

ENHANCING THE POTENTIAL OF CREATIVE COMMUNITY-BASED TOURISM TO DEVELOP THE AREA BASED ON THE LOCAL IDENTITY OF THE SI AYUTTHAYA GROUP

Sawitree Jujia¹, Chirawan Somwang^{1*}, and Sontaya Sulaim²

¹ Faculty of Management Science, Thepsatri Rajabhat University, Thailand

² Faculty of Humanities and Social Sciences, Thepsatri Rajabhat University, Thailand

ABSTRACT

***Corresponding author:**
Chirawan Somwang
chirawan.s@lawasri.tru.ac.th

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The objectives of this research were: to enhance communication channels for community-based tourism marketing to target tourists within the community, and to strengthen the capacity of the community-based tourism management model and network for the sustainable development of the tourism network in the Si Ayutthaya group. This research was conducted using community-based research (CBR) and the participatory action research (PAR) methodology. The operational procedures involved three main components: first, developing tourism routes, programs, and a promotional website for the Ban Don Tanot community; second, training thirty elementary school students as local tour guides; and third, implementing the ASEAN Homestay Standard while pursuing certification for community-based tourism standards. The results demonstrated significant improvements in tourist satisfaction regarding destinations, services, facilities, accessibility, and pricing. Key achievements included the successful launch of a community tourism website, the development of promotional materials highlighting community-based tourism activities and products, and the training of thirty young community storytellers. Notably, thirteen households achieved ASEAN Homestay Standard certification. These outcomes emphasize the effectiveness of Community-Based Tourism (CBT) initiatives in fostering sustainable community development and enhancing local tourism competitiveness. The success of this research provides a valuable model for similar community-based tourism initiatives seeking to improve their marketing strategies and operational standards while maintaining authentic local experiences.

Keywords: Tourism potential level; creative community-based tourism; local identity

1. INTRODUCTION

Tourism has emerged as one of the most rapidly expanding economic industries globally and has played a significant role in fostering the growth of both national and regional economies (Pham Hong et al., 2021; Gutierrez, 2023). The tourism sector in Thailand holds a significant position as a key economic driver, contributing to the national economy through job opportunities and the demand for local products and services (Pongsakornrunsilp & Pongsakornrunsilp, 2023). Thailand has been praised by people worldwide as one of

the ultimate destinations for their tourism experience. This recognition has contributed to the continuous expansion of the overall tourism situation within Thailand, as seen from the revenue generated from tourism in Thailand in April 2018. The revenue increased by 16.07% compared to the same period the previous year, with an increase of 17.55% in revenue from international tourists and 12.21% in revenue from Thai tourists. As a result, the government has emphasized the importance of distributing tourism income directly to local communities through community-based tourism. This approach aims to channel tourism revenue into the grassroots economy, aligning with the government's policy of driving the local economy to propel the country's development (GSB Research, 2018).

The relationship between tourism and community development has been a frequently examined subject in the fields of tourism and development literature (Mayaka et al., 2019). Community-based tourism (CBT) has gained widespread recognition for its capacity to enhance local economies, and it has been implemented in numerous countries (Lee & Jan, 2019; Eom et al., 2020). Community-based creative tourism is a form of tourism that considers the sustainability of the environment, society, and culture. It is directed and managed by themselves to provide learning experiences for visitors. Additionally, tourism serves as a tool for development and creates opportunities for community organizations to play a significant role in shaping and planning community development to gain recognition and reputation, enabling them to generate income from tourism, homestays, and local product sales. This strengthens the community's economy, fosters solidarity, and promotes mutual assistance through continued participation and collaboration (Kline et al., 2015; Dionisio et al., 2019; Phunnarong, 2021; Charoensit et al., 2022; Chang & Wang, 2023; Sandler et al., 2023).

In the first year of the research project implementation, the Si Ayutthaya Network Group, which consisted of Rajabhat Phra Nakhon Si Ayutthaya University, Thepsatri Rajabhat University, Rambhai Barni Rajabhat University, Valaya Alongkorn Rajabhat University under the Royal Patronage, and Rajabhat Rajanagarindra University, conducted research in the community of Bang Rachan, Khai Bang Rachan district, Sing Buri province. The project discovered a historical tourism program (one-day trip) that originated from a community-based presentation by members of the Bang Rachan community. It became a historical tourism destination, showcasing the community's heritage through the village's pathway and the brave heroes of Bang Rachan. The research project's main objective was to create an integrated community-based tourism management system and support self-reliance within the community through three processes: 1) the community learning process through historical tourism and the creation of community-unique products, 2) the development of human resources in tourism and tourism management, and 3) the development of tourism products and community-based tourism models. These processes drive sustainable benefits for the local area through the network alliance.

In the second year of the research plan, the Si Ayutthaya Network Group aimed to study the topic of "the potential enhancement of community-based creative tourism to develop the local identity of the Si Ayutthaya Network Group's Areas." The research focused on a new area, the Ban Don Tanot community in Khai Bang Rachan district, Sing Buri province, to raise the community's standards in terms of product development and community-based tourism. The research emphasized enhancing the community's strength through collaborative learning processes, both in terms of developing market channels for community-based tourism and enhancing the value and uniqueness of local tourism products. It also focused on developing the community's capacity for managing community-based tourism and network alliances to ensure sustainable benefits for the local area, increase the income and occupation of the population, attract more tourists to visit the community, and enhance the community's competitiveness in the future.

