

Community Development Innovation for Creating a Community Model of Creative Community-Based Tourism Acquired from Silk History of Siew Noi Village, Mueang District, Chaiyaphum Province

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Abstract

The objectives of this research were (1) to study community potential development for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village in Chaiyaphum Province; and (2) to construct a community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Chaiyaphum. Qualitative methods were employed in this research using Criteria for Thailand's Community-Based Tourism Development and focus group discussion as a tool. Ten participants participated in the focus group discussion to brainstorm ideas on a community development innovation for creating creative community-based tourism community model acquired from silk history of Seaw Noi Village in Chaiyaphum. The qualitative data were analyzed by descriptive analysis.

The research results were as follows. (1) The overall community potential for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village in Chaiyaphum Province was at a fair level. (2) The community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province was 4As, namely Auditing, Awareness, Adjustment and Assessment.

Keywords: 1) Innovation 2) Community Model 3) Community-Based Tourism 4) Chaiyaphum Province

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Introduction

Creative community-based tourism is important in promoting the potential of local communities as participating in tourism development will strengthen the grassroots economy. It is consistent with the Sustainable Community-Based Tourism Strategic Plan (2016-2020) (CBT Thailand), which aimed to develop community-based tourism in order to increase the value of the community-based tourism resources. This will help increase the importance of communities in society and the number of communities managing community-based tourism with the quality standards acquired from the community capacity. It will also increase the number of networks and the strength of community-based tourism networks. This is an important government policy in driving the country towards strength, stability, prosperity and sustainability. Phengkona, et al. (2015) commented that community-based tourism is an important part of sustainable tourism, which is the foundation in creating value and sustainability of natural resources, traditions and culture of the local community that will benefit the whole community, tourists and visitors. Acquired from Thailand Travel Trends Survey Report by Airbnb in 2019, it was found that 84% wanted to travel like local people and spend the most on local restaurants (Modmontin, 2019). In addition, community-based tourism is an alternative tourism for quality tourists who pay attention to learning the way of life of the community and are responsible for that area in order to not cause any effect on the living conditions of the

people in the community.

At present, the behavior of tourists has changed. More tourists want to participate in tourism activities. Moreover, there are problems in tourism resource management. So, there is a creative tourism model that allows tourists and local communities to participate in tourism management (Kaewsanga, et al., 2012). This is consistent with Doungmala, et al. (2018), stating that creative tourism is different from traditional tourism that allows tourists only to admire or take photos from afar. But creative tourism is a new dimension of tourism that gives tourists the opportunity to experience with hosts, act and find something new. It also provides opportunities for tourists and hosts to exchange ideas and knowledge and learn together. Sangsanit (2016) said that creative tourism is the tourism related to history, art and culture, community lifestyle and identity where tourists can learn to create first-hand experiences with cultural owners and live together with the owner of the place. It also creates added value to the history, the arts and culture, the community way of life and the identity of the place. It is not an activity that focuses on the community's income, but it emphasizes the value of the community only. Richards & Raymond (2000) also stated that creative tourism helps tourists create their understanding through their own experience. Tourists are also able to use the new experiences they have learned with their life or work. Teparakul (2012) stated that creative tourism focuses on the community's authenticity and creating value from a way of life. Tourists have experiences with hosts

through various activities. There is a profound exchange of knowledge between cultures. In addition, the benefit that the community has gained from tourism is the preservation of cultural traditions and local wisdom that have been passed on from generation to generation. Therefore, creative tourism is an important tool in helping communities to develop their potential for mutual benefits that will lead to sustainability.

Creating a community model of creative community-based tourism by using the Criteria for Thailand's Community-Based Tourism Development (Committee of National Tourism Policy, 2016) to assess the community-based tourism standards will lead to the guidelines for the community potential development to achieve a balance between conservation and sustainable and creative tourism development. In addition, Wichaidit (2020) commented that the community certified with CBT Thailand is the community with potential in various fields, including the development of personnel related to tourism, adding value to local resources in accordance with the lifestyle and culture of the community as well as developing activities and tourism routes to be in line with appropriate marketing practices that maintain the identity of the community. So, it can be a model for other communities in applying the development guidelines and being able to connect with other communities as a stronger network partner.

