1.0</td>
<td>1.0</td>
<td>88.3</td>
</tr>
<tr>
<td>Professional/Technical</td>
<td>10</td>
<td>2.4</td>
<td>2.4</td>
<td>90.7</td>
</tr>
<tr>
<td>Military/Gov-officer</td>
<td>7</td>
<td>1.7</td>
<td>1.7</td>
<td>92.4</td>
</tr>
<tr>
<td>Homemaker</td>
<td>19</td>
<td>4.6</td>
<td>4.6</td>
<td>97.1</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>2.9</td>
<td>2.9</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>410</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Work Status

<table>
<thead>
<tr>
<th>Work Status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time</td>
<td>64</td>
<td>15.6</td>
<td>15.6</td>
<td>15.6</td>
</tr>
<tr>
<td>Part time</td>
<td>82</td>
<td>20.0</td>
<td>20.0</td>
<td>35.6</td>
</tr>
<tr>
<td>Retired</td>
<td>29</td>
<td>7.1</td>
<td>7.1</td>
<td>42.7</td>
</tr>
<tr>
<td>Unemployed</td>
<td>9</td>
<td>2.2</td>
<td>2.2</td>
<td>44.9</td>
</tr>
<tr>
<td>None</td>
<td>226</td>
<td>55.1</td>
<td>55.1</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>410</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

Other information about the volunteer tourist in Thailand knows the volunteer tourist program from friends/word of mouth (58.3%) and websites/internet (39.5%). Moreover, the main purpose of their program, there are 41.1% is fully involving in to education and teaching work, and 26.8% is join into the community development, and 21.8% are taking a part into working with children.
SEM (Structural Equation Modeling) Analysis

Step back to the theoretical framework, which include the 5 constructs (as Fig 16 shows), activity involvement, experiential marketing, experiential value, place attachment, and revisit intention. From the whole model can be studied and discussed the antecedents (activity involvement) and factors (experiential marketing, experiential value and place attachment) will influence the revisit intention.
Model fit for the construct of whole model

<table>
<thead>
<tr>
<th>Model</th>
<th>RMR</th>
<th>GFI</th>
<th>AGFI</th>
<th>PGFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>.034</td>
<td>.763</td>
<td>.737</td>
<td>.687</td>
</tr>
<tr>
<td>Saturated model</td>
<td>.000</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independence model</td>
<td>.261</td>
<td>.096</td>
<td>.062</td>
<td>.093</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model</th>
<th>NFI Delta1</th>
<th>RFI rho1</th>
<th>IFI Delta2</th>
<th>TLI rho2</th>
<th>CFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>.792</td>
<td>.777</td>
<td>.871</td>
<td>.861</td>
<td>.870</td>
</tr>
<tr>
<td>Saturated model</td>
<td>1.000</td>
<td></td>
<td>1.000</td>
<td></td>
<td>1.000</td>
</tr>
<tr>
<td>Independence model</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model</th>
<th>RMSEA</th>
<th>LO 90</th>
<th>HI 90</th>
<th>PCLOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default model</td>
<td>.056</td>
<td>.053</td>
<td>.059</td>
<td>.000</td>
</tr>
<tr>
<td>Independence model</td>
<td>.150</td>
<td>.148</td>
<td>.153</td>
<td>.000</td>
</tr>
</tbody>
</table>

### Goodness of Fit Indices of Whole Model

<table>
<thead>
<tr>
<th>Goodness of Fit Index</th>
<th>Criteria</th>
<th>Indicators</th>
<th>Conformity assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fit Indices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GFI</td>
<td>&gt;0.90</td>
<td>0.763</td>
<td>Approach</td>
</tr>
<tr>
<td>AGFI</td>
<td>&gt;0.80</td>
<td>0.737</td>
<td>Approach</td>
</tr>
<tr>
<td>PGFI</td>
<td>&gt;0.50</td>
<td>0.687</td>
<td>Conformity</td>
</tr>
<tr>
<td>NFI</td>
<td>&gt;0.80</td>
<td>0.792</td>
<td>Approach</td>
</tr>
<tr>
<td>Alternative Indices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFI</td>
<td>&gt;0.80</td>
<td>0.870</td>
<td>Conformity</td>
</tr>
<tr>
<td>RMSEA</td>
<td>&lt; 0.08</td>
<td>0.056</td>
<td>Conformity</td>
</tr>
<tr>
<td>IFI</td>
<td>&gt;0.80</td>
<td>0.871</td>
<td>Conformity</td>
</tr>
<tr>
<td>RFI</td>
<td>&gt;0.80</td>
<td>0.777</td>
<td>Approach</td>
</tr>
</tbody>
</table>

The whole model is verified by the test, the model fit is acceptable, GFI is 0.763, CFI is 0.870 and RMSEA is 0.056, just only GFI is slight less than the best criterion, but other indexes are all acceptable. That means the whole model is be constructed in a reasonable inferences and can be verified.
CONCLUSION

In this research, refers to the research problem that addressed 8 hypotheses as follows in order to verify the situation of voluntourism:

H1: Activity Involvement has the positive effect on Experiential Value.
H2: Activity Involvement has the positive effect on Experiential Marketing.
H3: Activity Involvement has the positive effect on Place Attachment.
H4: Experiential Marketing has the positive effect on Experiential Value.
H5: Experiential Marketing has the positive effect on Place Attachment.
H6: Experiential Value has the positive effect on Revisit Intention.
H7: Experiential Marketing has the positive effect on Revisit Intention.
H8: Place Attachment has the positive effect on Revisit Intention.

All of these hypotheses are be accepted by the model testing. There are the conclusions from the results of data analysis; it shows that activity involvement has the positive effect on the experiential value, experiential marketing and place attachment. Moreover, the experiential marketing has the positive effect on the experiential value and place attachment. Furthermore, the experiential value, experiential marketing and place attachment are all have the positive effect on revisit intention.

IMPLICATION

The volunteer tourist program in Taiwan now is one of the most popular tourist activities for the Taiwanese tourists. The gender of the volunteer tourists, male and female is almost the same. Male is slightly higher than female, there are 52.2% of them are male and 47.8% are female, and the most of them are single. That is different from the finding of the former research which concluded that the majority of volunteer tourists are female. Compare the result of this research and former research, we can know that there are more and more males do the volunteer work during their vacation, and the main mission of volunteer tourist is education and teaching work, there are 41% of the volunteer tourists did this kind of work in their voluntourism journey. Furthermore, the second majority mission is community development, there are 26.8 of the volunteer tourists joined this activity, and most of them are males. Therefore, we could understand that the trend of males increasing in voluntourism, some of the reasons are because of the contents of the mission in their voluntourism program, some of the works are getting more and more physical force needing, the role of males are getting important.

The major age of the volunteer tourists in Taiwan is between 18 to 25 years old, there are 71.4% of them in this age. That means the voluntourism is a real popular industry in Taiwan for young generation. Moreover, 11% are beyond 46 years old. That means, the volunteer tourists’ activities are not only the attractive program for the young generation, but also more and more popular for the retired and early retired group who are in the age more than 45 years old. Furthermore, the most of them are graduated from college or university, and the major occupation of them is students, and 50.7% of their work status is unemployed. From this, we can predict that the voluntourism industry will be active during the winter and summer vacation. Most of the NPO or NGO who support the volunteer tourist program, they will focus on the student groups especially for the undergraduate student. But some of the volunteer work cannot just be enforced during the long vacation, so the government brings up some projects for the citizens or students who involve into voluntourism deeply, in order to encourage them use their weekend to be the volunteer tourists, they make some link with the local elementary schools and the destinations where provide the place for volunteer tourists, and the participants can get
some assistances from the schools such as overnight in the school, ask medical treatment support or information consult.

Other information about the volunteer tourist in Thailand knows the volunteer tourist program from friends/ word of mouth (58.3%) and websites/ internet (39.5%). From this, we can get some information form that, first of all, most of the volunteer tourists the way they got the information is the recommendation from their friends who got the experience in the past. Therefore, the good experience establishing will become the most important way for getting more participants to join the voluntourism programs, and that respond to one of the propose of this research that enhancing the revisit intention of the volunteer tourists, and one of the items in the revisit intention is “I am willing to recommend the place where I have ever participated in Voluntourism program to the others.”

RECOMMENDATIONS

In this research, we established the model for enhancing the volunteer tourists’ revisit intention, and probed into the present status. According to the results of the data analysis, we try to address some suggestions for the volunteer tourism program as follow:

In this research, for the destinations, through the view point of experiential marketing, we suggest focusing on each concept (Sense, Feel, Think, Act, and Relate), all of them are the important indexes to have the positive effect on the revisit intention. Then, the destinations that provide the places for volunteer tourists to do Voluntourism activities, they can refer to the results, and then strengthen the 5 parts of the experiential marketing in their destinations, to increase the volunteer tourists’ experiential value and revisiting willingness.

For the organizations who have or plan the Voluntourism program, they have to plan some orientations or training courses for the people who want to be volunteer tourist, to help to consolidate the tourists’ activity involvement, then improve their place attachment and experiential value, and go a step further to heighten their revisit intention.

The most population of the Voluntourism program nowadays is not only the young generation, but also the retired or the early retired group. The activities should focus on the professional specialty providing; most of the participants willing to contribute their special skills to the host place such as involving the education and teaching work, community development and conservation and wildlife activities and so on.

RECOMMENDATIONS FOR FURTHER STUDY

From this research for answering the question: “How to enhance the revisit intention in the voluntourism industry?” we can know that not only related to the Activity Involvement, Experiential Marketing, Experiential Value, and Place Attachment which established by the host destination, but also concerned to the works what the participants do, education background, the habits in their daily life and their personality. Thus, if the model would like to discuss about the revisit intention in the voluntourism industry more distinct, that should go deep in to the personal characteristics, that can help to modify the model be more clear and fit to the sober truth.

Furthermore, the nation policy for the voluntourism is another important factor for encouraging the tourists to join the voluntourism program. In this research, it discussed the situation of voluntourism through the perspective of the volunteer tourists, which is more pectoral point of view from the tourists. Thus, if can discuss the voluntourism environment with some frames of reference from the government policy, that can help to understand how and why the voluntourism situation going on, and even
predict the trend for the future. Moreover, through the contents of the policy, we also can get the right way for promoting the program of voluntourism with the nation targets. That helps to get some supports from the government, and make the benefits for hosts and participants.

REFERENCE


COMMUNITY PARTICIPATION IN AGRO-TOURISM MANAGEMENT IN KOH THEPO, MUEANG DISTRICT, UTHAI THANI PROVINCE, THAILAND

Krantharat Khawatkun¹ and Weerapon Thongma²

¹ Ph.D. Student, School of Tourism Development Maejo University, Thailand
² Associate Professor, Dean, School of Tourism Development Maejo University, Thailand

ABSTRACT

The objectives of this research were to: 1) estimate the potential level of Agro-tourism at Koh Thepo community; 2) study community participation model in agro-tourism management in Koh Thepo community; and 3) examine the result of agro-tourism management in term of the potentiality level of agro-tourism at Koh Thepo community and visitor satisfaction. Koh Thepo community is situated in Uthai Thani province and consists of Koh Thepo sub-district; and Had Thanong Municipal District were chosen as areas to be studied.

As a research for development study, the combination of qualitative and quantitative research and AIC (Appreciation, Influence and Control) techniques were used and it was emphasized at every step of local community participation. Moreover, interviews, observations, and focus group were also done in this study. Questionnaires were used as an instrument. The respondents for the research consisted of leader, and community’s members who involved in tourism management are 75 people and assessed the tourist satisfaction in Agro-tourism management in Koh by 100 tourists.

Assessment the potentiality level of an Agro-tourism in Koh Thepo found that Koh Thepo has the potential of becoming an Agro-tourism destination. However, facilities for disabled, distribution channel and proficiency in English need to be developed.

The result showed that participation model in Agro-tourism management at Koh Thepo should consist of LC-HUB, 5 components were shown as follows: Leader (L) who provides opportunities for people to participate by using communication (C) to connect between leader and human (H) who have the courage to express and conservation and development awareness. It can generate social integration, unity (U) that has the objectives of the mutual benefit (B). The indicators based on the level of people in Koh Thepo participation. The study found that the level of community participation in agro-tourism management in decision making and planning process are high level, sharing benefit process is very high level, and evaluating process is average level.

To examine the result of agro-tourism management from the visitor satisfaction level, found that overall of visitor satisfaction is high level; carrying capacity and agro-tourism attraction are very high level; and agro-tourism management and service are high level.

From verified hypothesis, found that the potentiality level of agro-tourism at Koh Thepo community is increase statistically significant at the .05 level.