2. RESEARCH FRAMEWORK

The research aimed to enhance the tourism potential through community-based creative initiatives to develop the local identity of the Ayutthaya Cluster Group network. The research framework is depicted in Figure 1.

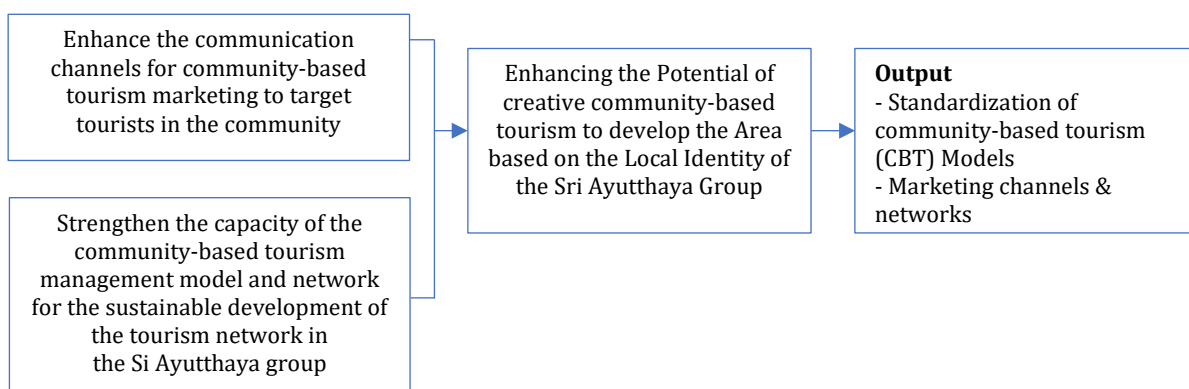


Figure 1: Research framework

3. LITERATURE REVIEW

3.1 The meaning of community-based tourism

Community-based tourism (CBT) refers to a tourism framework characterized by local community control and participation in tourism ventures, where residents collaboratively shape tourism development as both shared resource stewards and key stakeholders. This unique tourism management approach highlights community creativity and self-determination in crafting place-specific economic and environmental development initiatives, recognizing tourism's widespread community impact and emphasizing equitable distribution of its advantages among all residents (Mayaka et al., 2019; Ruiz-Ballesteros & Gonzalez-Portillo, 2024). Considering the ability to sustainably support nature is crucial, which aligns with Rajornrungrasat (2010)'s explanation that community-based tourism refers to tourism where the community determines its processes, directions, and tourism formats. Furthermore, Designated Areas for Sustainable Tourism Administration (Public Organization) (2015) describes community-based tourism as an innovative and standardized alternative tourism managed by the community, aiming to promote learning for a sustainable environment, local cultures, and improvements to the quality of life. It is consistent with the National Tourism Policy Committees (2019), which explains that community-based tourism refers to alternative tourism managed by the community in a creative and standardized manner, promoting learning for a sustainable environment, local cultures, and quality of life improvements. Page (2019) describes community-based tourism aims to engage with local residents and interested parties to ensure that the advantages of tourism growth remain within the community. In addition, Cáceres-Feria et al. (2021) state that CBT includes both the synergistic aspect of tourism within the local economy and the blending of market-driven rationality with community values in tourism activities.

Therefore, community-based tourism can be summarized as tourism that considers the sustainability of the environment, society, and culture, where the community determines its processes, directions, and tourism formats. The community plays a role as the owner of rights in managing and caring for those tourism resources. It also involves benefits and revenues from tourism, including nature, history, culture and traditions, lifestyles, conservation efforts, and the development of innovative tourism models to promote learning for visitors and contribute to the sustainability of the environment, local culture, and quality of life.

3.2 Community participation in community-based tourism management

The active participation of people in the tourism sector has frequently been acknowledged in conjunction with their involvement in the local community. Participation can be seen as an empowerment process that enables residents to engage in the planning, decision-making, and execution of development projects (Gutierrez, 2023). The continual growth of the tourism sector relies on the active involvement of members within the community. The degree of involvement directly impacts residents' sense of ownership, and this sense of ownership is closely tied to the effectiveness of the community organization (Kummitha et al., 2023). Considerable discussions have arisen concerning the advantages of involving communities in tourism development. Points of disagreement have revolved around the presence of a true understanding of tourism within communities, the dynamics of power among stakeholders, and the ability to fulfil community development goals (Tolkach & King, 2015). The community-based tourism fosters the active involvement of local communities to attain a more equitable and holistic approach to development (Dodds et al., 2016). Empowering residents takes place at the highest level of community participation, where community members become proactive agents of change with the capacity to identify and address their issues, make decisions, carry

out actions, and assess the outcomes of their solutions more support for tourism (Eluwole et al., 2022). Community participation leads to sustainability and improved prospects for residents by generating valuable benefits from tourism within their area. Additionally, tourism contributes to the preservation of local resources and provides job opportunities, tourism income, and infrastructure enhancements (Lo & Janta, 2020; Yuedi et al., 2023).