Therefore, in the development of creative community-based tourism, the community must have knowledge and un-

derstanding in organizing activities or creating shared experiences in order to create mutual understanding and learning between tourists and the community. Rungphiphattanapong (2015) studied the sustainability elements of creative tourism in Amphawa Community, Samut Songkhram Province and found the following 5 elements in creating sustainable tourism.

1. Creative-minded tourists: Tourists must be interested in activities and have awareness and take responsibility for the actions that may affect the community.

2. Strong and creative hosts: Hosts must have awareness and understanding of the tourism management model and be proud or integrated into a network.

3. Real activities and interactions: They must be traditional activities of the community's way of life. The activities must not be set or for commercial purposes.

4. Strong and comprehensive internal control process gained from the community agreements: The penalties must be set for tourists, members, entrepreneurs and outside investors. The management of community resources must be fair.

5. Sharing benefits equally: Advantages and benefits must be provided for all members who are the stakeholders of the creative community-based tourism. It must not cause anyone to feel disadvantaged.

Siew Noi Village, Muang District, Chaiyaphum Province is a community with the wisdom of silk and mudmee weaving for at least 200-300 years. It is both main and secondary occupations of the villagers that



has been passed down from their ancestors. Previously, Siew Noi Village's silk production was locally operated for using in households and important ceremonies and as souvenirs for special people. Nowadays, silk has become an expensive garment worn in auspicious occasions and local cultural traditions such as wedding and ordination ceremonies. There is also the development of colors and patterns acquired from nature. Silk is dyed to add more value and choices. The silk weaving group of Siew Noi Village has used natural methods acquired from the folk wisdom to develop silk making process. They have used the materials obtained from nature in the village for dyeing silk, such as from plants, including roots, bark, heartwood, leaves, flowers and fruits; from animals, which is shellac and from minerals such as mud, laterite soil, iron rust, copper rust or other substances. They have used natural materials because they concern about environment friendliness, and aware of danger that may affect humans who are the silk users. This idea is based on the law of nature that "Life is nature, Nature is life" (NEWS 18, 2018). In addition, in 2016, Siew Noi Village won second place in Thai Silk Village Contest.

In addition, Siew Noi Village has been supported as a community-based tourism community in Chaiyaphum Province. Even though the community is ready in terms of the strength of the community, the potential of tourist attractions, culture, way of life, local identity, the community-based tourism of Siew Noi Village is not widely recognized. Moreover, there is no clear direction in the development of community-based tourism. So, the research

team was interested in assessing the community potential in order to develop Siew Noi Village, Muang District, Chaiyaphum Province to be a community model of creative community-based tourism relying on its silk history. This will lead to the development of community-based tourism and income generated from tourism. People in the community will also have a better quality of life. It will also create strength, stability, wealth and sustainability for the community. Jinachampa, et al. (2017) commented that if the community is developed into a self-managed community, it will be strengthened. People will have self-reliance. The households will have a good quality of life and be happy from the learning process. The participation of people in the community will make people recognize the value of what they have conducted, making them proud of themselves. This will have a positive effect on the people and the community sustainably. The research team also used the knowledge gained from management processes and operations to construct a community development innovation for creating a community model of creative community-based tourism. Other tourism communities can also use this innovation as a guideline for developing tourism potential and creating a community model.

Objectives

1. To study the community potential development for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province

2. To construct a community development innovation for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province.

Methods

Population and samples

The population of this research was Siew Noi Village, Ban Lao Sub-district, Muang District, Chaiyaphum Province.

The sample group for focus group discussion was 10 representatives of Ban Siew Noi Ancient Silk Community-Based Tourism Group, consisting of the head of the group, the secretary, and the committees. Since the research was conducted during the Covid-19 crisis, there were some limitations. The research was strictly conducted in accordance with the measures to prevent and control the COVID-19 pandemic.