Keywords: Community participation, Agro-tourism Management
INTRODUCTION

As the tourism industry develops and grows, the benefits and costs of tourism accrue to two quite distinct groups of people that are the visitors receive benefits and incurred costs in taking holidays by them, and the residents from the host community could gain many benefits from tourism.

Nowadays many organizations throughout the world, not only government owned but also many privately owned companies, promote and encourage extensive tourism business. In Thailand, tourism plays an extremely important role in generating more national revenue for the country and has the tendency to be more expanded including being contained in the national economic and social development plans thoroughly up to the present as discussed by TAT (2001: 36).

Thailand is an agricultural country, where there is diversity of agriculture careers. There significant cultures and they are called “Rice cultures”. There are also agricultural, fruits, and fishing reputation, and domesticated animals activities which have been developing. These diversities are attraction of tourists, and originate. Moreover, agro-tourism is locally managed by community people. The trip is usually impressive once the tourists learn to appreciate their being part of the production and management process. The earnings from agro-tourism can create the much-needed cash flow in the communities. That can help solving the unemployment problem and promote domestic tourism.

However, local participation in Agro-tourism management is absolutely necessary because local people can aware of the problem and directly affected. Moreover, they have a commitment to the environment. Therefore, to honor them by coming to participate in Agro-tourism management, it caused a sensation in their ownership and more appreciation. Agro-tourism management is indeed a suitable and effective (Suwan, M., 2538: 45). Tourism Authority of Thailand (TAT) (2555: 18) said that a weakness of Agro-tourism is the lack of private sector and local governments participation. The National Tourism Development Plan 2555-2559 focuses on the participation of all sectors.

Koh Thepo community is the one area that has plenty of Agro-tourism resources. However, it is lacking of cooperation from all sectors to develop the area as tourism destination. Although, the strategic development of the Uthai Thani province will be determined the tourism destination development by local people participation.

From all above, researcher will be interest to study the local participation in Agro-tourism management to achieve accuracy, appropriate to the community, needs of the tourism market, and consistent with province policy also.

THE OBJECTIVES OF STUDY

The objectives of this study are 1) estimate the potential level of Agro-tourism at Koh Thepo community; 2) study community participation model in agro-tourism management in Koh Thepo community; and 3) examine the result of agro-tourism management in term of the potentiality level of agro-tourism at Koh Thepo community and visitor satisfaction.

THEORETICAL AND CONCEPTUAL FRAMEWORK

The study of community participation in Agro-tourism management in Koh Thepo, Mueang district, Uthai Thani province, Thailand, researcher has divided the document into 2 sections as follow: section 1, the literature on the theory involved in the research to gather and summarize the theoretical framework, and section 2, the literature on the concepts and principles involved in the research to gather and summarize the conceptual framework.

Section 1, to review 3 theories as follow: 1) mechanism of social change 2) development
potential-diffusion theory, and 3) perception theory.

One of the common theories used to examine local participation is mechanism of social change (t Supalak, M., 2544: 37-40). A review of literature on local participation indicates that the theory of mechanism of social change is a useful approach to understand social change. The idea behind this dimension approach is that social change because internal and external factor (Panrob, B., 2528: 65) and (Cheypratab, S., 2531: 14-16). Internal factor refer to leader, community member, and community context. External factor refer to the policy and the diffusion of culture.

According to the literature, the examination of mechanism of social change provides a useful framework to better understand the cause of social change. Srisathidnarakun B. (2550: 333-335) said that participation is the one of strategic to change the social. At the same time, the policy and the diffusion of culture can generate social change also.

Development potential-diffusion theory is used for examine the potential level of study area. Pholsri S. (2547: 210-211) said that the development of social is depends on 6 factors: natural resource, human resource, social organization, leadership, contact, and training. If there are a lot, the social will be more developed.

Sonthirat S. (2545: 143) said that perceived as a way to understand how to interpret. Perception is the key element that makes the concepts and attitudes of human.

Section 2, to review many concepts and principles involved in the research such as Agro-tourism, and participation concept.

**Conceptual Framework** Agro-tourism concept
HYPOTHESIS

Potentiality levels of agro-tourism in Koh Thepo are increase after community participation in agro-tourism management.

METHODOLOGY

In order to achieve the stated objective, data will be obtained from 1) the leaders in the designated study area, senior member, and people who involve with community circumstance and tourism context are 75 people and 2) 100 tourists.

Data collection was implemented from April 2012 to August 2013. As a research for development study, the combination of qualitative and quantitative research and AIC (Appreciation, Influence and Control) technique were used and it was emphasized on every step of local community participation. Moreover, interview, discussion, observation, and group meeting were also done in this study. The data will collect through survey questionnaires which were analyzed by using statistical measurements such as frequencies, percentage, standard deviation, and t-test.

FINDINGS

The potentiality assessment levels of an Agro-tourism in Koh Thepo are shown in the table 2 to table 5. The percentage in each part based on the evaluation criteria potentiality level in Agro-tourism destination as shown in table 1.

Table 1. Evaluation criteria potentiality level in Agro-tourism destination

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Potentiality Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>81 and over</td>
<td>Very high</td>
</tr>
<tr>
<td>71-80</td>
<td>High</td>
</tr>
<tr>
<td>61-70</td>
<td>Average</td>
</tr>
<tr>
<td>51-60</td>
<td>Low</td>
</tr>
<tr>
<td>50 or less</td>
<td>Should improve</td>
</tr>
</tbody>
</table>

Table 2. The potentiality level of an Agro-tourism in Koh Thepo (carrying capacity)

<table>
<thead>
<tr>
<th>Index</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>90</td>
</tr>
<tr>
<td>Rest room</td>
<td>78</td>
</tr>
<tr>
<td>Restaurant</td>
<td>93</td>
</tr>
<tr>
<td>Parking</td>
<td>90</td>
</tr>
<tr>
<td>Souvenir shop</td>
<td>75</td>
</tr>
<tr>
<td>Disabled facilities</td>
<td>35</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>87</td>
</tr>
<tr>
<td>Interpretive signs</td>
<td>73</td>
</tr>
<tr>
<td>Accessibilities</td>
<td>91</td>
</tr>
<tr>
<td>Tourist destination</td>
<td>93</td>
</tr>
</tbody>
</table>

From table 2, it shows that Koh Thepo has high potentiality level of carrying capacities for support Agro-Tourism. However, the percentage of disabled facilities is very low, so this part should be improved.
Table 3. The potentiality level of an Agro-tourism in Koh Thepo (management)

<table>
<thead>
<tr>
<th>Host</th>
<th>Percentage</th>
<th>Marketing</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td>63</td>
<td>Market research</td>
<td>75</td>
</tr>
<tr>
<td>Security measures</td>
<td>60</td>
<td>Marketing plan</td>
<td>64</td>
</tr>
<tr>
<td>Good planning in destination area</td>
<td>70</td>
<td>Define selling point</td>
<td>76</td>
</tr>
<tr>
<td>Preparation security staff</td>
<td>66</td>
<td>Package tour</td>
<td>81</td>
</tr>
<tr>
<td>Integration process</td>
<td>66</td>
<td>Good price</td>
<td>92</td>
</tr>
<tr>
<td>Guideline for Agro-tourism</td>
<td>70</td>
<td>Various of distribution channels</td>
<td>56</td>
</tr>
<tr>
<td>Various of tourism activities</td>
<td>74</td>
<td>Various of promotion</td>
<td>88</td>
</tr>
<tr>
<td>Connected with other destination</td>
<td>72</td>
<td>Marketing network</td>
<td>80</td>
</tr>
<tr>
<td>Decorative landscape regularly</td>
<td>76</td>
<td>Service training</td>
<td>81</td>
</tr>
</tbody>
</table>

From table 3, it can be seen that potentiality level of Agro-tourism management in Koh Thepo are average and high in term of host and marketing respectively.

Table 4. The potentiality level of an Agro-tourism in Koh Thepo (Agro-tourism attraction)

<table>
<thead>
<tr>
<th>Index</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecological integrity</td>
<td>73</td>
</tr>
<tr>
<td>Good scenery</td>
<td>80</td>
</tr>
<tr>
<td>Notable of agricultural lifestyle &amp; folk wisdom</td>
<td>82</td>
</tr>
<tr>
<td>Notable of agricultural knowledge</td>
<td>88</td>
</tr>
<tr>
<td>Notable and various of tourism activities</td>
<td>84</td>
</tr>
<tr>
<td>Various of tourism category</td>
<td>90</td>
</tr>
<tr>
<td>Notable and various of souvenir</td>
<td>75</td>
</tr>
<tr>
<td>Close participate in tourism activities</td>
<td>76</td>
</tr>
</tbody>
</table>

From table 4, it shows that the potentiality level of Agro-tourism attraction at Koh Thepo are high, therefore, this area appropriate with Agro-tourism destination.

Table 5. The potentiality level of an Agro-tourism in Koh Thepo (service)

<table>
<thead>
<tr>
<th>Index</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service ability</td>
<td>76</td>
</tr>
<tr>
<td>Good service attitude</td>
<td>81</td>
</tr>
<tr>
<td>Communication ability with foreigner</td>
<td>52</td>
</tr>
<tr>
<td>Good service skills and knowledge</td>
<td>74</td>
</tr>
<tr>
<td>Politeness</td>
<td>91</td>
</tr>
<tr>
<td>Impartial service</td>
<td>89</td>
</tr>
<tr>
<td>Good service process</td>
<td>74</td>
</tr>
<tr>
<td>Good technique for tourist impression</td>
<td>76</td>
</tr>
<tr>
<td>Respond tourist requirement immediately</td>
<td>72</td>
</tr>
</tbody>
</table>
From table 5, it can be explained that the potentiality level of staff in the service at Koh Thepo are average. However, the ability of staff to communicate with foreigner should be improved.

From the result of potentiality assessment levels of an Agro-tourism in Koh Thepo found that Koh Thepo has the potential of becoming an Agro-tourism destination.

The study of factors that contribute to people participation showed that participation model in Agro-tourism management at Koh Thepo should consist of LC-HUB, 5 components were shown as follows: Leader (L) who provides opportunities for people to participate by using communication (C) to connect between leader and human (H) who have the courage to express and conservation and development awareness. It can generate social integration, unity (U) that has the objectives of the mutual benefit (B). The indicators based on the level of people in Koh Thepo participation. The participation level in each step is based on the criteria for interpretation as shown in table 6.

### Table 6. The criteria for interpretation participation level

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>The average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very high</td>
<td>4.21-5.00</td>
</tr>
<tr>
<td>High</td>
<td>3.41-4.20</td>
</tr>
<tr>
<td>Average</td>
<td>2.61-3.40</td>
</tr>
<tr>
<td>Low</td>
<td>1.81-2.60</td>
</tr>
<tr>
<td>Very low</td>
<td>1.00-1.80</td>
</tr>
</tbody>
</table>

The 5 factors affect the level of local community participation. From table 7, it shows that participation levels in decision making and planning process are high level: 3.62 and 3.60 respectively, sharing of benefit process is very high level (4.34) and evaluating process is average (2.92). It can be described that people in Koh Thepo are interested and want to participate in Agro-tourism activities. However, most people scarcely focus on Agro-tourism effect especially on negative side. They just focus on income that they will get. From the result of community participation, it can generate agro-tourism in Koh Thepo.

### Table 7. Community Participation level in Agro-tourism Management in Koh Thepo

<table>
<thead>
<tr>
<th>Participation process in agro-tourism management</th>
<th>X</th>
<th>SD</th>
<th>Participation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1: Decision making</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Potentiality assessment of agro-tourism</td>
<td>4.87</td>
<td>0.45</td>
<td>very high</td>
</tr>
<tr>
<td>2. To analyze problems and needs of community in agro-tourism management</td>
<td>3.47</td>
<td>0.57</td>
<td>high</td>
</tr>
<tr>
<td>3. To consider the area for creating agro-tourism activities</td>
<td>3.10</td>
<td>0.48</td>
<td>average</td>
</tr>
<tr>
<td>4. To consider possibility of agro-tourism management</td>
<td>3.03</td>
<td>0.73</td>
<td>average</td>
</tr>
<tr>
<td><strong>The overall average</strong></td>
<td><strong>3.62</strong></td>
<td><strong>0.32</strong></td>
<td><strong>high</strong></td>
</tr>
<tr>
<td><strong>Step 2: Planning</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Community integration in the agro-tourism management</td>
<td>3.53</td>
<td>0.51</td>
<td>high</td>
</tr>
<tr>
<td>2. Training about the service and facilitation</td>
<td>3.77</td>
<td>0.36</td>
<td>high</td>
</tr>
<tr>
<td>3. Planning to classify utilization area</td>
<td>3.42</td>
<td>0.48</td>
<td>high</td>
</tr>
<tr>
<td>4. To determine agro-tourism activities</td>
<td>3.86</td>
<td>0.34</td>
<td>high</td>
</tr>
<tr>
<td>5. To determine agro-tourism route</td>
<td>4.12</td>
<td>0.32</td>
<td>high</td>
</tr>
<tr>
<td>6. To determine agro-tourism service fees</td>
<td>3.79</td>
<td>0.35</td>
<td>high</td>
</tr>
</tbody>
</table>
Table 7. Community Participation level in Agro-tourism Management in Koh Thepo (Cont.)

