

## Quality Assessment of Community Based Tourism Management: A Case Study Baanrimklong Homestay Community Enterprise in Samut Songkhram Province

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(Received: May 16, 2022; Revised: July 23, 2022; Accepted: July 25, 2022)

### Abstract

This research studies the history and assess the quality assessment of community-based tourism management by Baanrimklong Homestay community enterprise in Samut Songkhram Province. The research is qualitative research, the informant is a member of the ban Rim Khlong homestay community enterprise, using an in-depth interview method about its history, and conducts interviews directly from the group president and records the responses in a quality assessment community-based tourist destinations that is set by Ministry of Tourism and Sports, Thailand. The research result reveals that Baanrimklong homestay started its business operation with the main focus on tourism which comprises homestay, sightseeing the livelihood of coconut farmers according to the culture of central Thailand, culture and local wisdom heritage, and learning booths (such as collecting coconut nectar, Thai desserts, tie dye handicrafts, making coconut sugar, cycling, and touring agricultural farm, etc.). The assessment result of quality standard of CBT location Baanrimklong homestay under the CBT development criteria in Thailand suggests that the score on quality standard of CBT location Baanrimklong homestay is 63.94 which is considered as fairly good. When all factors are considered, the affecting factor that has the highest score is the management of economic and social components, and quality of life (score is 20). Lesser score is the factor on conserving and supporting cultural heritage (score is 13.33). Additionally, the factor on the management of CBT has the score of 10.91. The factor on services and safety has the core of 11.00, whereas the factor on systematic and sustainable management of natural resources and environment has the score of 9.33, respectively.

**Keywords:** 1) Quality Assessment 2) Community-based Tourism management 3) Community Enterprise

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## Introduction

Community-based tourism is a concept of alternative tourism that highlights on inequality in the income distribution in a community. It supports government's public policy to attract more tourists to travel to less known provinces. It is a social tool for community development concurrently with natural conservation. CBT is considered as an approach to sustainable development (Fennell, 2000, p. 59; Suansri, 2003, p. 95; Sriharun and Kampetch, 2018, p. 119; Giampiccoli and Saayman, 2018, p. 1) This is due to the fact that the CBT concept is a form of creative tourism that creates new opportunities to tourists to participate in community activity to conserve and to transfer their culture and local wisdom for generations to come. The aim of community tourism is the practice of collective management that is community directs livelihood of community members based on the idea that community members are the owner of existing resources. It emphasizes on participatory process that community members are stakeholders which contributes to tangible benefits to community (Suansri and Richards, 2013, p. 36). Therefore, many relevant tourism agencies have implemented this CBT concept to the imposition of their policies. It is observable from the Second National Tourism Development Plan B.E. 2560-2564 which has a vision as described "Thailand is a leading tourism hub that grows with balance of its Thainess to support economic and social development, as well as sustainable income distribution to its citizens in all sectors." (Ministry of Tourism and Sports, B.E. 2560). Additionally, the development framework in Thailand tour-

ism industry according to the Third Tourism Development Plan (B.E. 2566-2570) signifies the value of tourism industry in Thailand, its adjustability, and its sustainable growth and participation (Thai post, 2021).

Samut Songkhram province is 1 in 55 less important provinces, it is approximately 72 kilometres distant. Tourists can travel to Samut Songkhram province by many means including personal car, public transport, and train. It has the area of 416 square kilometers, agriculture practice mainly occupies the area. District administration is divided into 3 districts including Mueng district, Amphawa district, and Baangkohte district (Samut Songkhram Office, 2014, p. 1). Moreover, Samut Songkhram province has many interesting tourist attractions such as Amphawa Floating Market, King Rama II Memorial park, Baangkung camp, Don Hoi Lot, Thaka Floating Market, Khlong Khon Mangrove Forest, and The Monument of King Somdej Phra Buddha Loetla Nabhalai (Wat Amphawan Chetiyaram). There are many river streams in Samut Songkhram province such as Mae Klong River which flows through Samut Songkhram. In addition, there are many canals and coastal areas in Samut Songkhram which foster bountiful natural resources in this province. Importantly, it is connected with agricultural farming, fishing, and tourism (Kerdjan, 2014, p. 8) that make Samut Songkhram province known for tourism for visitors. In the present day, Samut Songkhram province has trended the new form of tourism called "Moo Tourism" such as making a trip to Wat Chulamani that has a number of visitors contributing to business profit in related tourism businesses in Samut Songkhram