Research instruments

The community potential development for creating a community model of creative community-based tourism was assessed by the Criteria for Thailand's Community-Based Tourism Development (The National Tourism Policy Committee, 2016). It was used to collect data from 10 samples. The Criteria for Thailand's Community-Based Tourism Development consist of 5 aspects with 28 aims as follows.

1. Sustainable community-based tourism management (9 aims)
2. Good economic, social and quality of life management (4 aims)
3. Conservation and promotion of

community cultural heritages (3 aims)

4. Systematic and sustainable natural resource and environmental management (5 aims)

5. Services and safety (8 aims)

Focus group discussion was administered with 10 representatives of Ban Siew Noi Ancient Silk Community-Based Tourism Group, consisting of the head of the group, the secretary, and committee members. Since the research was conducted during the Covid-19 crisis, there were some limitations. The research was strictly conducted in accordance with the measures to prevent and control the COVID-19 pandemic. The meeting was held on 25-26 May 2020 from 9:00 a.m. - 4:30 p.m. at the Integrated Silk Learning Center, Siew Noi Village, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province. The focus group discussion allowed the participants to exchange knowledge, brainstorm, discuss, and ask questions with each other. They can also present and talk about the current CBT management, whether it meets the Criteria for Thailand's Community-Based Tourism Development or not and how.

3.3 Data analysis and statistics used in the data analysis

Descriptive analysis was employed for analyzing the data gained from the focus group discussion. The data were organized and categorized according to the issues. The content obtained from the study was analyzed by data classification. Then the data were organized into categories, interpreted, compared and summarized by descriptive narration. The data obtained from the focus group discussion in



each topic were summarized. Then they were analyzed and organized based on rational relationship and a wide range of understandings in order to answer the questions according to the research objectives.

The researchers returned all data to the community, namely the community potential assessment scores to inform the community of their potential, the criteria for creative tourism development as well as the opinions and the needs of those involved in community potential development for creating a community model of creative community-based tourism. After that small focus group discussion was held for brainstorming ideas to present the guidelines of community potential development for creating a community model of creative community-based tourism.

Finally, a community development innovation for creating a community model of creative community-based tourism acquired

from silk history of Siew Noi Village, Muang District, Chaiyaphum Province was drafted. After drafting a community development innovation for creating a community model of creative community-based tourism acquired from the silk history, it was presented to 5 creative community-based tourism experts, namely the academicians, the representatives from the community, the government agencies and the private sector agencies to confirm the accuracy. Then the researchers presented the research report by descriptive method and continued analyzing and summarizing the data.

Results

1. The results of the assessment of the community potential for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province

Table No. 1 The assessment scores of the community potential for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiphum Province

| Potential | Aims | Scores | Level |
|---|--|--------------|-------------------|
| Aspect 1: Sustainable community-based tourism management | 1.1 Efficient community-based tourism administration | 2.250 | Good |
| | 1.2 Efficient common agreement for community-based tourism administration | 0.500 | Needs improvement |
| | 1.3 Efficient dos and don'ts for tourists | 3.000 | Good |
| | 1.4 Efficient personnel development in community-based tourism administrative group | 1.000 | Needs improvement |
| | 1.5 Efficient promotion of all sides' participation | 1.000 | Needs improvement |
| | 1.6 Efficient participation of various network partners | 1.500 | Fair |
| | 1.7 Efficient marketing and public relations of community-based tourism | 2.000 | Fair |
| | 1.8 Efficient accounting-financial system | 1.000 | Needs improvement |
| | 1.9 Children and youth are focused in community-based tourism. | 2.000 | Fair |
| Total | | 1.580 | Fair |
| Aspect 2: Good economic, social and quality of life management | 2.1 Efficient allocation of revenue | 0.000 | Needs improvement |
| | 2.2 Efficient promotion of quality-of-life uplifting | 2.000 | Fair |
| | 2.3 Quality community products to enhance opportunities for more tourism revenues | 2.500 | Good |
| | 2.4 Human rights in tourism is focused. | 4.000 | Excellent |
| Total | | 2.125 | Good |
| Aspect 3: Conservation and promotion of community cultural heritages | 3.1 Quality database on community cultural heritage for tourism | 4.000 | Excellent |
| | 3.2 Efficient propagation of community cultural heritage through community-based tourism | 2.000 | Fair |
| | 3.3 Efficient conservation and revival of local culture | 4.000 | Excellent |
| Total | | 3.330 | Good |
| Aspect 4: Systematic and sustainable natural resource and environmental management | 4.1 Efficient resource management of areas for climate change adaptation | 4.000 | Excellent |