<table>
<thead>
<tr>
<th>Participation process in agro-tourism management</th>
<th>X</th>
<th>SD</th>
<th>Participation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Marketing and strategies plan to attract tourist</td>
<td>2.87</td>
<td>0.41</td>
<td>average</td>
</tr>
<tr>
<td>8. To determine community discipline</td>
<td>3.41</td>
<td>0.50</td>
<td>high</td>
</tr>
<tr>
<td>9. To develop tourist sites and surrounding landscape</td>
<td>3.84</td>
<td>0.37</td>
<td>high</td>
</tr>
<tr>
<td>10. To determine guidelines for agro-tourism development</td>
<td>3.34</td>
<td>0.47</td>
<td>average</td>
</tr>
</tbody>
</table>

The overall average 3.60 0.41 high

Step 3: Sharing benefits and managing

| 1. To inform agro-tourism information | 4.22| 0.42| very high          |
| 2. To provide tourist                | 3.98| 0.36| high               |
| 3. To guide tourist and share agriculture knowledge | 4.84| 0.29| very high          |

The overall average 4.34 0.31 very high

Step 4: Evaluating

| 1. To assemble for evaluating the agro-tourism result | 2.79| 0.38| average           |
| 2. Data analysis from the evaluations result         | 2.86| 0.43| average           |
| 3. To find solutions and improve agro-tourism activities | 3.10| 0.48| average           |

The overall average 2.92 0.42 average

Examination the results of agro-tourism management in Koh Thepo by assessment the satisfaction levels of visitors in the agro-tourism at Koh Thepo and assessment the potentiality of an agro-tourism in Koh Thepo. From table 9, it shows that the overall of visitor satisfaction level is high level; carrying capacity and agro-tourism attraction are very high level; 4.24 and 4.22 respectively and agro-tourism management and service are high level; 3.93 and 3.86 respectively. The visitor satisfaction level is based on the criteria for interpretation as shown in table 8.

Table 8. The criteria for interpretation visitor satisfaction level

<table>
<thead>
<tr>
<th>Visitor satisfaction Level</th>
<th>The average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very high</td>
<td>4.21-5.00</td>
</tr>
<tr>
<td>High</td>
<td>3.41-4.20</td>
</tr>
<tr>
<td>Average</td>
<td>2.61-3.40</td>
</tr>
<tr>
<td>Low</td>
<td>1.81-2.60</td>
</tr>
<tr>
<td>Very low</td>
<td>1.00-1.80</td>
</tr>
</tbody>
</table>
Table 9. Visitor satisfaction level in Agro-tourism Management in Koh Thepo

<table>
<thead>
<tr>
<th>Agro-tourism in Koh Thepo</th>
<th>X</th>
<th>SD</th>
<th>Visitor satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrying capacity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Accommodation</td>
<td>3.88</td>
<td>0.95</td>
<td>high</td>
</tr>
<tr>
<td>2. Facilities such as rest room and parking</td>
<td>4.22</td>
<td>0.36</td>
<td>very high</td>
</tr>
<tr>
<td>3. Disabled facilities</td>
<td>3.11</td>
<td>1.14</td>
<td>Average</td>
</tr>
<tr>
<td>4. Restaurant such as tasty, cleanliness and service</td>
<td>4.12</td>
<td>0.35</td>
<td>high</td>
</tr>
<tr>
<td>5. Souvenir center</td>
<td>4.84</td>
<td>0.29</td>
<td>very high</td>
</tr>
<tr>
<td>6. Interpretive signs</td>
<td>4.78</td>
<td>0.32</td>
<td>very high</td>
</tr>
<tr>
<td>7. Accessibilities</td>
<td>4.76</td>
<td>0.33</td>
<td>very high</td>
</tr>
<tr>
<td><strong>The overall average</strong></td>
<td><strong>4.24</strong></td>
<td><strong>0.34</strong></td>
<td><strong>very high</strong></td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. PR and advertising</td>
<td>3.87</td>
<td>0.95</td>
<td>high</td>
</tr>
<tr>
<td>2. Travel information brochures</td>
<td>3.65</td>
<td>0.87</td>
<td>high</td>
</tr>
<tr>
<td>3. Safety</td>
<td>4.12</td>
<td>0.36</td>
<td>high</td>
</tr>
<tr>
<td>4. Various of tourism activities</td>
<td>3.59</td>
<td>0.89</td>
<td>high</td>
</tr>
<tr>
<td>5. Receive agriculture knowledge</td>
<td>4.77</td>
<td>0.32</td>
<td>very high</td>
</tr>
<tr>
<td>6. Fees and souvenir rate appropriately</td>
<td>3.96</td>
<td>0.88</td>
<td>high</td>
</tr>
<tr>
<td>7. Good scenery and cleanliness</td>
<td>3.54</td>
<td>0.54</td>
<td>high</td>
</tr>
<tr>
<td><strong>The overall average</strong></td>
<td><strong>3.93</strong></td>
<td><strong>0.94</strong></td>
<td><strong>high</strong></td>
</tr>
<tr>
<td>Agro-tourism attraction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Ecological integrity</td>
<td>4.82</td>
<td>0.29</td>
<td>very high</td>
</tr>
<tr>
<td>2. Good surrounding landscape</td>
<td>4.26</td>
<td>0.36</td>
<td>very high</td>
</tr>
<tr>
<td>3. Notable of agricultural knowledge</td>
<td>4.21</td>
<td>0.35</td>
<td>very high</td>
</tr>
<tr>
<td>4. Connected with other destination</td>
<td>3.89</td>
<td>0.94</td>
<td>high</td>
</tr>
<tr>
<td>5. Notable and various of agriculture products</td>
<td>4.36</td>
<td>0.42</td>
<td>very high</td>
</tr>
<tr>
<td>6. Close participate in tourism activities</td>
<td>4.27</td>
<td>0.40</td>
<td>very high</td>
</tr>
<tr>
<td>7. Community lifestyle</td>
<td>3.76</td>
<td>0.87</td>
<td>high</td>
</tr>
<tr>
<td><strong>The overall average</strong></td>
<td><strong>4.22</strong></td>
<td><strong>0.36</strong></td>
<td><strong>very high</strong></td>
</tr>
<tr>
<td>Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Service ability</td>
<td>3.68</td>
<td>0.86</td>
<td>high</td>
</tr>
<tr>
<td>2. Service skills and knowledge</td>
<td>3.87</td>
<td>0.95</td>
<td>high</td>
</tr>
<tr>
<td>3. Politeness and kindness</td>
<td>4.21</td>
<td>0.35</td>
<td>very high</td>
</tr>
<tr>
<td>4. Friendly</td>
<td>4.23</td>
<td>0.36</td>
<td>very high</td>
</tr>
</tbody>
</table>
Table 9. Visitor satisfaction level in Agro-tourism Management in Koh Thepo (Cont.)

<table>
<thead>
<tr>
<th>Agro-tourism in Koh Thepo</th>
<th>X</th>
<th>SD</th>
<th>Visitor satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Service process</td>
<td>3.59</td>
<td>0.89</td>
<td>high</td>
</tr>
<tr>
<td>6. Technique for tourist impression</td>
<td>3.98</td>
<td>0.97</td>
<td>high</td>
</tr>
<tr>
<td>7. Respond tourist requirement immediately</td>
<td>3.46</td>
<td>0.94</td>
<td>high</td>
</tr>
<tr>
<td><strong>The overall average</strong></td>
<td><strong>3.86</strong></td>
<td><strong>0.96</strong></td>
<td><strong>high</strong></td>
</tr>
</tbody>
</table>

From the assessment the potentiality of an agro-tourism in Koh Thepo, it can be verified hypothesis by using paired T-test. So, the result found that the potentiality level of agro-tourism at Koh Thepo community is increase statistically significant at the .05 level.

**CONCLUSION**

The study of community participation in Agro-tourism management in Koh Thepo, Mueang district, Uthai Thani province, Thailand is a research for development. The objectives of this study are 1) estimate the potential level of Agro-tourism at Koh Thepo community; 2) study community participation model in agro-tourism management in Koh Thepo community; and 3) examine the result of agro-tourism management in term of the potentiality level of agro-tourism at Koh Thepo community and visitor satisfaction.

From the potentiality assessment levels of an Agro-tourism in Koh Thepo, it can be described that Koh Thepo has potentiality to be an agro-tourism destination. However, some facilities should be improved such as disable facilities and moreover some skill of people who are tour guide or staff should be improved also.

The study of factors that contribute to people participation showed that participation model in Agro-tourism management at Koh Thepo should include 5 factors as follow: leader, communication, human, unity, and benefit; LC-HUB Model. From the interview, found that these factors can motivate people who are in Koh Thepo participate in agro-tourism management because leader (L) who provides opportunities for people to participate by using communication (C) to connect between leader and human (H) who have the courage to express and conservation and development awareness. It can generate social integration, unity (U) that has the objectives of the mutual benefit (B). So, assessment this model is necessary that is due to this study need to prove that LC-HUB model can generate agro-tourism destination in Koh Thepo. Therefore, community participation by using AIC technique to be used to prove this model. The result of prove model is participation level of people in Koh Thepo. It presented that community participation is high level.

Moreover, to examine the results of agro-tourism management in Koh Thepo by assessment the satisfaction levels of visitors in the agro-tourism at Koh Thepo and assessment the potentiality of an agro-tourism in Koh Thepo are important to confirm that LC-HUB model is well and to verify hypothesis that potentiality levels of agro-tourism in Koh Thepo are increase after community participation in agro-tourism management. From assessment the potentiality of an agro-tourism in Koh Thepo, it can be found that the potentiality levels of agro-tourism in Koh Thepo are increase. Moreover, the satisfaction levels of visitors in the agro-tourism at Koh Thepo are high. It can be described that both potentiality levels of agro-tourism and satisfaction levels of visitors are as an indicators of success of LC-HUB model.
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COMMUNITY-BASED TOURISM MANAGEMENT
AT BANN NONG MA JUB, MAEFAEK SUB-DISTRICT, SANSAI DISTRICT, CHIANG MAI PROVINCE, THAILAND

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ABSTRACT
Tourism Management of Bann Nong Ma Jub Community, Maefaek Sub-district, Sansai District, Chiang Mai Province aims to evaluate Bann Nong Ma Jub Community’s potential in order to lead to the development of Community-based Tourism, to analyze Nong Ma Jub Community’s member participation level that affects the community’s tourism management. And to evaluate Potential tourism management arising from the development of tourism in Bann Nong Ma Jub Community was chosen as a study area. Respondents in this study consisted of: 1) 25 tourists in two pilot tours to the area Also, 2) Selected samples of 20 persons who are community leaders or intellectuals, 3) population of Bann Nong Ma Jub Community aged over 18 selected by random sampling using Taro Yamane’s formula (Taro Yamane, 1967). The total of the sample group consists of 300 people and the equipment use in this research are questionnaires, interview forms, as well as Focus Group discussion. Statistical methods used in this research are 1) Descriptive Statistics being Frequency, Percentage, Average (\(\sum\)) and Standard Deviation to describe general information, as well as using 2) Inferential Statistics being Chi – Square test (\(\chi^2\)). Research finding were as follows:

1. The tourist sites of Bann Nong Ma Jub Community were found to have the standard potential criteria of the office of Tourism in the case of legality area and non tourism management. It was indicated that the area could be developed into a new ecotourism association by its nature and culture.

2. The level of participation from members of the community that contributes to the success of the Community-based Tourism management. Were found in general was moderate level, For the detail is found, Participation in decision-making. The participation of the people of Bann Nong Ma Jub Community. On the tour operator participate medium level. Participation in sharing the benefits of the operation was low level. And in the monitoring and evaluation of the level of participation of the people a low level.

3. Study of CBT before and after the management. The results showed that the potential for CBT, 1. The relevance of the local culture and natural resources. 2. Security of the natural resources in tourism. 3. The center of attraction in the tourism and learning of natural resources.