province such as hotels, restaurants, touring agencies, car rentals, ect. Furthermore, Samut Songkhram province has tourism entrepreneurs that integrate the concept of creative tourism and CBT into their business practice in order to bring tourists closer to community livelihood and local tradition.

Baanrimklong Homestay is a community-based tourism location in Samut Songkhram province that establishes community enterprise and implements tourism concept of CBT for more than 10 years. The offered service is homestay that has activity based learning, as well as the representation of sufficient economy community model that preserves nature and environment. The community was awarded with various prizes such as Thailand Tourism Award, and Thailand Homestay Award. However, the development of quality service of Baanrimklong Homestay evaluates various standards for better improvement. Importantly, the assessment of community-based tourism quality standard that is held by Ministry of Tourism and Sports comprises effective factors on community-based tourism. This research study investigates history and establishment of Baanrimklong Homestay, as well as evaluates CBT quality standard to implement the discovered data as guideline to develop community enterprise Baanrimklong Homestay. It is the tourism model for other interested CBT locations to develop their tourism framework.

### **Objective**

1. To study history and the establishment of community enterprise Baanrimklong homestay in Samut Songkhram province.

2. To evaluate quality standard of CBT in community enterprise Baanrimklong homestay in Samut Songkhram province.

### **Literature Review**

#### **Community Based Tourism**

Community-based tourism is a type of tourism that allows communities to participate in the management and utilization of economic, social, and natural resource capital as a means of alleviating poverty and strengthening community capacity and development. If local communities are able to maximize the potential of community-based tourism and meet the needs of visitors while conserving the community's natural resources and culture, they will create a sustainable balance (Sriharun and Kampetch, 2018, p. 118). Community-based tourism is based on the idea that all villagers own the resources and are responsible for the use of local tourism resources including nature, history, culture, traditions, as well as the way of life of the community, and for sharing the natural resources of a local community with visitors from home and overseas for the sustainable benefit of that local community whilst conserving the natural environment and respecting the way of life. The costs of providing tourism services must be appropriate and come from the community.

Community Tourism Institute (2010) divides 4 aspects of community-based tourism including: 1) Natural resources and culture: The community has a rich natural resource base and has a production method that relies on sustainable use of natural resources. There are cultures and traditions that are unique to



the community. Community-based tourism is important to the conservation of natural resources and to provide tourists with the experience to value natural resources of their communities including environment and culture that is naturally local and unique 2) Community organization: The community has a comprehensive social system that includes specify with knowledge, skills, and expertise in presenting local culture to outsiders or tourists who are interested in the natural resources, local culture, and the way of life of the community. 3) Management: Management is the power of authority that plans and puts forth the idea for the design and management of the area. Management also sets the rules such as rules for managing the community's natural resources of which the benefits can be distributed evenly without bias, and to ensure that the funds allocated or gained are beneficial to the economy of the community. Management must also ensure that the local people are taken care of by the community's revenue and profit from community-based tourism. 4) Learning and knowledge gaining: The nature activities of community-based tourism can create knowledge and understanding of ways of life together with cultural exchange. The learning process between villagers and tourists is crucial to human resource development that will help shape one's personality in the community. Training opportunities should also be provided to build skills, expertise, knowledge, and understanding, CBT initiatives conducted by government, ministry of tourism and sports, and tourism agencies should be approachable and accessible to CBT tourism businesses in

every community. Exchange of knowledge, engagements, and interaction between members in the community and visitors are carried out to promote collective well-being and positive returns to host community.