| Potential | Aims | Scores | Level |
|---|--|--------------|-------------------|
| | 4.2 Quality database on natural resources or environment | 1.000 | Needs improvement |
| | 4.3 Efficient propagation of natural resource or environmental wisdom through community-based tourism | 1.000 | Needs improvement |
| | 4.4 Efficient conservation and revival of natural resource or environment in community | 0.000 | Needs improvement |
| | 4.5 Efficient awareness creation on the importance of natural resource of environmental conservation through tourism | 1.000 | Needs improvement |
| | Total | 1.400 | Fair |
| Aspect 5: Quality of community-based tourism services | 5.1 Satisfactory services in tourism | 1.000 | Needs improvement |
| | 5.2 Efficient communicators | 2.000 | Fair |
| | 5.3 Quality tourism service points | 0.375 | Needs improvement |
| | 5.4 Efficient service coordination | 1.000 | Needs improvement |
| | 5.5 Safe tourism route and activities | 2.000 | Fair |
| | 5.6 Safe tourism service points | 0.000 | Needs improvement |
| | 5.7 Efficient management of tour route in community-based tourism | 1.000 | Needs improvement |
| | 5.8 Efficient emergency management | 1.000 | Needs improvement |
| | Total | 1.047 | Fair |
| | Total score | 1.896 | Fair |

From Table No. 1, the scores in each aspect on the assessment of the community potential for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province were summarized. The total assessment score was 1.869 points, which was at a fair level. When ranking in descending order, the highest score was in

Aspect 3: Conservation and promotion of community cultural heritages (3.33 points), which was at an excellent level; followed by Aspect 2: Good economic, social and quality of life management (2.125 points), which was at a good level; Aspect 1: Sustainable community-based tourism management (1.58 points), which was at a fair level; Aspect 4: Systematic and sustainable natural resource and

environmental management (1.40 points), which was at a fair level and Aspect 5: Quality of community-based tourism services (1.047 points), which was at a fair level, respectively. From the summary of the assessment scores in each aim of the community potential for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province, the highest and lowest assessment scores in each aspect can be presented as follows.

Aspect 1: Sustainable community-based tourism management: The aim with the highest score was “Efficient dos and don’ts for tourists” (3.00 points), which was at a good level. The aim with the lowest score was “Efficient common agreement for community-based tourism administration” (0.50 points), which was at the level of needs improvement.

Aspect 2: Good economic, social and quality of life management: The aim with the highest score was “Human rights in tourism is focused” (4.00 points), which was at an excellent level. The aim with the lowest score was “Efficient allocation of revenue” (0.00 point), which was at the level of needs improvement.

Aspect 3: Conservation and promotion of community cultural heritages: The aims with the highest score were “Quality database on community cultural heritage for tourism” and “Efficient conservation and revival of local culture” (4.00 points), which was at an excellent level. The aim with the lowest score was “Efficient propagation of community cultural heritage through community-based

tourism” (2.00 points), which was at a fair level.

Aspect 4: Systematic and sustainable natural resources or environmental management: The aim with the highest score was “Efficient resource management of areas for climate change adaptation” (4.00 points), which was at an excellent level. The aim with the lowest score was “Efficient conservation and revival of natural resource or environment in community” (0.00 point), which was at the level of needs improvement.

Aspect 5: Quality of community-based tourism services: The aim with the highest score was “Safe tourism route and activities” (2.00 points), which was at a fair level. The aim with the lowest score was “Safe tourism service points” (0.00 point), which was at the level of needs improvement.