4. The abundance of natural resources. After the Tour Increasing the overall, it can be seen that of Bann Nong Ma Jub Community. Potential in the management of CBT increased. And the Committee on House Administration, CBT Nongmajub. Have the capacity to handle the increased tourism and the environment.

Keyword: community-based tourism, management tourism
INTRODUCTION

The research is a Community-Based Tourism Management At Bann Nong Ma Jub, Maefaek Sub-district, Sansai District, Chiang Mai Province, Thailand. It aims to use tourism as a tool to develop the community with a purpose to start collaboration within Bann Nong Ma Jub community. It is to conduct tourism activities which lead to community-based tourism management by using PAR (Participatory Action Research), which focus on the participation of the community in every process. The research consists with 3 main objectives; 1. To assess the potential of the tourism of Bann Nong Ma Jup Village to be developed to the community-based tourism, 2. To analyze the level of participation of the people in Bann Nong Ma Jub community that determines the success of the community-based tourism management, and 3. To analyze the factors determining the success of the community-based tourism carried out by Bann Nong Ma Jub, Maefaek Sub-district, Sansai District, Chiang Mai Province.

The research uses Bann Nong Ma Jub, Moo 1, Maefaek sub-district, Sansai district, Chiang Mai province as a research base area. It is because the area has high potential for natural resources factor to develop into a community-based tourism area. Moreover, the community’s leader and other organizations in the area are strong and well-organized. The community’s headman, Aomsuk Ngein Lan (community money-saving group), community forest area committee and other organizations in the area are all interested to conduct tourism activities management in Bann Nong Ma Jub community.

LITERATURE REVIEWS

The research method is to use tourism as the tool and uses Participatory Action Research which allows the population in the community to learn and share knowledge together.
The area of Bann Nong Ma Jub is still well reserved and obviously provides benefits and affects the way of life of the community. The population of the community always relies on natural resources in the areas for their living. As for the safety of tourism area, there shows minimum rate of danger within the vicinity. Hence, Bann Nong Ma Jub community is an abundance, fertile area which provides diversity of natural resources and culture that can be use as tourism base such as public swamp (Nong Ma Jub swamp), community forest of Koo Sam Thaw, rice fields, vegetable gardens, temples, integrated farming with holistic herbs, ponds for Maekong giant catfish, basketry, etc. As for cultural attractions factor, the prominence of simple lifestyle makes the community unique. By managing what the community already has, and create activities for the visiting tourists and create more possibilities for further development of the community.

For tourism context of Bann Nong Ma Jub community, the community has distinctive and unique context of its own, as the population of the community are native Lanna. They have a long distinctive social structure of kinship. Therefore with the intimate sociability along with the generosity and compassion of the people make the villagers to keep on their ways of living as it has been in the past with no major differences. Most the population still works on farming and integrated plantations for sufficient economy and was awarded for outstanding community.

The strengths of the community is that the community possesses outstanding costs of environmental resources, traditions and lifestyle that still remain the way of Lanna. Therefore, the community has high potential for both physical and environmental resources suitable for developing into community based tourism. Furthermore, the community leader (the village headman), Mr. Boonlert Loonsrithong is a visionary man and determines to lead the community member than other organizations in the area of Bann Nong Ma Jub. However, to start tourism management is supported by the village committee, housewife group of the village who are the major driving force in organizing and developing tourism activities within the community. As for the weaknesses of the community, due to the fact that most of the population relies on agriculture, therefore, many of them tend to focus on working for their living and welfare rather than spending time joining meetings. Hence, the community tourism committee of Bann Nong Ma Jub chooses specific time for the village’s monthly meeting to explain and conduct tourism activities so that everyone would be able to participate.

Objective 2; To analyze the level of the participation of the people within the community of Bann Nong Ma Jub that affect the development for community based tourism.

The result of the analysis the level of the participation of the people within the community that affect the development for community based tourism by using questionnaire with major topic such as 1) The decision; 2) The operations; 3) The sharing of the benefits from the operations; 4) The monitoring and evaluations. The overall result of the analysis shows the level of the participation as normal; the detailed analysis shows that the level of participation of making decision is normal; the level of participation of conducting operations is normal; the participation of sharing benefits from the operations is low; and the level of participation of monitoring and evaluations is low.

Objective 3; To study the potential of community based tourism management by Bann Nong Ma Jub community from tourism development.

The study shows that after tourism management, the potential of all 4 factors which are 1) Tourist attractions and natural learning areas; 2) The abundance of natural resources; 3) The relevance of the local culture and nature;
4) The safety of natural attractions in tourism area has statistically significantly increased by 0.05 percent.

CONCLUSION AND RECOMMENDATION

The result of the findings comes from the result of learning and discovering of local natural resources in Bann Nong Ma Jub area by the community members to find out the potential for tourism activities and how to use those resources within the community to develop into tourist attractions. This is because not all villages or communities can conduct tourism management. Although it can be conducted, not all of them would last long. Therefore, Bann Nong Ma Jub community led by community strong leaders and organizations has conducted collaboration in order to start tourism activities. It is purposely to use tourism as the tool to develop people in the community and to help seek the distinctions and uniqueness of natural resources, lifestyle and traditions that existing in the community. It is to show them to the people outside the community for sharing and learning through tourism activities. The research result can be described as follows;

1. For the result of the potential of Bann Nong Ma Jub community by using assessment of the quality of community-based tourism by applying attractions standards evaluation by the Office of Tourism Development. The Office of Tourism Development focuses to evaluate the area where there is still no management for tourism. It shows that the area of Bann Nong Ma Jub still continues the old way of living. The way that has intimate relationship with the forest, nature, Ping River and irrigation canal that diverge water from Mae Guang dam which is the life of the entire community of Nong Ma Jub. It has been the shelter, food resource for the people in the community since in the past to present day. The abundant and fertile natural resource with the areas of thousands acres which is community forest consisted with diverse species of vegetation which can be a significant context for tourism in the area. The population in the area is native Lanna who have unique and intimate social structure with long history of kinship, trust and compassion that makes the villagers to still continue living with old lifestyle as their predecessors had. Most of the villagers still work and rely on agriculture such as rice farming, integrated plantations and fishing as in the idea of sufficient economy of the king.

The community itself was awarded with outstanding award prize which could use to promote the community. Furthermore, the community also has outstanding and diversity natural resources, which is community forest. The community forest can be divided into 3 parts; the sacred forest which is very unique because most of the vegetation in the area has a very distinctive characteristic of having vines covers most of the trees. On the ground, there are green and lush fields for entire year due to the abundant and fertile soils and perfect weather condition which is perfect for sightseeing, the walking paths cut right through the beautiful and distinctive forest which will provide perfect scenery for tourists to behold and learn about the nature and environment within the area.

Moreover, the forest area also provides food for each season of the year such as mushrooms, native vegetables which are very unique. Besides natural factor, the community also has cultural factor and its own distinctive Lanna traditions such as the sacrificial ritual of Koo Sam Thaow, a very old tradition performed in April of every year by the villagers from generations to generations. The community also has spots of high potential for being tourist attractions such as public swamp (Nong Ma Jub swamp), rice fields, vegetable gardens, temples, herb fields, integrated plantations, fish ponds and basketry.

As for cultural factor, a very unique and distinctive simple lifestyle from generation to
generation with local wisdom of herbs for healthcare and curing make the community become a very interesting community with high potential for community-based tourism management which is consistent to the information of the Forestry Research Office (cited in Panita Singkara, 2001: 12). The Forestry Research Office states that the area that is suitable for tourism management must be consisted with already existing natural values that allow tourist to get close to nature and promote the awareness of natural conservation. It is similar to the research of Manus Suwan et al. (cited in Panita Singkara, 2001: 13), which states that tourism management must not cause natural and environmental harms.

Moreover, the need to start tourism management must come from within the community which is consistent to the idea of community-based tourism (CBT). The CBT concept suggests that tourism is set and managed by the community for the community with the idea of sustainability of environment, social and culture (Pojana Saunsri, 2003: 14). It is also consistent to the study of Weerapol Thongma (2008: 15-17), Chiang Mai University (2005: 3), Sinn Sarobol (2003: 60) and Mathurott Prabpiree (2002: 29). They state that tourism must have the community as the center and possess the will of natural resource conservation. The management must be conducted by the community to be able to decide how to organize sustainable tourism by their own without relying on community outsiders.

The interesting findings from the assessment of the potential of the community for CBT suggests that before the decision of starting tourism management, the community leader had conducted SWOT analysis in order to gather information before making the decision for CBT project. The committee of the community also took part in the process with honesty and good will. The community has perfect abundant and fertile land and natural resources. The community members have intimate kinship relations and have kind and compassion will to others.

Bann Nong Ma Jub community also possess of unique culture and traditions that has been transcended from generations to generations which is very contributing to the implementation of nature conservation that is consistent to the idea of community-based tourism management. Furthermore, the community itself is located not too far from Chiang Mai city area, such advantage would allow more tourist to come visit the community. Moreover, the government also constructed a new road that cuts though the village and might continue its destination to Myanmar in the future and allow more tourists to come by and visit the community in the future. Moreover, there is also a modern technology such as internet within the areas of the community which creates more comfortable environment for the visitors. All of these advantages and benefits are contributing to the idea of CBT of the community. According to the suggestion of Weerapol Thongma and Prajed Aumnat (2004: 12-15), suggest that tourism is the tool for development, especially for the community that has a chance for tourism management or wants to start promoting itself to the outside world.

2. As for the level of the participation in tourism management, the result suggests that the level of the participation is normal due to the social structure of kinship of the villagers that allows the villagers to often contribute and share their opinions and learn together about tourism management, such advantage creates harmony and strong bond within the community and allows the community members to become always enthusiastic in taking part in any activity in the community. The idea of living and taking part in activities of the community members is consistent to the idea of Phornchai Sophon (2012: 20), Weerothphan et al. (2005: 85-86), Nanthiya Hthanuwat and Narong Hthanuwat (2003: 64), Yupha Rubngam (2002: 5), Wiroth Suwatkhongpan (2001: 225), Chalermchai Punyadee (2000: 45) and Prarichart Walaisatian et al. (2000: 138). They suggest that the concept of participation comes from the concession of the community members who need to see things
changed. This is because participation will create the sense of belonging and commitment for those who take part in it. It also creates the sense of obligation to help and contribute to the group. Such participation will happen if the work allows the members to take part in the meetings which will eventually form the sense of belonging and ownership. Hence, the participation of the community leader is one crucial part that needs to happen in every process from initial thinking, making decision, and actions. And by contributing the benefits gained by any action and activity among the community members allow the members to become more willing to take part in other steps especially solving problems and finding solutions. However, it has to be consistent to the way of living and tradition of the community.

The researcher used Participatory Action Research (PAR) technique as the tool for researching in Bann Nong Ma Jub community. The research found some interesting results about the level of the participation of the members in the community for tourism management. By providing the knowledge about PAR and other techniques and idea to the community leader, it allowed the community member to take interest in the information which helped to analyze the community’s problem and helped to create further development.

The most important about PAR is that the technique is symmetric which can be revised and improved for better development, which is according to the idea of Suchada Thaweesit (cited in Krunchit Phutkosa, 2011: 15-16) who suggests that Participatory Action Research is Community Organization and Problem Base Learning system; 1) Pre-research phase, it is a process of choosing community and approach to the community by the researcher to collect preliminary information and contribute the collected information to the community; 2) Research phase, it is a process of studying and analyzing the problems with those who live in the community. It is also a process of training and creating local research team and conducting the analysis of the problems that might happen. At this stage, it is also setting up possible solutions, designing research methods, collecting information, analyzing the information and presenting to the community; 3) Planning phase, it is a process of training and planning local teams to determine the project or activity. It includes a process of studying the possibility of the project, finding budget and organizing the support the project and determining the plan for monitoring and evaluation; 4) Implementation phase, it is a training and setting up volunteers team; 5) Monitoring and Evaluation phase, it is a process of monitoring and evaluation of the project. It is an important activity for participatory action research. Therefore, there should be a team assigned to monitoring and evaluation for the community by providing the knowledge of to the team and keep checking the performance of the team and present the result to the community committee and provide further suggestions. Meanwhile, Thanaphan Thani (cited in Krunchit Phutkosa, 2011: 7) suggests that PAR is a tactics that help people to come together as a people organization and perform with high potential based on increasing potentials and empowerment of the people by information system. This system allows the people to see and understand the importance of information. Because of information helps people to be able to analyze the problems within the community and create further development by creating local research teams or local researchers.