### Research Methodology

The research method is qualitative research. The area study is Baanrimklong Homestay, Baanprok district, Mueang Samut Songkhram, Samut Songkhram province. The process started from qualitative data collection through in-depth interview with respondents. The participants are 10 members of community enterprise Baanrimklong Homestay for studies the establishment and the operation process of community enterprise Baanrimklong Homestay and the direct interview was conducted with the director of community enterprise Baanrimklong Homestay, the response was recorded in the quality assessment of community-based tourism drafted by Ministry of Tourism and Sports. The data collection was obtained during December B.E. 2564 and March B.E. 2565.

### Data Collection

Research instruments for data collection are quality standard assessment of community-based tourism by Ministry of Tourism and Sports (2018, pp. 12-53) and semi-structured interview, which had been conducted through an evaluation by 3 experts who tested the precision of the content. Data collection comprises 2 methods; to start with secondary source collecting from text, research, and website. The selection of sources was con-

ducted through the search for academic texts, researches, and various reports during B.E. 2555-2564, as for data collection from primary source can be achieved after the approval from Human Research Protection Unit. An issuance of an official document from Rajamangala University of Technology Rattanakosin University was handed to the participants at each selected location to obtain a permission for research and data collection. Additionally, this study has collaborated with related agencies including Subdistrict Administrative Organization and Office of Tourism and Sports, Samut Songkhram province in order to become familiarized with the area, to provide primary knowledge on objectives of research method, and to acquire a cooperation on data collection.

After that the research team has processed the operation to acquire the consent from volunteers to participate in this study by guiding them with instruction and direction to complete the Human Research Protection official form within 1-2 days decision making process, so that the granting of consent can be achieved for data collection and for field study to collect population sample in a targeted area.

### Data Analysis

1) Content analysis is conducted through QDA Miner Qualitative Data Analysis to categorize content, filtrate response, and to systematically analyze data.

2) An evaluation on capacity management of community-based tourism in Thailand highlights on the criterion of CBT quality standard index which were imposed by Ministry of Tour-

ism and Sports. The set benchmarks consist of 5 components including CBT management, economic and social management and an improvement of quality of life, cultural heritage preservation and promotion, systematic and sustainable management of natural resources and environment, and services and safety. Therefore, these principles are considered as imposed indicators as shown in Table 1.

This research had been granted a permit from Human Research Ethics Committee, Institute of Research and Development, University of Technology Nakhon Ratchasima, as according to certificate registration no. NMCEC – 0027/2564. Moreover, this research study had been granted permission from the source of reference, and had submitted the analysis to the relevant agencies to give their consent. The investigation of data triangulation was conducted through the conference with community members of Baanrimklong Homestay, while proceeding the methodological triangulation such as non-participant observation.

**Table 1** CBT Quality Standard

Criterion	Indicators of CBT quality standard
1. CBT Tourism Management	<ul style="list-style-type: none"> <li>• Effectiveness in CBT management</li> <li>• Effectiveness in CBT management agreement</li> <li>• Effectiveness in tourists' imposition and practices</li> <li>• Effectiveness in CBT management in human resource development within community</li> <li>• Effectiveness in the support of relevant sectors</li> <li>• Effectiveness in the participation of associations and networks</li> <li>• Effectiveness in marketing management and public relation on sustainable CBT</li> <li>• Effectiveness in accounting system and finance</li> <li>• Providing opportunity to youth</li> </ul>
2. Economic and social management, and good quality of life	<ul style="list-style-type: none"> <li>• Effectiveness in the distribution of income</li> <li>• Effectiveness in the elevation of good quality of life</li> <li>• Community product quality that creates opportunity to increase income from tourism</li> <li>• An emphasis on human's rights in tourism</li> </ul>
3. Cultural heritage conservation and support	<ul style="list-style-type: none"> <li>• Database quality on cultural heritage for tourism</li> <li>• Effectiveness in the propagation of cultural heritage through cultural tourism</li> <li>• Effectiveness in the conservation of local culture</li> </ul>
4. Systematic and sustainable management on natural resources and environment	<ul style="list-style-type: none"> <li>• Effectiveness in area management for tourism</li> <li>• Database quality on natural resource and environment</li> <li>• Effectiveness in publicization of natural resource wisdom and environment through eco-tourism</li> <li>• Effectiveness in the conservation of area, natural resource, and community environment</li> <li>• Effectiveness in creating awareness of the importance of the preservation of natural resource and environment through tourism</li> </ul>
5. Services and safety	<ul style="list-style-type: none"> <li>• Satisfaction level in the provision of service and safety on tourism</li> <li>• Effectiveness of interpreters</li> <li>• Quality of tourism routes and activities</li> <li>• Quality of tourist service centers</li> <li>• Effectiveness in management of CBT transportations</li> <li>• Effectiveness in emergency management</li> <li>• Effectiveness in service procurement</li> </ul>