From the community potential assessment for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province, Siew Noi Village has the potential and is outstanding in the conservation and promotion of its cultural heritages. As the community focuses on the conservation and promotion of its cultural heritage, people in the community will realize the importance of the cultural heritage that is unique and valuable and has been passed down from generation to generation. Some cultural heritages have become important cultural patterns and continued to be the pride of the community until now. People in the community love and pay attention to the preservation of the community’s resources. Also, the future generations will know their

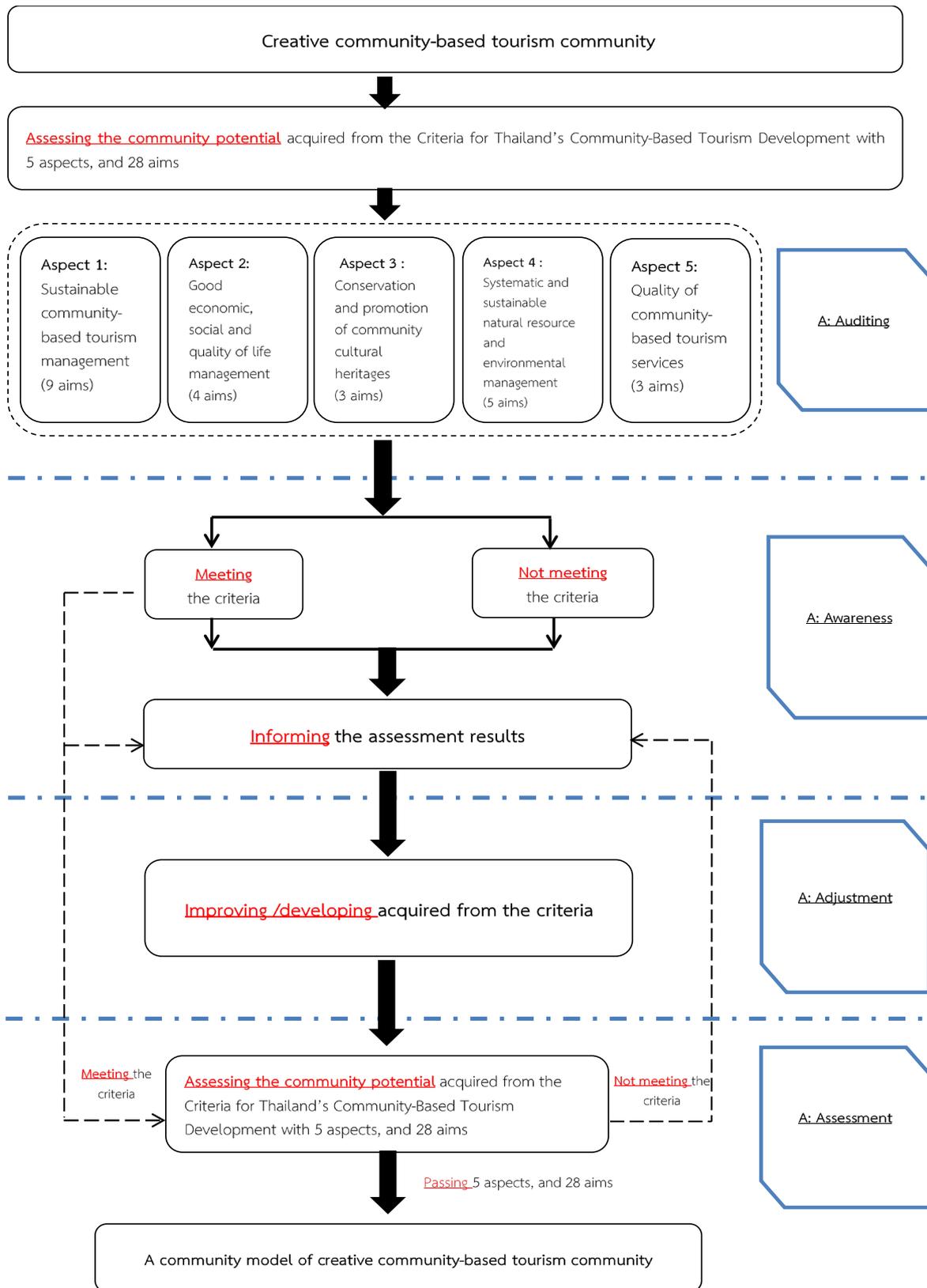


roots and be able to extend, transfer and integrate the knowledge of culture to last forever. Charnnarong (2016) commented that promoting cultural heritages will not only help conserve the cultural heritage, it will also help promote careers and tourism, stimulate the economy, and attract both domestic and foreign tourists to know and recognize the value of Thainess. Jangjaicharoen (2015) also studied cultural tourism management of Ogimachi Community, Shirakawa-Go Village, Gifu Prefecture, Japan and found that when the community has learned the value of its resources and cultural heritage, more comprehensive conservation measures and rules for the community will be set. The community also learns the needs of tourists and uses experiences from tourism-related businesses to develop goods and services to attract tourists' consumption.

Meanwhile, it also adds value to local cultural heritage and creates opportunities for sustainable cultural heritage conservation.

2. The analysis for creating a community development innovation for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province: The community potential for creating a community model of creative community-based tourism acquired from silk history of Siew Noi Village, Muang District, Chaiyaphum Province was assessed by using the Criteria for Thailand's Community-Based Tourism Development (Committee of National Tourism Policy, 2016). Focus group discussion was organized to brain-

storm ideals about the community potential development for creating a community model of creative community-based tourism from 10 representatives of Ban Siew Noi Ancient Silk Community-Based Tourism Group, including the head of the group, the secretary, and the committees. The research team can summarize the community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province into 4 steps, called 4As, namely Auditing, Awareness, Adjustment and Assessment as presented in Picture No. 1.



Picture No. 1 The community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum (4As)



From Picture No. 1, the community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province (4As) can be summarized as follows.