3. Tourism potential of Bann Nong Ma Jub community from 4 factors of tourism development; 1) Tourism attractions and the area for learning of natural resources; 2) The relevance of local culture with nature; 3) The abundance of natural resources; 4) The safety of natural tourism area. The result shows that after tourism management, the potential of all 4 factors have been increasing, and proves that Bann Nong Ma Jub has potential for community based tourism management which can be described as follows;
1. Bann Nong Ma Jub community has its own tourist-based capital. The community has forest, herbs center and ancient temple of Koo Sam Thaw as its natural resource capital.

2. Bann Nong Ma Jub community has social-based capital. The community has intimate and unique social structure of kinship with kind and compassion which create harmony, peace and brotherhood within the community.

3. Bann Nong Ma Jub community has cultural-based capital. The community itself is old Lanna community that maintains the practices of their values, traditions and the ways of life of native Lanna people and their ancient local wisdoms such as traditional pottery, traditional massage, herbs and basketry.

4. Bann Nong Ma Jub villagers live with the idea of sufficient economy which can be considered as a charm of their lifestyle. By planting and farming vegetables and animals and provide food on their own makes this way of living become very attractive to all outsiders and worthy of conservation.

5. Bann Nong Ma Jub still possess abundant natural resources that supports the way of living of the people in the area who rely on agriculture works since in the past to present day. The abundant and fertile land allows the people in the area to continue agricultural activities for entire year that the people call the land “The community of land weeping” which implies that the land has never been stopped used for agricultural works.

6. Bann Nong Ma Jub community is a strong community. The community leader is a visionary man and ambitious for the development of his community. The community members are also willing to take part in any activity concerning the development of the village. It also has a strong will of committee and organizations such as the village fishing club, the village housewives club, youth club and the village security group, etc. All of which are the guarantee of tourism security within the community.

7. Bann Nong Ma Jub is a community of active-learning. They are agricultural practical learning such as Maekong catfish ponds, frog ponds organic fertilizer. They are also in practices of the development of new knowledge concerning politics and village security. The village committees are always sent to attend in such training, including CBT team.

Furthermore, the community also has its initial attractiveness which are; 1) The lively smiles that represent friendliness, kindness and sincerity of the people in the community; 2) The language of native Lanna, the way the people within the community speak is very soft, sweet, sincere and very kind; 3) The charm of people’s kindness, the people in Bann Nong Ma Jub village are very generous and kind, the people always love to share things and offer present their agricultural products to the visitors.
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A COMMUNITY-BASED TOURISM MANAGEMENT MODEL IN MAEHIA NAI COMMUNITY, MAEHIA SUB-DISTRICT, MUEANG DISTRICT, CHIANG MAI PROVINCE, THAILAND

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ABSTRACT

This research aims to study a model of community participation in tourism management at Maehia Nai Village, a small community in Chiang Mai Province, Northern of Thailand. The research’s objectives cover: 1) the analysis of local’s perceptions on tourism’s resources, facilities and infrastructures; 2) the examination of the interrelationship of local’s demography and the level of their participations; 3) the discussion of both locals and tourists’ awareness on tourism impacts in the community.

The research employs mixed methodologies, qualitative and quantitative approaches to examine the model of community participation in tourism management on Maehia Nai, the research’s case study. This research uses different techniques including participating observation, in-depth interviews, and questionnaires. The data was collected from four major groups in the community. There were local government, business section, villagers, and tourists. The information from the data collection is analyzed.

The research findings are significant. The study group agrees that the village has high functional fundamentals towards tourism development. These include tourism management, attraction, accessibility, amenities, and ancillary services. Moreover, the findings show that locals are significantly participating in tourism development in various stages. Their involvements extensively consist of tourism planning, decision making, development processing, project implementing, plan assessing and evaluating. In addition, the research explains that the interrelationship between the local demography, their participations in tourism development, and tourism essentials has statistical significantly associated with researchers’ research outputs.

Keywords: tourism development, tourism management, local participation, community-based tourism
INTRODUCTION

Maehia Nai community is located in moo 3, Maehia Sub-district, Mueang District, Chiang Mai Province, Thailand. It is an old community with 200 years of history. It is also the only community in Maehia Sub-district that has different geographical compares to other communities. The community is surrounded by mountains and located in Suthep-Pui National Park with the areas of 580 acres. The community is located in south-western of Chiang Mai city. It is about 10 kilometers with 10-15 minutes for driving. The land possesses abundant and fertile forest, waterfalls, unique lifestyle, language, local wisdoms, archaeological sites, local food, vegetations, wild plants, restaurant and coffee shops. With all its riches, it makes this community to become popular for many tourists who come to see the way of life of the community. Visitors come to the community for health tourism, including bikers who spend their leisure time to find peace.

The location of the community is closed to many population attractions in Chiang Mai, such as Royal park Rajapuek, Chiang Mai Night Safari, Doi Kham temple. With this geographical benefit, it makes the community suitable to become a new tourist spot. Until now, Maehia Nai community has not started to promote or establish tourism management. This causes the revenue to goes to other places rather than goes to the people within the community. Moreover, all the advertisement signs for restaurants and coffee shops in the areas are disorganized and affect the traffic in the community area. By creating an understanding between the people, government officials and private companies by letting them to take part in the community tourism management, it will be a starting of the process of to create sustainable tourism and prosperity community.

In the aspect of economy, social, cultural and natural resources that are consistent to the idea of Chalart Chansombath (2553: 178). He states that participatory process is a major process that leads to sustainable development. The principle of participatory is relying on working with the members as the center. The members will create works from past experiences to create new experiences. However, it is a process of interaction with other members or between the trainers with group members. As a result, the process contributes to the expansion of the networking idea by speaking/writing as the tool to exchange, analyze and synthesize ideas.

Allowing the people to become involved in the development is a major and necessary step. By allowing the community to take part in the development, the locals will also have an opportunity to involve in contributing ideas, decision making and take part in the development process. People’s participations help to create the improvement and development for both economic and social aspects. It also helps to improve the living standards and to empower the villagers in order to bargain with other benefit groups in the society. Eventually, it will lead to the ability for self reliance of the villagers.

Therefore, the researcher had the idea of community-based tourism management in Maehia Nai to create additional income for the people in the community. According to Khanchit Phutthakosa (2554: 1), it is a process in concerning of the merging existing knowledge with new knowledge and technology from outside the community. It is so in order to solve the problems by focusing on the area and the needs of the community with government officials and other organizations for development. The coordinators and supporters for people participatory process would be best solution for long term and sustainable development.

We should encourage people in the community to participate more in tourism management. It includes the process of taking part in natural protection and regeneration while remaining the balance with local wisdom and cultural unique. The community lifestyle is uniquely to create a guideline for additional income for the people in the community. It also
establishes harmony within the community making an understanding between community members and business owners and government officials to support the economy. Within this process, social and natural resources become more sustainable.

Therefore, this research is to find empirical answers on: a) what is the most suitable ways for tourism management in Maehia Nai area; b) what are the factors that affect the relationship between people’s participation and tourism management in Maehia Nai community; and c) what are the effects after tourism management in terms of economic, social, cultural and natural resources and environment.

LITERATURE REVIEW

The researcher used grand theory in social science and applied as theoretical scope for this research, by using structural – functional theory which consisted with the details of Talcott Parsons (Sanya Sanyawiwat, 2002: 36-37). It states that the Necessary basis of social systems has 4 factors which are Goal attainment, Adaptation, Integration and Latency.

Parsons sees that adaptation is about finding and collecting things that necessary from the surroundings and the distributed systematic. Goal attainment is about prioritizing goals and collect resources then proceed to achieve integrated goal by using 4 social systems to solve problems or satisfy crucial needs which are regulatory cultural solution, stable social solution system, individual’s solutions system to achieve the goal. The relationships between systems will be seen as a factor of relationship and problem solving. Each system and subsystem has its own duty to solve problems. Therefore, to understand or to study the system, it is also crucial to study and understand the system and subsystems. At this point, he believes that social system would reflect social truth. Each system would be able to empower the higher systems. For instance, organic system can empower individuals system, individuals system could empower social system and social system could intern, empower cultural system, which could mean that each system is in control of one another.

This process is called cybernetic hierarchy. In theoretical way, this theory is the link between action systems and in the end become information. Information has a symbolic representative, human communicate and bargain through symbol. This is idea is consistent to the concept of information control for exchange as mentioned before about exchanging information between systems. This relationship of process of empowerment of each system is a catalyst for social transformation within a community. By having too much information and power it would start a social transformation somewhere else. On the other hand, by having less information and power would affect norms conflict and lose order and would affect individuals system and organic system. Hence, information control system is a system that creates balance and transformation by itself. Therefore, the idea or theory about social transformation of Parsons is a mixture between the idea of evolution and action theory of Spencer as he suggests; the relationship between action systems is the cause for social transformation.

From the theory above, it has to start with smallest system to develop Maehia Nai community by using community-based tourism management. It is an organic system. The organic system is like searching for anything that is necessary from surrounding environment within the community. It is proceed to the target goal through individuals system and gain community acceptance in social system. After it is accepted, it will lead to cultural system and will be made into a guideline for social values and regulations for tourism within the community by having action system as the link between each system. Action system, therefore, is the participation of the community member in thinning, making decision and proceeds operation together for further benefits. Moreover, this includes
monitoring the effects from community-based tourism management. Regardless of how much or few the participation is, it would absolutely affect social transformation within Maehia Nai community.

**METHODOLOGY**

**Experimental design**

The research employs mixed methodologies, qualitative and quantitative approaches to examine the model of community participation in tourism management on Maehia Nai, the research’s case study. This research uses different techniques including participating observation, in-depth interviews, and questionnaires. The data was collected from four major groups in the community. There were local government, business section, villagers, and tourists. The information from the data collection is analyzed.

**Sampling**

This research focuses on the participation of government officials. We can see that alderman is another major factor for community movement for development. It includes private sectors, companies, and business owners within the community. The most important factor for community movement for tourism transformation is individual variables of the villagers who live in Maehia Nai community. The researcher deemed that 60 villagers are the most important group who share benefits and problems that would come from community-based tourism management within the community. The study of possible effects from tourism management used 60 villager and 30 tourists as the test subjects. The study is to compare the differences of the awareness of the effect from tourism management.

This study is a research for community development that takes appropriate time for conducting field works due to the needs of the researcher to establish trust with the community leader, villagers, including local authorities and business owners. Therefore, this participatory action research took approximately 23 months since May, 2012 to March, 2014.

**RESULTS AND DISCUSSIONS**

The researcher chose Community-Based Tourism (CBT) as the tool to find out both quality and quantity results of research objectives and hypothesis. CBT focuses on individuals, area, management and participatory potential of the community for the development of tourism management in Maehia Nai community. The research starts with the purpose of analyzing the comments on the potential of tourism in the community areas.

The researcher applied evaluation scope from tourism factors which is stated by World Trade Organization (Collier & Harraway, 1997) that tourism factors have 4As, which are Attraction, Accessibility, Amenities and Ancillary Services. The research used questionnaire as the tool to collect information. The researcher found that the villagers in the community area, business owners and local authorities agree that Maehia Nai area has potential for tourism due to natural resources, cultural, and social factors. The research also found that most of the population see that community-based tourism management is the most suitable tool to develop the area, where followed by accessibility and attractions factors.

Maehia Nai community leaders are highly admired and also committed themselves to the benefits of the community. They are ready to become an advocate in taking part in community development. Furthermore, the route to the community is a 2 lanes concrete road surrounded by beautiful nature. Therefore, the community is also accessible from different directions, where the area itself is very popular for bikers.

Due to the perfect weather, the vegetations in the area are beautiful and abundant in all
seasons. There are also multiple coffee shops and horse riding club within the community area. All of these are consistent to the idea of Edmund Husserl (1859-1938). He believes that all experiences in the world are made by consciousness. Hence, human creates experience of truth from their experiences.

The researcher used quality research methods in order to develop community-based tourism pattern. Moreover, the researcher also used Participatory Action Research methods to gather information and idea from the population within the area. The researcher used mind map technique to link the idea of tourism with community’s natural resources. This idea is as (Gelb, 1996: 52) suggests that mind map is a process from a consistently thinking and write it down in a paper, which reflects colors, dimension by picture and keywords which is an easy process to simplify ideas.

The researcher also used SWOT analysis technique for environmental analysis in the community to study the potential and the limits of the community for tourism management. By doing this analysis, it allows the researcher to know about weaknesses and strength of the community. The result from SWOT is used for development planning. The researcher chose matrix relationship analysis method. By using TOWS Matrix to analyze the information, the strengths and the weaknesses, coupled with the opportunities and the limitation creates the most suitable plan.