Source: Ministry of Tourism and Sports (2018, pp. 12-53)

Grading system of the evaluation form and the filtration of the assessment as according to each component are applied to analyze standard score of the quality of CBT tourist

destinations. In addition, capacity value of CBT locations in Samut Songkhram province holds the capacity standard evaluation criterion of the CBT destination quality as following:

**Table 2** Evaluation results according to each component

No.	Standard components of CBT destination quality	Scores/Points
1	Community based tourism management	20
2	Economic and social management, and good quality of life	20
3	Cultural heritage conservation and support	20
4	Systematic and sustainable management of natural resource and environment	20
5	Services and safety	20
Total		100

Source: Data was revised by our research team

The determination of CBT locations quality standard is scaled to 5 levels, it is expected to be higher than 61 points or at the quality degree of good or 3 stars level (\*\*\*).

Additionally, each component must acquire more than 10 points or 50 percent from the full score of 20 points (Pechmon, et al., 2021, p. 335).

**Table 3** Standard level of CBT destinations quality

Score Range	Standard Level	Symbols
81 or higher	Excellent	*****
71 - 80	Great	****
61 - 70	Good	***
51 - 60	Medium	**
50 or lower	Low	*

Source: Pechmon, et al. (2021, p. 335)

## Result

Baanrimklong Homestay or Community Enterprise Baanrimklong Homestay is located in Baan Prok Sub-district, Muang District, Samut Songkhram Province. It was established in B.E. 2547 and registered as community enterprise in B.E. 2548. The business has been operating for 15 years under the management of Khun Thiradaa Aekkaewnamchai or known by community members and tourists as "Aunt Lek from

Baanrimklong." The starting of Baanrimklong Homestay is the aim to avoid city chaos to peaceful environment surrounded by nature. Community enterprise Baanrimklong Homestay has 21-30 members.

The respondent who is the member of Baanrimklong Homestay pointed out that

*"It is tourism, it's community tourism, the first business is homestay tourism business."* (participant 3)



This inspires Paa Lek to seek opportunity to make a living, to depend on local potential, authentic livelihood, and tourism potential of Amphawa market in Samut Songkhram Province. Additionally, effective approaches to the development of Thailand tourism are applied to the tourism promotion policy set by Department of Agricultural Extension, Department of Tourism, and Tourism Authority of Thailand in Samut Songkhram Province, Community Development Department, and Samut Songkhram Provincial Office, etc.

The interview of the director of Baanrimklong Homestay revealed that

*"The community enterprise was registered in the year B.E. 2546 - B.E. 2547 by consolidating communities in the area with many households to jointly work together. The business started from zero and gradually developed by the willingness to run it with sufficiency economy principle, in another word, it started small then grew bigger. The management of this business is not capitalism nor community budget, instead it is partnership, so that stakeholders have their share in the business. Consequently, shared understanding, management, and work distribution are delivered by all members."* (participant 1)

The interview conducted by the director of Baanrimklong Homestay continued with

*"If we put in practice the local wisdom of fore generation to develop community business until it wins the first prize, it is a surviving business during the covid-19 crisis. However, this is sufficient for caring for the working group when the members are not 100% happy with their income. They may be 10% satisfied with the outcome of sugar products without having*

*to worry about how to get on with their life."* (participant 2)

From the interviews, it was found that the business model of Baanrimklong Homestay was to provide tourism services. After that, Baanrimklong homestay has extended its new business model, which is making sugar from coconut flower nectar.