1. A: Auditing: It is the first step in preparing potential assessment and examination of the past management of the creative community-based tourism group to see if it is consistent and adheres to the Criteria for Thailand's Community-Based Tourism Development (Committee of National Tourism Policy, 2016). The Criteria for Thailand's Community-Based Tourism Development will examine a total of 5 aspects with 28 aims as follows.

- 1.1 Sustainable community-based tourism management (9 aims)
- 1.2 Good economic, social and quality of life management (4 aims)
- 1.3 Conservation and promotion of community cultural heritages (3 aims)
- 1.4 Systematic and sustainable natural resource and environmental management (5 aims)
- 1.5 Services and safety (8 aims)

2. A: Awareness: After assessing the community potential and examining the past management of creative community-based tourism, the community will know if its management is consistent or in accordance with the Criteria for Thailand's Community-Based Tourism Development or not and how. At this step, the assessment results must be informed and returned to the community, or the CBT committee so that they can learn what

issues the community can work on to meet the criteria or any issues unable to meet the criteria. Therefore, raising awareness is important for the community in using such information to determine the correct approach or direction in enhancing the capacity of the community to be a community model of creative community-based tourism.

3. A: Adjustment: After informing the community about the assessment results of the past creative community-based tourism management, the community or those involved in creative community-based tourism can do the following things.

3.1 The aspects or the aims meeting the criteria: The community or those involved in creative community-based tourism can jointly suggest and make plans for improvement and development and provide information for the final assessment.

3.2 The aspects or the aims not meeting the criteria: The community or those involved in creative community-based tourism must be involved in planning and scheduling the activities that do not meet the criteria in order to provide guidance or direction for further improvement and development. The obtained information must be used to determine improvement or development in order to obtain accurate and complete information acquired from the specified criteria.

4. A: Assessment: After the community or those involved in the creative community-based tourism has improved or developed the tourism activities acquired using the guidelines or directions that they have jointly set; the final thing that must

be done is reassessment. If any aspects or aims still do not meet the criteria, go back to Step 2: A: Awareness again. If the assessment results are in accordance with the Criteria for Thailand's Community-Based Tourism Development, the community will be upgraded to be a community model of creative community-based tourism.