From preliminary analysis, the researcher found that the community members want to preserve natural resources and maintain the community’s old lifestyle. It is maybe because most of the community members think that the development and transformation would damage natural resources in the community area. However, they also realize the importance of tourism development in the community for economic, social, and natural factors.

The community wants development that affects nature and ecology within the community as less as possible. They want the development that improves their living standards. It is the development in the community that can create the most suitable strategy for Maehia Nai community. As the result, it is a project called “Maehia Nai community market”. The idea of the project is to allow people to come together to think, make decision and proceed activity towards mutual benefits. This idea is similar to a statement by Numchai Thanupon (2529: 8) as people participation is very important for the success of community development. People should have part in every development process to create sustainable development. This will create the sense of partnership in the development.

After that, the researcher conducted analysis of people participation in community-based tourism management. The participation is divided into 4 factors (Cohen and Uphoff, 1980: 223), Decision making, Implementation, Benefits and Evaluation. To address those points, the researcher used questionnaire. The results from the analysis showed that the overall participation in sharing ideas and decision making of the people in Maehia Nai community is high. The result is followed by monitoring and evaluation, implementation and benefits respectively. This is because of the realization of the people of the importance of the participation in decision making.

If the villagers possess the sense of partnership in every activity, it will allow the people to realize the importance of the benefits from community-based tourism management. The result is also consistent to the idea of Yon Choonchit (2528: 107). Yon Choonchit suggests that Structural-Functional theory sees society as a system consisted with other systems that have its own relationship with each other. The transformation can start in any system and affect others. Society, its system and functions, every society must has its own regulations for its members to comply. Society will create institutions which will have their own duties in order to solve problems of society members. However, there is no instruction that perform its duty perfectly. This imperfection will cause
tension, and society must adapt to its stage and environment.

To answer to question of the research objectives and hypothesis about the relationship of the participation in tourism management in Maehia Nai community, from overall information, it was found that, age, education, the attractiveness potential for tourism and occupations have relationship with the participation. The community members who are younger and have education background higher than primary school and do not work as public servants/government officials have the opinion that Maehia Nai community has high potential for tourism attractiveness and tourism management capacity. This group of people would take more part in community based tourism management in the future.

Community-based tourism management will change the society (Weerapon Thongma and Prajade Aumnart, 2004: 14-22). They further state that every action will affect the nearby and surroundings environment. Moreover, the action will affect in both positive and negative ways. Their points are also consistent to UBCED (1992) that sustainable development is a development to create economic, social and environmental balance by developing all factors of which has its relationship towards the others. The researcher assessed the realization of the possible impacts after establishing community-based tourism management with tourists to avoid bias and inequality in the evaluation of the impact on economic, social and environmental factors by using questionnaire. The result shows positive feedback on all three factors. Tourism could provoke the production and distributing products and income within the community.

As for social factor, tourism would stimulate the people in the community to produce local products from their local wisdom and knowledge. This will also help to encourage them to preserve their local knowledge which is fading away nowadays. The community members will also have an opportunity to exchange culture with tourists. Within this process, they increase their knowledge concerning tourism issues. Hence, there are improving in harmony and better living standards in the community. For natural resources and environmental factor, tourism management will help to improve the landscape in the community. It will also create the sense for forest preservation.

However, it would pose a challenge to the area concerning the increasing price of the product within the community as well, including the problem concerning air and sound pollution (Moore cited in Soontri Prommet, 1999: 81-82). The point is when transformation happens in society, society must adapt itself to both natural environment and the environment created by men. The driving force for transformation comes from both inside and outside the society. Hence, transformation and change is normal together with the regularity that might happen in limited scale and cause effects for a short period of time. In long term, society might have to change immensely. Some transformation and change might occur in major factor and affect other factors in a short time. It also indicates the tension within the society. Although these changes might be normal it could also cause the transformation of the entire society as well.

From the research hypothesis about the level of the realization of the impacts after establishing community-based tourism management of the people in the community and tourists, it is found that there are differences between the opinions of the community members and the tourists in social, cultural and security in life and properties issues. This is because the community members are familiar to the environment within the community. On the contrary, the tourists who are outsiders are not familiar to such environment. There is none of mobile phone reception within the area. Another issue concerning the development in the community brought by tourism is the community members can barely sense the transformation from tourism development. This is because the low rate of improvement and income distribution is underweight the natural resources preservation.
In contrast, the tourists still possess the same sense of tourism in the area. This is because of the pattern for tourism in the community. It provides no clear pattern and activities for the visitors. The biggest portion of the activities within the area is selling products which are produced by the community such as organic vegetables, food from natural resources. As for natural resources and environmental factor, tourism created an activity for water and forest preservation in the area. The activities are included fire breaks, cleaning mountain water pipelines, improving public water areas. However, the tourists are never informed about the activities of the community members at all. The result of the realization about the impacts in major issues which are economic, social, cultural, natural resources and environmental factors between the community members and the tourists is the same.

CONCLUSION AND RECOMMENDATION

Maehia Nai community still has its own unique and distinctive ways of life and lifestyle. With all the collaborations from government officials, private sectors and the people in the area develops community-based tourism management. It is to preserve natural resources in the area. It makes Maehia Nai community market the most suitable idea for community-based tourism for the community. By using participatory action research method encourages the people to develop and to improve their resources as well as to help promote the development in Maehia Nai community.

However, the community also receives minimum negative impacts. The result is consistent to Lumyong Plangklang (2551: 21-22) as tourism in community affects the increasing of jobs within the community such as folks crafts and agricultural products. Community-based tourism, moreover, will stimulate the production and utilizing of the county’s resources. Therefore, tourism industry and community-based tourism has no limits for service when compare to other industries. The further study might focus on the tourists and tourist guides. It will help to analyze, to compare, and to find out possible was for a more sustainable development for community-based tourism management in Maehia Nai.
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THE DEVELOPMENT OF EFFICIENT TOURISM BUSINESS MANAGEMENT OF COMMUNITY ENTERPRISE IN RATCHABURI PROVINCE, THAILAND

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ABSTRACT

The aims of this study are 1) To study general context of the area and tourism business management resulting from the participation of local people at Suan Phueng district, Ratchaburi province 2) To synthesize tourism business management methods resulting from local participation and standardized national tourism business model 3) To investigate effective management model of tourism business resulting from local participation for sustainable development. The method in order to achieve the three objectives in this research, the researcher used a qualitative research method by participatory action research (PAR) technique. The management of the tourism business within the community to be effective comes from each step of the participatory process. The framework for evaluation derived from the center of study is Eco-Efficiency evaluation and PDCA model. This study, The researcher also uses a quantitative research method to acquire statistics for the mean in terms of percentage, standard deviation, t-test.

The research results were found as follows; The part of performance evaluation that marketing management, knowledge and information management have potential at the medium level with the average of 2.3 and 2.1, respectively. It is also found that quality of service, outcomes, enterprise community development, and efficiency of operations have the potential at a high level with the average of 2.7, 2.6, 2.6 and 2.5 respectively.

Key words: community enterprise, management
INTRODUCTION

The tourism industry has been growing steadily and raised essential revenues for many countries. It is estimated by World Tourism Organization (WTO) that there will have been 1,600 foreign tourists visiting the top-visited tourist destinations in the region of East Asia and Pacific by 2020. The Southeastern Asian region has become more popular as an alternative tourist destination as the number of tourists is one-third of total tourist in Asia Pacific. Today, there is a change in visitor behavior due to a number of reasons. For example, the impact of the economic downturn causes the visitors to spend money more carefully. The worthiness of the travel cost is taken into account; as a result, the behavior of minimizing the travel time occurred. That is, they spend shorter time on determining for booking and purchasing travel goods and services. The short distance trips in their own country or region are more selected. Moreover, the visitors tend to focus on their interest for particular purposes e.g. health tourism, adventure tourism and religion tourism. In addition, the travel trend related to taking responsibility for social and environmental development and culture conservation is increasingly being concerned by visitors. This sustainable development is applied to the tourism industry accordingly. Thus, the today’s tourism is being addressed to respond the critical issues of nature, traditions, culture, way of local life, environment and resources in local areas (Ministry of Tourism and Sports, 2011: 6).

In Thailand, tourism is considered as a services industry that plays a key role in the economy of Thailand since its value is the highest of total service trading. Also, it contributes to many businesses such as hotels and restaurants, food stores, souvenir shops and transportation; as a consequence, it creates investment, employment, distribution of income to local areas. The tourism annually generates estimated foreign exchange revenues of hundred thousands of million baht, resulting in the circulation of money among Thai tourists. In 2009, Thailand’s revenue from foreign visitors reached at 527,326 million, approximately 8.5 percent of the total exporting (51.1 percent of the total service exporting), representing approximately 5.8 percent of gross domestic product (GDP). Furthermore, the tourism industry contributes to the employment of more than two million people, representing 6-7 percent of work force in the whole system. It also allows distribution of income and employment to the rural areas. Besides, it is essential to help counterbalance the deficit in the exports of Thailand while in the world economic downturn (Ministry of Tourism and Sports, 2554: 5).

It is obvious that the growth rate of the tourism industry in Thailand has been changed by the impact of internal and external factors. This leads the government to urge development coupled with sustainable tourism. The lack of effective policy, management and planning in a long term triggers natural resources and the environmental destruction. The original cultural which has long been originated may be replaced. The government recognizes the importance of tourism with its greater variety of tourism that means to its future sustainability. The community can participate in the tourism development in their own locality. There is one of the more popular types of travel called self-travelling - the service agent is not preferred. The self-travelers look for comfortable, simple and clean accommodation while having unique or more local cultural tourism activities (Chalongsri, Phimon and Somphong, 1999: 16).

Therefore, the current government promotes the tourism established by the community while the community itself is the allocator in all processes, so-called community enterprise. The community enterprise which its processes are driven by the local community is called as the capital manager. The community which depends on itself and disregards the private or public sector agencies for budgeting makes the self-management more effectively. Thus, tourism
development is appropriate for the community and its people who is a direct beneficiary, living in the community. Capital does not refer only to the money, but also the natural resources, culture, traditions, knowledge and wisdom that reflect the four requisites and community’s way of life (Seree Phongpit, 2003: a).

In conclusion, the tourism industry steadily increases the country’s economic growth rate, and also distributes income to local communities. The activities of tourism business management operated by its community are expected to make people involve in. The profit is not the main objective, but common interest that the community will gain directly. The common interest should be properly fit in the community’s area and raw materials as well.

LITERATURE REVIEW

Today, tourism management development and promotion is to provide better knowledge and understanding of tourism. This will lead to the sustainable tourism development, especially of which managed by the enterprise community. The enterprise community is strengthened and sustained, relying on its capital of cultural resources. However, Thai enterprise community still lacks of ability to compete in international arena. According to the tourism development plan to support the economic integration in terms of travel services (College of Innovation, 2012: 102), it is reported that there are various issues causing limited competitiveness of Thai enterprise community, for example, the lack of access to information and news, lack of coordination with government agencies regarding the global economic liberalization of tourism services and lack of knowledge and skills needed to operate and compete internationally. Knowledge and skills that entrepreneurs of tourism enterprise community are critically limited are management skills because the majority of the enterprise community was transformed a family-business. The management skills and effective management systems of the family-business are poorly developed. The entrepreneurs’ source of knowledge is under the method of trial and error, derived from the previous experience. Therefore, the enterprise community has to develop itself through the effective enterprise management by addressing strategy planning, implementing, organizing duties and responsibilities determining, leadership training, controlling, monitoring and employees’ performance evaluating. These processes are consistent with the study of Office of Agricultural Economics (2011: 39). There are two main issues; process and output found in the enterprise community. Process is needed to be improved in many areas including operations planning, knowledge and information management, member management, quality of products and services management. The latter, output, is needed to be adjusted in reducing expenditure and costs.

Wimonwan Sriyaphai (2001: 198) stated that certain problems of the occupational group management and production development are caused by a lack of knowledge and understanding in both academic Nuchjaree Tiwawan (2004: 64) also noted that there are a number of factors influencing the stronger occupational group enterprise community development. For instance, the raw materials used in production must be available in the community. The group enterprise community must be able to raise funding. The group leader must have know-how skills so that he/she can develop the enterprise community for competing in international market. According to the enterprise community performance measurement in the study of Woragan Charuphat (2005: 120), it is also found not only poor knowledge in the enterprise community operated by local people, but also business expertise in producing, managing, seeking distribution channels, and developing products and packaging. Narong Petchprasert (1999: 59) summarized the influences of success or failure of Thai enterprise community are as follows: funds, marketing, production, management,
leadership, workforce and member involvement. Nithit Phoomeekham (2008: 1) stated that business competitiveness and key performance indicators can be used to evaluate the organization’s success even the business or organization is in the market competition with the same or similar product category that can be replaceable.