Baanrimklong Homestay mainly operates tourism business, and focuses on the livelihood of farming along the river surrounded by coconut trees according to tradition, culture, and local wisdom of Central Thailand. This is considered as community natural resources that welcome both domestic and foreign travellers. The business target of community enterprise Baanrimklong Homestay, Samut Songkhram province is tour group that comes to study and to relax. Further development of local products in the present day is palm sugar products such as coconut nectar, palm sugar, and instant coconut product, etc.

*"The method develops from using natural sugar to syrup sugar from coconut flower, and constant coconut sugar at the present."* (participant 4)

*"The left over sugar cane that is caused from the false of collecting coconut sugar turns bad and tastes sour. In this case, heat the sugar then ferment it, this will yield coconut sugar cider which raises the product price up."* (participant 5)

*"All of the members here obtain substantial income from producing coconut sugar, hence youths never give attention to it. This causes the group to decide to continue with the coconut sugar production."* (participant 6)



*"Traditioned members and new comers inspire the business to create a mixed formula that gives sufficient value with less producing cost. The product can be branded to premium grade for higher price. This will reduce labor cost without having to set up a factory." (participant 7)*

In conclusion, the interview of the respondents who are the members of Baanrimklong Homestay suggests that the obtaining strengths from participatory actions to create the yielding returns for community by bringing out existing community potential such as homestay, coconut farm, coconut sugar production method, and unique livelihood of the producers that attracts the business can increase income of the members. Additionally, the implementation of sufficiency economy in the management of the group is "fission activity" which makes the group members feel like they are part of the community which requires all to participate in the operation process and to receive their benefit.

The evaluation result of CBT quality standard in Baanrimklong Homestay reveals that quality standard score of Baanrimklong Homestay is 63.94 which is measured as good or 3 stars when all factors are considered in the following. Factor on CBT management is 10.28 when efficiency index of accounting system and finance obtain the highest score (3), after that is efficiency index of participation of associates and networks that obtains the score of 2.67. Additionally, efficiency index of community management, Efficiency index of CBT management of the development of human resources within group, and efficiency index of participation support of all stakeholders in

equal portion obtain the score of 2.5. The management of economic and social components, and good quality of life has the value of 20, whereas efficiency index of income distribution, efficiency index of lifting up good quality of life, efficiency index of quality of community products to increase value creation in tourism and human rights index in tourism obtain the highest score (4). Conservation and cultural heritage promotion factors have value of 13.33, when efficiency index of the conservation of local culture obtains the highest value (4). In lesser extent, efficiency index of data quality on cultural heritage for tourism and efficiency index of advertising cultural heritage through cultural tourism share similar value (2). Systematic and sustainable management of natural resources and environment has the value of 9.33 when efficiency index of the propagation of wisdom on natural resources and environment through ecotourism has the highest score (3). Efficiency index of data on natural resources and environment, as well as efficiency index of area conservation, natural resources and environment in community share similar value (2). Additionally, efficiency index of the management of tourism areas has the score 1.33. The factor on service and safety has the value of 11.00, whereas the efficiency index of the management and the CBT transport, and the efficiency index of emergency management have similar score of 3. Next, the efficiency index of tourism service point is 4, and the satisfaction level in service provision and tourism safety and the efficiency index of contacting service cooperation have the score of 2 and 4, respectively.