Conclusion and Discussion

1. The analysis results of the community potential development for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province: The overall community potential for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province was at a fair level. Therefore, the community or those involved in community-based tourism should prepare, improve and develop the potential of the community for being a community model of creative community-based tourism. The improvement or development must be acquired from the Criteria for Thailand's Community-Based Tourism Development (Committee of National Tourism Policy, 2016). If the tourism community is developed and the community has high potential, it will lead to sustainability and result in a community model of creative community-based tourism. Therefore, the community should focus on developing potential in all aspects, including sustainable community-based tourism management, good economic, social and

quality of life management, conservation and promotion of community cultural heritages, systematic and sustainable natural resource and environmental management and quality of community-based tourism services. The development of community potential to be a community model of creative community-based tourism acquired from silk history of Siew Noi, Village, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province can be summarized as follows.

1.1 Sustainable community-based tourism management: The creative community-based tourism community should emphasize participation in all sectors. The network should participate in tourism management in all management processes. In addition, attention must be paid to the accounting and financial system, as it is an indicator of the worthiness and income generation of the community. This is consistent with Thumwicha (2016), stating that community-based tourism has emphasized participation in almost every process for the benefit of the locality. This includes the distribution of income, upgrading the quality of life and receiving personal rewards or establishing funds for the maintenance of tourist attractions. Eventually, the locality will play a part in controlling the development of quality tourism. Chuen-upakarnun (2006) also stated that for community participation, especially the local community, it must be involved in all processes for local benefits, which refer to appropriate distribution of income, upgrading the quality of life, and receiving returns for the maintenance of tour-



ist attractions. In the end, the community can control quality tourism. The community should be allowed to participate in all management processes that will lead to better understanding and reduce conflicts. Amornpech (2014) also commented that tourism groups should focus on accounting and financial management. There should be a clear distribution of income and expenses. All financial information should be presented to the members. It is also important information in the analysis to determine the guideline for running community-based tourism business. Moreover, Banchongsiri, et al. (2013) commented on the community based agro-tourism network development in the lower northeastern region of Thailand that participation in agro-tourism management should be multilateral, which requires cooperation and coordination from many parties, including communities, networks, government agencies and private sector agencies that are tourism business partners.

1.2 Good economic, social and quality of life management: The creative community-based tourism community should have an efficient income allocation system. Creative tourism activities must be organized in accordance with the way of life and environment of the community. The community products should be promoted to generate income and increase tourism revenue. This is consistent with Thangchan (2016), stating that to increase the capacity to attract tourists, the community identity must be connected in creating valuable tourism activities and memorable experiences for tourists. Dachum

(2013) proposed five steps for developing creative tourism in accordance with Thailand's tourism context, namely searching identity and understanding the cultural value; creating uniqueness and differentiation; examining the market insights; strengthening the value of tourism products; and modifying marketing development strategies. Cultural learning must be emphasized in the development of creative tourism activities. The learning methods gained from the direct experience of tourists are considered important tools that will help build the sustainability of the local community to have potential in tourism because the tourism will provide an opportunity for tourists and hosts to exchange knowledge and develop their creative potential together. Muangyai (2016) stated that for the development approach for empowering people and local communities in the "21st century", participation in the development process should be promoted. People should have the opportunity to develop their capacity to manage problems on their own and to be able to respond to the distribution of income fully. Likewise, Prajongsant (2016) said that tourists will seek souvenirs for themselves or their loved ones as the memories of tourist attractions. These souvenirs reflect the value of tourist attractions. They are the products of the people in the community that create economic value for the producers and the sellers in tourist communities. They also carry on the value of local wisdom.

1.3 Conservation and promotion of community cultural heritages: The creative community-based tourism community

should have cultural heritage information management. In addition, the cultural heritage must be disseminated for tourists to learn and experience. Community culture preservation is also needed. This will make the community and tourists deeply aware and accept the culture of each community. This is consistent with Thongpronwanich (2011), stating that the way of life and culture indicate the identity of the community. The community strength will enable the community to adapt to the present society together with continually conserving the culture and adapting it in accordance with the era, which will be passed on to future generations.