If the organization has well-established business practices, it can be led to the success of business. However, the evaluation of the organization are mainly used the financial indicators. In fact, the financial indicators are not enough to imply the organization’s competitiveness in today’s global business as they have many restrictions. The first restriction is that the financial indicators cannot imply factors that contribute to the competitive advantage such as employee’s satisfaction, service, organization’s reputation, innovation and technological capabilities. The second restriction is that using the financial indicators can lead the organization’s managers to focus on profit maximizing in the short term.

An analysis of potential and direction for the community development in Ratchaburi between 2012 and 2017 revealed that the province has a wide range of tourist attractions throughout the province. It also has various cultural resources that are used for promoting the value creation and worthiness of visit, providing services as well as manufacturing. However, there are a number of areas needed to be updated in the tourism business, for example, public relations, marketing management, and services quality. Besides, the implementation is not continuous and unsystematic and skills of entrepreneurs are poor to provide travel services. The tourist sites lack of their identity or unique images to grab tourists’ attraction (Office of Ratchaburi, 2012: 16).

To summarize, there are a great number of issues occurred in business operation management of enterprise community. Nonetheless, the urgent issue to be addressed is to upgrade the level of business standards or to improve the products’ quality so that the business can be eligible in the international market among ASEAN countries in 2015. As the tourism is regarded as service rather than product, it is important to improve the quality of service, especially enterprise community which mostly has local knowledge and wisdom. Moreover, the enterprise community lacks of the key performance indicators to evaluate its performance of services in order to reach the global standards. Most of travel services business use financial indicators to evaluate its business productivity; however, it does not seem to be suitable for business travel services operated by enterprise community.

**METHODOLOGY**

The study of effective management development of the enterprise community business in Ratchaburi. The author has determined the scope of study due to the objectives as follows: To analyze the potential of enterprise community providing travel services. To explore success factors of enterprise community providing travel services. To determine key performance indicators of enterprise community providing travel services and to investigate guidelines to develop enterprise community providing travel services in Ratchaburi to be more efficient.

1. To analyze the potential of effective entrepreneur of enterprise community providing travel services, the population in this study is selected by using specific sampling. The total samples are 21 enterprise communities that have registered as home-stay service providers and must have been qualified by Thai home-stay standards B.E. 2552-2554. The questionnaire is used as research tool to assess the potential of their enterprise communities created by the Office of the Secretary of the Board of Enterprise Community, Department of Agricultural Extension.
2. To explore success factors of enterprise community providing travel services, the population in this study is selected by using specific sampling. The samples are Thai tourists at the age of 15 and above. The total samples are 400 visitors who have been served at the accommodation or the tourist attractions operated by the enterprise communities which have been scored as high. The samples are equally divided into 4 groups by using quota sampling (100 tourists per group).

3. To determine key performance indicators of enterprise community providing travel services, Delphi technique and specific sampling are used. The samples are academic expert in the field of tourism, community development, enterprise community and prestige guru in travel services business with a minimum of 5 years experience and community enterprise with experience not less than 5 years.

4. To investigate guidelines develop enterprise community providing travel services in Ratchaburi to be more efficient. The total 53 samples used for the fourth objective of the study are the president and members of home-stay Ta-Nao-Sri home-stay enterprise community and women weaving Thai black style group enterprise community.

The statistics used in this study as in the first objective are to find the potential of effective entrepreneur of enterprise community providing travel services. The author employed the research tool which had been developed by the Office of the Secretary of the Board of Enterprise Community, Department of Agricultural Extension. The average ($\bar{x}$) and the standard deviation (SD) were statistics used to determine the potential that made original enterprise community successful.

**RESULTS AND DISCUSSIONS**

1. The results of the study on the analysis of setting and potentiality for tourism operation of the Community Enterprise in Ratchaburi Province were shown based on five elements of tourist places as follows.

   Attraction can be divided into two types: Natural resources attraction and Cultural attraction. First, Tham Khiri Wong is only one natural resource in the Community Enterprise in Ratchaburi. Second, there are 25 cultural attractions in the Community Enterprise in Ratchaburi. Accessibility is the second element. The results showed inappropriate parking lots for tourists, lack of attentive and available toilets for tourists, and lack of media and signage to notify tourism programs. Accommodations consists of 6 homestays. The results showed insufficient number of toilets, lack of convenience for tourists, bad smell and musty mattresses, and damaged toilet bolt, leading to perceived insecurity of accommodations. Activities consists of four activities conducted by The Community Enterprise of Thai Song Dam Woven Fabric including ceremony for encouragement, learning activity with Khum Ha Hai Thaisongdam, weaving demonstration with loom, cooking Thai native foods and the Show of Ing Lon Fon Khaen. Amenity to Baan Hua Khao Jeen is convenient. Phetkasem Road is the main road. However, there is no public bus to this area. Tourists without private car is difficult to visit this area. They have to call the staffs to take them to this area. Besides, it lacks of guide post indicating a clear distance. This leads to tourists’ confusion.

2. The analysis of performance effectiveness of the Community Enterprise in Ratchaburi Province showed as follows:

   Overall the Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen has moderate operational potential in the tourism ($\bar{x} = 2.25$). By considering each aspect, Direction ($\bar{x} = 2.70$) and Coordination ($\bar{x} = 2.65$) were rated as aspects with high mean score. Personnel ($\bar{x} = 2.22$), Organizational management ($\bar{x} = 1.88$), and Planning ($\bar{x} = 1.80$) were rated as aspects with moderate mean score.

3. The analysis of the impact of participation of the Community Enterprise in Ratchaburi Province showed as follows:
Province on tourism business management and development showed as follows:

Overall the members of the Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen have high participation level in tourism business ($\bar{x} = 2.83$). By considering each aspect, Evaluation ($\bar{x} = 2.90$), Operation ($\bar{x} = 2.89$), Benefit taking ($\bar{x} = 2.78$), and Planning and decision making ($\bar{x} = 2.75$) were aspects with high mean score.

4. The analysis of effective performance of participatory tourism management of the Community Enterprise in Ratchaburi Province

Overall the Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen has high effective performance of participatory tourism management ($\bar{x} = 2.69$). By considering each aspect, Operation of members, Fast time, Worth price, and reasonable quantity with cost ($\bar{x} = 2.81$, $\bar{x} = 2.65$, $\bar{x} = 2.64$, and $\bar{x} = 2.39$), respectively were rated as high mean score.

Tourism business management by the Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen has focused on propagating and applying the cultural capital to tourism activities, preserving various forms of cultural identities including language, costume, hairstyle and local food. The visitors can see and learn strong local culture.

The Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen has moderate operational capacity in the tourism because the main purpose of establishing the Community Enterprise does not focus on tourism business, instead local income through producing handicrafts such as loincloth or Kamar ban and woven clothes for sewing purposes. As a result, it lacks sufficient potential in tourism, knowledge and understanding about tourism business. It is important for the Community Enterprise to enhance its potential in tourism. Besides, the participatory development of tourism management of the Community Enterprise aims to establish a tourism development plan, a structure of the community enterprise operating in tourism, a clear obligation for involving people, and the implementation of development plan. Finally, the assessment of the developed plan generates the framework of tourism development and clear structure of work and assignment in order to avoid overlapping works. The implementation of human resource management by the competencies of the bring-out of team performance are much more important than other competencies. To transfer complex organizational tasks into performance outputs and to use appropriate competencies to help staffs to transfer profession skills to the performance is the value. (Che-Jen Chuang, Li-Chuan Hung, Kung-Chi Li and Sheng-Wuu Joe, 2013). Besides, the Community Enterprise gains more knowledge in the management of tourism activities under the implementation of developed plan. This finally results in the improvement of tourism potential in the Community Enterprise.

In terms of participation level of members of the Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen, they have high participation level. Saisakul Fongmul (2014) said about the tourism development by the community to be sustainable should come from the needs of the people in the community as the main foundation and then slowly look for an office in the government sector and private sector to support it. Since the community is the owner of the resources in tourism and the people in the community should have a role or participate in studying or researching until connecting or linking the many tourist destination and linking knowledge/learning by integrating in aspects of place, person, knowledge/learning and multilateral collaboration which will make tourism management by community be organized or systematic and can set path of tourism development to protect and diminish problems due to the effects of tourism to the society, culture, and environment so that development and way of life be hand in hand with the community toward sustainability. In addition the Community Enterprise has native lifestyle and
friendly and generous society, it gains actual participation among members. They have participation in all processes in tourism management and performance evaluation of participatory tourism management. On implementation for Policies, work plan, and projects on development in general impeded from application or implementation. Thus, the appeal of the leaders in the locality and community levels should possess skill in application of policies, work plan, and projects suitable in the context of the community in connecting networks, collaboration of each section on tourism is a necessity or must in pushing forward sustainable tourism businesses. Providing opportunities to each section in having a part in thinking, deciding, planning implementing, following up evaluating and in fair distribution of benefits. (W. Thongma, et al., 2014) The Community Enterprise of Thai Song Dam Woven Fabric of Baan Hua Khao Jeen has high effective performance of participatory tourism management. Besides, Quantity, Time, and Price efficiency are positively related to the Community Enterprise’s effective performance of participatory tourism management.

CONCLUSION AND RECOMMENDATION

The development of tourism management in the Community Enterprise has focused on intra organizational relationship among members of the community, rather than financial benefits or profitability. Tourism affairs managed by all members of local community is characterized by effective organizational management for tourism and related activities. Moreover, the establishment of effective management system at organizational level is to bring local organization system to community business in terms of service with an emphasis of members’ effective practices. The effectiveness of performing tasks in the community enterprise is as follows:

The potential in tourism management of the Community Enterprise in Ratchaburi Province plays important role to systematic management and organizational effectiveness. Moreover, the settings of tourist places should have attractions, easy access, facilities, activities and accommodations.

Having local people as the organization’s members is important to sustainability. Members should participate in planning, decision-making, implementation and evaluation to meet the organizational goals.

Creating effective organization operating in service business, i.e., tourism is important to make an impression and satisfaction with the price, volume and practitioners. However, in terms of service, the Community Enterprise has operated by local people and with a unique service in Thai rural style. Therefore, service quality or performance of the Community Enterprise should not be determined.

The findings can be used as the suggestions for involving people in local communities and community enterprises as well as key players or policy makers or planners for tourism management and development in Ratchaburi Province as follows.

1. Members of the Community Enterprise are aware of their role in the implementation and extension of the tourism activities as well as of proper tourism management mechanism. They have self-development based on acquired knowledge and enhance their potential to perform tourism activities for the community.

2. The chairman of the Community Enterprise can implement and extend tourism management and planning process, enhance tourism potential for the community, put the problems into participative practices of the Community Enterprise, and evaluate efficiency and effectiveness of practitioners to make improvement.

3. The Director of the Office of Tourism and Sports, Ratchaburi Province and officials prepare tourism development plan at provincial level, apply the results of this study to the
reference for preparing the national budget plan projects to develop and promote tourism in the community.

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STUDY OF POTENTIAL RESOURCES FOR ECOTOURISM: 
BAAN HUA THANG, MUEANG DISTRICT, SATUN PROVINCE

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ABSTRACT

This research aims to study the tourism resources potential of Baan Hua Thang Community 
and to find the way to develop its community based tourism. Field survey, observation and focus 
group discussion were used to collected data from 80 households within community. It found that 
there are a variety of tourism resources – abundant mangrove forest, relative of people within 
community, harmony and strength of local culture- it is expedient to group people and drive to work 
together. How to manage community based tourism, local people has to cooperate with local 
community, create conscious to local people to reserve mangrove forest and collaborate with outside 
organization by using community mangrove forest to attract together with making learning activities 
about mangrove forest ecosystem and its usage – herb, food, occupation and delightful activities 
– catching fish, crab, snail, boating, swimming etc., good tourism service – food, accommodation, 
local guide and safety, being a good host and wide good tourism promotion for tourism success and 
sustain.

Keywords: Tourism resource, Ecotourism, Community based tourism
INTRODUCTION

Baan Hua Thang located in urban area bordering on abandon mangrove forest where is the worth resources for local people that use its tree for residence and local fishery instrument, animal in mangrove forest is used as food and important income resources, many kind of trees are used as food and herb, it also protecting wind, storm and scour, purifying water and air, absorbing carbon dioxide and returning oxygen. Mangrove forest is the recreation area, place for studying important nature as well. Thus, ecotourism management in mangrove forest which managed for conservation and restored by community, it is tourism that emphasizing on community development by participation for sustainable development (Monika, 2005; Kline, 2001; Hshiung, 2006). The important factors for community based tourism management are community readiness preparation both finding tourism resources potentials and community member participation which lead to ecotourism management.