**Table 4** Community-Based Tourism Quality Standards by the Ban Rim Klong Homestay

Community

Component	Community-Based Tourism Quality Standards Index	Score	Weighted value
1. CBT Tourism Management	Effectiveness in CBT management	2.5	10.28
	Effectiveness in CBT management agreement	1.33	
	Effectiveness in tourists' imposition and practices	0	
	Effectiveness in CBT management in human resource development within community	2.5	
	Effectiveness in the support of relevant sectors	2.5	
	Effectiveness in the participation of associations and networks	2.67	
	Effectiveness in marketing management and public relation on sustainable CBT	2	
	Effectiveness in accounting system and finance	3	
	Providing opportunity to youth	2	
2. Economic and social management, and good quality of life	Effectiveness in the distribution of income	4	20
	Effectiveness in the elevation of good quality of life	4	
	Community product quality that creates opportunity to increase income from tourism	4	
	An emphasis on human's rights in tourism	4	
3. Cultural heritage conservation and support	Database quality on cultural heritage for tourism	2	13.33
	Effectiveness in the propagation of cultural heritage through cultural tourism	2	
	Effectiveness in the conservation of local culture	4	
4. Systematic and sustainable management on natural resources and environment	Effectiveness in area management for tourism	1.33	9.33
	Database quality on natural resource and environment	2	
	Effectiveness in publicization of natural resource wisdom and environment through eco-tourism	3	
	Effectiveness in the conservation of area, natural resource, and community environment	2	
	Effectiveness in creating awareness of the importance of the preservation of natural resource and environment through tourism	1	

Component	Community-Based Tourism Quality Standards Index	Score	Weighted value
5. Services and safety	Satisfaction level in the provision of service and safety on tourism	2	11.00
	Effectiveness of interpreters	1	
	Quality of tourism routes and activities	2	
	Quality of tourist service centers	2.4	
	Effectiveness in management of CBT transportations	3	
	Effectiveness in emergency management	3	
	Effectiveness in service procurement	2	
Total community-Based Tourism Quality Standards scores			63.94

## Discussion and Conclusion

Community-based tourism is now as an alternative to being able to provide community welfare and community empowerment towards sustainable tourism. Once the importance of community participation in village development becomes a sustainable tourism destination, it has encouraged Community Based Tourism (Bagus, et al., 2019, p. 70; Mindzeng, 2018, p. 126). Community enterprise Baanrimklong Homestay, Samut Songkhram province has operated and offered tourism service in Samut Songkhram province for more than 15 years. It has continuously welcomed Thai tourists thanks to visionary leaders who initiated the idea of integrating the livelihood of coconut farmers that has rooted in local community in Samut Songkhram province. In the past, coconut business in Samut Songkhram area conducted the method of coconut sugar melting on the stove that became study booth and was transferred to activities that can fulfill tourists' schedule. An exemplary case is the study of Wallop Wanaosote and Santithorn Pooripakdee (Wanaosote and Pooripakdee, 2019, p. 869) who demonstrated the opera-

tion of community enterprise Baanrimklong Homestay for sustainable tourism that covers 3 dimensions including economic, social, and environmental aspects. In terms of economy, community enterprise Baanrimklong Homestay emphasizes on providing quality service to tourists by inviting community leaders to educate tourists. On social ground, community locals of community enterprise Baanrimklong Homestay and nearby areas have maintained their livelihood despite tourist visits.

Additionally, for environmental aspect community enterprise Baanrimklong Homestay has considered environmental condition, preservation, and conservation of its landscape. There is management of irrigation system before releasing it into external source. Further, the study of Pornpimol Kampetch and Rungrawee Jitpakdee (Kampetch and Jitpakdee, 2019, p. 111) investigated potentials and success factors in operating CBT in the case study Baanrimklong Homestay in Samut Songkhram province and discovered that Baanrimklong Homestay applied the idea of CBT as developmental tool that highlights on leadership factor which leads Baanrimklong Homestay to success.