1.4 Systematic and sustainable natural resource and environmental management: The creative community-based tourism community should have efficient management of tourism areas. The conservation and restoration of natural resources or the environment in the community are also needed. The awareness of the importance of preserving natural resources must be raised. As a result, natural resources and the environment within the community will remain for a long time and will not cause any short-term and long-term negative impacts. This is in line with Sukpet, et al. (2011), stating that community-based tourism management must start from raising awareness and participation of the community to support natural resource and environmental conservation and restoration and reduce the negative impacts in various fields. It is the way to create good awareness for those who are interested in tourism

to help protect, develop and conserve the tourist attractions and the environment so that they can be passed on to the next generation and will ultimately benefit the community, the society and the country. Cheablam (2009) also mentioned that tourism operations should consider appropriate forms of activities that do not destroy natural resources. In addition, there must be clear and practicable control measures.

1.5 Quality of community-based tourism services: The creative community-based tourism community should provide tourism services such as tourism service points, communicators, efficient service coordination. These services will create an impression on tourists and make them remember and return to the community again. In addition, safety and emergency management is important because if unexpected events happen to tourists, actions can be taken immediately. This is consistent with Phanichakul (2010), stating that quality service is another thing that can impress foreign tourists because the services that meet the needs of the service recipients with standards and excellence will make the service recipients satisfied and impressed. Inkumg (2014) studied the tourism trends in Thailand among foreign tourists. The study results revealed that there was the tendency to recommend others to visit Thailand, revisit Thailand in near future and use this information center again when visiting Thailand. This was because of the good service and the friendliness of the tourist information center, making the first impression of tourists so that the tourists wanted to visit Thailand



again. Getting good services from various tourist attractions allowed foreign tourists to have a good travel experience and they would tell this impression to other people. Pakdeeinit (2010) also said that effective tourism communication should encourage tourists to be interested in learning until they can create knowledge and understanding, leading to an awareness of the importance of resources, environment, culture and community way of life. The interpretation is one of the tourism facilities that need to be provided to tourists. It is also an important tool to encourage more tourists to travel in that tourist destination. Khongthong, et al. (2019) stated that safety is the key to the successful development of a travel destination. Therefore, solutions and guidelines should be developed to address problems and prevent unsafe incidents. Although not all problems can be prevented, the preparation to deal with them through management planning to minimize the impact on the community can be done.

2. The community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province: To create the community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province, the researchers synthesized and analyzed the community-based tourism assessment process and brainstormed opinions on the creative community-based tourism development with 10 representatives of Ban Siew Noi Ancient Silk

Community-Based Tourism Group, consisting of the head of the group, the secretary, and the committees. The obtained community development innovation was 4As, namely Auditing, Awareness, Adjustment and Assessment.

The community development innovation for creating a community model of creative community-based tourism acquired from silk history of Seaw Noi Village, Mueang District, Chaiyaphum Province is the innovation of the community-based tourism assessment process which aims to create a community model of creative community-based tourism. It can be integrated by other tourism communities to assess the potential of their creative community-based tourism in order to meet the CBT criteria and to improve and develop the creative community-based tourism for sustainability. This is consistent with David Smith (2006), stating that the process innovation is a change in the way or method of producing products or services that will cause a change in society. Chairach (2017) also mentioned that process and organizational innovations are efficiently used to create, improve and develop processes and management in the service provider's organization or the manufacturer of that product. In addition, the important thing in developing the potential of the tourism community to become a community model is community participation in every process. Therefore, if the tourism community has integrated this community potential development innovation to its community context, it will be able to determine the

direction or approach in developing community-based tourism appropriately and meeting the specified criteria. This is consistent with Huibin and Marzuki (2013), stating that tourism will not be able to achieve sustainable development unless communities are involved in the development process. Therefore, it is very important to encourage local communities to participate in tourism activities.

Therefore, this community development innovation (4As) can be a tool that leads the community interested in assessing creative community-based tourism to integrate it into

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the process of developing the community into a tourism community. It is also a tool for developing community potential to meet the criteria of creative community-based tourism that will bring maximum benefits to the community, the society and the nation and result in sustainable economic development.

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