RESEARCH OBJECTIVE

To study tourism resources potential – mangrove forest management and tourism management of Baan Hua Thang, Mueang District, Satun Province.

LITERATURE REVIEW

Sustainable tourism

UNWTO (1997) summarized the principle of sustainable development as follow;

1) Conducting under carrying capacity of nature system to compensate, restore for capacity to produce and give involving service by not reduction or degeneration.

2) Realizing to local participation and local needs.

3) Distribution benefit equity to local community.

4) Giving a recreation quality of experience to tourists.

5) Giving visitor or tourist educating and understanding area, resources and livelihood.

6) Emphasizing design local architecture harmoniously and using local material.

7) Integration of sustainable tourism to local, regional and national plans.

8) Emphasizing basic information to make a decision and monitoring.

The concept of ecotourism according to Fennell (2003) mean sustainable tourism on nature resource base giving experience and education about nature and reducing impact, using resource worthily, allocate profit fairly and evaluate by community. While Suansri (2003) reveals that community based tourism means to sustainability of environment, social and culture, decided, managed by community for community and community has right, possess to manage, take care and give education to visitor.

METHODOLOGY

Field survey, focus group discussion and in-depth interview were used to collect data. Field survey was made in 2,000 Rai of mangrove forest protected area to study mangrove forest flora and fauna with protected area staffs and mangrove forest conserving group. Leaders in community, religious leader, head of tourism group, local teacher and representative from carrier groups in community were invited to brainstorm to find problem issue, need and community potential – nature resources, culture, livelihood, and participation to manage mangrove forest and tourism. SWOT analysis and concept mapping were used to analyze and summarize to find the way for community based ecotourism management. The structure interview was questioned with sampling group 80 household leaders or representative from 114 households according to data base of Satun Municipal office.
RESULTS AND DISCUSSIONS

The context of community

Community area was divided into residence and mangrove forest. Hua Thang means the end of the road but the beginning of pier, it comes from Malaysian language “Kerpalabatas” where surrounded by two canals in the south and the west, complicated mountain and the abundant mangrove forest. The village was connected with the urban by the main road. There are 114 households located beside the road, 56 per cent female, 44 per cent male and 99 per cent of local people as Muslim. The level of local education is primary, secondary and high school respectively. The average of member in each household is 4-5 members. Most of them are relative. They assembled in different group to do activity such as crab raising, raising fish in floating basket, shrimp rising, mangrove forest conservation, saving, tourism boat, artisanal fishery and housewife group. Community cultural activities consist of Muslim religion such as birth, consoling baby, wedding, circumcising, Hariraya etc. Most of event will be held in mosque or public hall in community.

Village economy was found that the average income of each household 15,000 – 30,000 Baht. The debt of each household 3,000 – 8,000 Baht a month. The majority occupations of local people are artisanal fishery, work as employee and trading. The land was owned by local people about 50 per cent and the rest located in protected area.

Mangrove forest management. The 2,000 rai of mangrove forest is under the responsible of Station of Mangrove Forest Resource Development 34, it is divided into three zones, Used area, the member of village can cut the tree for use but forbidding to cut the tree for sale, if it is necessary to do it must be allowed from community forest committee and reforest.

Protected area, people are forbidden to cut the tree and bring seeding out but they can catch the aquatic animals.

Animal and seeding protected area, People are not allowed both to cut the tree and catch aquatic animals. Mangrove forest conservation group in village does conservation plan, reforest and put artificial reef by working together with involving organization for mangrove forest protection.

Tourism Management, Vision for tourism of community “be strong community, tourist attraction, single economy and virtue”. The interesting tourist attractions in community consist of soft shell crab rising station, fabric dying from bark station and environment and mangrove forest station. The suitable tourism activities with community are shell collection, boating to see mangrove forest, kayaking, swimming, fishing, foresting, learning how to raise soft shell crab, mangrove forest ecosystem, local wisdom and herb from mangrove forest.

Participation in community for tourism management, the most community members go along to service for food, home-stay, good host, give suggestion to tourist, tell community story. They trust that tourism makes economic in village better, increasing income, improving village and attending to conserve environment. The negatives impact coming from tourism are increasing garbage and decadent nature. What should be improved in community to welcome tourists is garbage management, accommodation, wide road, increasing light and tourist visit center.
Resources in mangrove forest

<table>
<thead>
<tr>
<th>Plants in mangrove forest</th>
<th>Animals live in mangrove forest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aquatic animal</td>
</tr>
<tr>
<td>2. Rhizophora mucronata</td>
<td>2. Mysidacea</td>
</tr>
<tr>
<td>5. Bruguiera cylindrical</td>
<td>5. Mantis shrimp</td>
</tr>
<tr>
<td>15. Ceriops tagal</td>
<td>15. Two spot catfish</td>
</tr>
<tr>
<td>17. Plucheua indica</td>
<td>17. Porcupinefish</td>
</tr>
<tr>
<td></td>
<td>22. white shell</td>
</tr>
<tr>
<td></td>
<td>23. mussel</td>
</tr>
<tr>
<td></td>
<td>24. oyster</td>
</tr>
<tr>
<td></td>
<td>25. clam</td>
</tr>
</tbody>
</table>
The SWOT analysis from community leader brainstorm to find problem, need and potential in each aspect of community, it can conclude as follow;

<table>
<thead>
<tr>
<th>S- Strengths</th>
<th>W- Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource</td>
<td></td>
</tr>
<tr>
<td>- biodiversity of mangrove forest</td>
<td>- Increasing garbage in community</td>
</tr>
<tr>
<td>- Abundant of aquatic animals</td>
<td>- Sewage from city drained to community canal affecting some aquatic animals decreasing</td>
</tr>
<tr>
<td>- Suitable area for as tourism attraction</td>
<td>- Local people having no title deed because of land located in protected area</td>
</tr>
<tr>
<td>- Community locating adjacent to the city is easy to accessibility and capable to develop as ecotourism site.</td>
<td>- Some local people lacking of responsibility to protected area by letting their domestic animal to protected area</td>
</tr>
<tr>
<td>Participation</td>
<td>- Some local people lacking confidence to government organization which is responsible to mangrove forest</td>
</tr>
<tr>
<td>- Establishing conservation group</td>
<td></td>
</tr>
<tr>
<td>- Easy to communicate within community</td>
<td></td>
</tr>
<tr>
<td>- Relativeness</td>
<td></td>
</tr>
<tr>
<td>- Strong livelihood and religious culture and tradition</td>
<td></td>
</tr>
<tr>
<td>- Community and religious leaders voted by local community</td>
<td></td>
</tr>
<tr>
<td>- Local community realizing to the importance of mangrove</td>
<td></td>
</tr>
<tr>
<td>- community supported by involving stakeholders previously</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>O- Opportunities</th>
<th>T- Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Involving organizations support community for declare area as protected area for conservation of local people</td>
<td>- Downturn economic making people visiting community decreasing, less income and lacking continuousness for tourism management</td>
</tr>
<tr>
<td>- There are tourists and general people observing activities within community</td>
<td></td>
</tr>
<tr>
<td>- Involving organizations always training local people about tourism, conservation and career</td>
<td></td>
</tr>
<tr>
<td>- Government promote this year is Discover Thainess 2015</td>
<td></td>
</tr>
</tbody>
</table>

It can summarize from analyzed data for use as pattern to develop ecotourism in Hua Thang Community by use available resources in community as follow;

1. Community has to participate to manage tourism and mangrove forest by creating conscious to local community and then seek cooperation from outside to support them.

2. Community spends its mangrove forest resource for tourism by creating education activity about mangrove forest ecosystem, its benefits such as herbs, food, career and amusing activities like catching fish, crab and shell, boating, swimming etc.

3. Community members have to give a good service to tourists for food, accommodation, local guide and security particular being a good host.

4. It should advertise community tourism extensively to attract tourists visiting community increasing income to community.
CONCLUSION AND RECOMMENDATION

Tourism management in mangrove forest can do in many activities upon to suitability of each area, biodiversity of different mangrove forest ecosystem according ecotourism principle it can divide into four components as management, activity, process and participation. Most tourism activity, mostly, comes from local people’s mangrove forest restoration that degenerated and reforested by local community and then accompany with to manage conservation. It becomes tourism activity which makes tourists pay attention to how importance of mangrove forest ecosystem and its benefit including creating conscious for mangrove forest conservation. Most tourism activities attract tourists interesting, give amusing by exchange learning and do activities with local people for example, learning community career like catching fish, crab and shell, learning mangrove forest ecosystem by exploring, foresting etc. including nature trail to educate flora and fauna of mangrove forest and recreation activities like kayaking and swimming etc.

Thus, the pattern of ecotourism management in mangrove forest area according to ecotourism principle and focus group discussion brain storm, it should have patterns as following;

Local community has to prepare to manage tourism in four aspects;

1) Tour program or tourism activities stress the community outstanding identity such as biodiversity of mangrove forest ecosystem by using local guide passing knowledge both biology and physical concerning flora and fauna in mangrove forest like how fiddle crab, meder’s mangrove crab, mudskipper and plant survive, the outstanding of the mangrove forest plant is different from embryophyte, Dividing the plant in mangrove forest including the plant used as herb to cure any disease. Moreover, there may have other tourism activities like bird watching, firefly seeing, local fisherman educating, black crab and shell catching, fishing, shrimp netting or how to feed soft shell crab and fish in nature pond. Tour program is depend on tide, spring and neap tide and according to season calendar of community career. Community can also present tourism activities which use local wisdom like weaving basket from leaf, sweet and food coking from mangrove forest plant, fabric dye from bark, seafood processing etc. Tourists enjoy these activities from observation, touching and tasting local food as well. Tourism activity must minimize impact to mangrove forest ecosystem and reduce emission like use row boat instead engine boat, walking or cycling. Conservation activities, foresting, garbage collecting and releasing fish species, also should be prepared for tourist.

2) Tourism service should be prepared by local community consisting of local guide who knows well local history, mangrove forest ecosystem, mangrove forest management, the benefit of mangrove forest which community receives, tourism activities in mangrove forest are like bird, animal and firefly watching and shell catching including developing nature trail detail signs to service tourist. Food should be contained in reused container to serve tourists, bike and kayak should be prepared to service tourist to reduce emission. Selling local souvenir both dried and fresh seafood including product of mangrove forest can also make supplement income to community besides tourism.

3) Facilities, the infrastructure should be prepared to give service to tourist to do tourism activities which minimize impact such as small pavilion harmonizing to local landscape architecture, toilet and food shop must not drain sewage to nature water resource and also there should have guide post to prevent tourist lost.

4) Tourism management should stress on participation, share the work, structure of committee of each side, distributing benefit fairly, transparency, accountability, there is also measure to control negative impact to local social and environment, Do and Don’t regulation for tourist including standard price for to.
SUGGESTION

The result reveals that Hua Thang community is high tourism potential but lack of administration to bring resources as efficiently tourism product, it may be local community members lack of knowledge to manage tourism and administrate resources usefully. Thus, to gain benefit from mangrove forest management to community, villagers should work together to manage valuably mangrove forest instead of fishery career but it should gain benefit from ecotourism management together with conservation according to sustainable tourism principle to add value of mangrove forest from participatory community management by use mangrove forest biodiversity as tourist educating center including introducing fishery livelihood and Muslim culture as principle for being. Ecotourism activity emphasizes on giving knowledge about the importance and diversity of ecosystem together with mangrove forest conservation by arranging low impact tourism activity which receive assistant from involving organizations like community based tourism marketing, advertising, arranging creative tourism activity, developing product from mangrove forest like herb to cure disease, healthy foods for sustainable community development.

ACKNOWLEDGEMENT

This study succeeds by supporting of Assoc. Prof, Dr. Parichart Visuthismajarn who is adviser throughout the project. I also thank to people in Hua Thang community including involving organizations particular the Station of Mangrove Forest Development 34, the Center of Mangrove Forest Education Promotion and Development 5 (Satun), Satun Community College, Office of Tourism and Sports Satun, Satun Municipal Office and tourists including all informants who assist this project finished.
REFERENCE

Garrod, Brian. 2001. *Local participation in the planning and management of ecotourism: A revised model approach*. Faculty of Economics and Social Science, University of the West of England, Frenchay Campus, Coldharbour Lane, Bristol.


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