The result of the evaluation of quality standard in community-based tourism Baanrimklong Homestay under CBT management framework of Thailand revealed that the score of CBT quality standard of Baanrimklong Homestay is 63.94. It is considered as good or 3 star<sup>\*\*\*</sup>. Nevertheless, the effective factors that held high values of community-based tourism quality of Baan Rimklong Homestay are the economic and social management, and people's livelihood. The least valued factor was the systematic and sustainable management of natural and environmental resources. This is due to the effect of covid-19 crisis on community enterprise Baanrimklong Homestay, which causes loss in earning revenue from tourism to most of the tourism entrepreneurs in Baanrimklong community to continue the business operation. For the management of natural and environmental resources, Baanrimklong community and its members have worked together to maintain business survival by reducing cost that doesn't yield benefit as proposed by the research study of Kunlanut Kaisri and authors studies the severe impact on community-based tourism locations in Pathum Thani province has caused many tourist locations to close their business both temporarily and permanently due to the lack of tourism demand fluctuation. (Kaisri, et al., 2021, p. 551) Further, the study of Suphaluk Sriwilai and Rungrueng Thongsri revealed that the covid-19 outbreak caused disastrous effect to tourism and business industry. When the situation alleviated the tourism entrepreneurs have adjusted their readiness to push forward quality business operation including the preventative

measures against covid-19, the safety standard of tourists' health awareness (SHA, Safety Health and Administration, and SHA Plus). This may distract the attention of other standard measures (Sriwilai and Thongsri, 2021, p. 414).

Sukhoom Phunnarong (Phunnarong, 2021, p. 14) pointed out that when the entrepreneur of each homestay has effective management including adequate spaces, local service and hospitality, safety standard, friendliness of the host, as well as the readiness of tour package, it increases the number of tourists stays at the community enterprise. The study of Kunjuraman and Hussin had surveyed tourism activities arranged in homestay program in Dagat Village Lower Kinabatangan area of Sabah, Malaysia. It was discovered that Dagat Village homestay has developmental potential because of its plentiful natural resources. Nevertheless, local community had encountered many challenges such as lacking of fundamental structure during its operation, lacking of skillful human resources, safety and security problem, poor behavior of local leader, and insufficient experience in tourism management which causes unsustainable management of homestay project. Kunjuraman and Hussin had proposed to develop Dagat Village homestay that emphasizes on collaboration between stakeholders in community-based (Kunjuraman and Hussin, 2017, p. 1). Jetana Patanachan studied community-based tourism in Wat Tan community located in Bangadej, Ang Thong province. It is reported that community-based tourism in Wat Tan community is classified as learning center. It has long-operating homestay which obtains certification from

government, while it is given support on tourism supplies from public and private agencies and independent organizations. Nevertheless, the crucial problem is the development of community-based tourism in Wat Tan community is that it is not self-reliance (Patanachan, 2020, p. 108).

### **Suggestions**

#### **General Suggestions**

1. The management of community-based tourism Baanrimklong Homestay should give importance on tourism practices that describe regulations and restrictions such as rules, norms, and agreements between the members to apply to their practical operation. The proposed ideas include income distribution, the management of social, traditional, and cultural tourism resources, together with the management of nature and environment for tourism.

2. The systematic and sustainable management of natural resources and environment in Baanrimklong Homestay should involve the promotion of the importance of natural resources and environment through tourism. It connects with associate network in its participatory context.

3. Service and safety at Baanrimklong Homestay have developed man skill of interpreters due to the fact that most of them are trained locals. Therefore, it is important that youth community should be taught to present and transfer social information, livelihood, culture, and environment in community.

#### **Suggestions for Future Research**

1. It is important that CBT destinations are studied to create approaches to the tour-

ism development of Baanrimklong Homestay in the future.

2. It is essential to evaluate satisfaction and needs of tourists that travel to Baanrimklong Homestay in order to apply data to improve tourism services better.

### **Acknowledgement**

This research study is supported by Research and Development Institute, Rajamangala University of Technology Rattanakosin (Contract No. A4/2565) under the research project fund for science, research, and innovation (Fundamental Fund, Basic Research Fund for the Fiscal Year B.E. 2565). This research study acknowledges Faculty of Business Administration Rajamangala University of Technology Rattanakosin for the support and guidance for the opportunity to exhibit research capacity in order to strengthen academic potential.



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