Community participation in tourism management not only reflects the power within the community but also reflects democracy, where community members have the right to make decisions about their own lives (Aneksuk, 2014). Tools commonly used by external stakeholders and development practitioners to promote community participation include the Participatory Rural Assessment (PRA) through group discussions (Juo Ling, 2011; Reggers et al., 2016), which involve the following steps:

1. Stimulating community members to engage in group discussions to identify real problems. This can be related to environmental issues, natural resources, economy, society, and cultural changes in the community, or the creation of shared memories where community members share their experiences. This leads to community members feeling a connection with the past, present, and future.

2. Encouraging community members to define the problems and/or jointly determine the future of the community. For example, conducting field surveys, collecting photographs, conducting interviews, observations, etc. Additionally, community members should form working groups to collect all the information regarding the problems and/or future directions.

3. The working group analyses the problems and/or future directions of the community and presents all the information to the community using various methods such as visual aids, maps, diagrams, illustrations, etc. The working group should listen to the opinions and suggestions of community members.

3.3 Principles of sustainable community-based tourism development

The sustainability of CBT has seen a significant focus on various factors, including economic, socio-cultural, environmental, and life-satisfaction dimensions. Ensuring equitable distribution of economic benefits among residents is essential in this context (Lee & Jan, 2019; Moayerian et al., 2022).

Additionally, tourism strategies and plans should be linked to innovative and diverse economic development initiatives. Sustainable tourism development can also promote activities and initiatives that enhance the unique characteristics of the local landscape and area, which become the community's identity. Moreover, opportunities can be created to utilize the potential of the area and various activities should aim to provide high-quality experiences that lead to visitor satisfaction (Choibamroong, 2009).

In addition to this, recent research trends in tourism studies over the past five years have revealed four primary thematic clusters of keywords. The first cluster focuses on stakeholder involvement, emphasizing collaborative methods, local community engagement, capacity building, and management systems. The second cluster examines socio-economic impacts, highlighting sustainable development, community prosperity, lifestyle enhancement, cultural preservation, visitor contentment, and community resilience. The third cluster addresses environmental considerations, particularly concerning conservation areas and ecological impacts. The fourth cluster explores community-based tourism dynamics, encompassing ethical tourism practices, strategic planning, innovative approaches, and community-centered decision-making processes at both village and local levels (Krittayaruangroj et al., 2023).

4. RESEARCH METHODOLOGY

This study employed community-based research (CBR) and integrated participatory action research (PAR) methodologies. The research team organized the collection of data based on research objectives as follows:

4.1 Objective 1: To enhance the communication channels for community-based tourism marketing to target tourists in the community.

The research team conducted the following steps:

4.1.1 Development of a new tourism program:

- 1) Conducted surveys and studied the behavior of tourists to understand their expectations and satisfaction with tourism in the Ban Don Tanot community, Kabin Buri district, Sing Buri province.

- 2) Surveyed routes for designing the tourism program.

- 3) Designed and developed a new tourism program, adding a community-based tourism village as one area. The program was changed from the initial one-day trip into a two-day trip by incorporating additional community-based tourism activities in the Ban Don Tanot community in Khai Bang Rachan district, Sing Buri province.

4.1.2 Design and development of a website for community promotion and marketing:

The research team created the website <https://welovesingburi.com> as a platform for community information dissemination and marketing of community products.

4.1.3 Development of the Facebook page for the Ban Don Tanot community

4.1.4 Production of audiovisual media:

Created audiovisual media as a marketing communication channel for the community. The media content included videos promoting community-based tourism in the Ban Don Tanot, community activities, and community products.

4.2 Objective 2: To strengthen the capacity of the community-based tourism management model and network for the sustainable development of the tourism network in the Si Ayutthaya group.

The research team carried out the following steps:

Instructing 30 elementary school students to become community storytellers on how to showcase the community's way of life:

1. Conducted practical training for the target group, which included 30 elementary school students in the area, to enable them to effectively communicate the stories of the community to tourists. This involved understanding and narrating the community's environment, highlighting the wisdom within the community, and adding value to the community and community-based tourism.

2. The ASEAN Homestay Standard:

- 2.1 Studied primary and secondary data by collecting preliminary information from various sources.

- 2.2 Conducted surveys of homestay areas in the Ban Don Tanot community and analyzed the current service capacity of homestays.

- 2.3 Organized focus group discussions with homestay owners to inquire about existing issues, potential benefits, and improvement strategies, using a participatory approach.

- 2.4 Provided training on ASEAN Homestay Standard and service-related knowledge.

- 2.5 Evaluated the capacity of homestay operators.

- 2.6 Summarized the research findings and provided recommendations.

- 2.7 Applied for ASEAN Homestay Standard evaluation.

3. Application for assessment and certification of community-based tourism standards:

- 3.1 Collected data through interviews and focus group discussions with 20 participants. Data were collected using a structured interview form. The content analysis was employed to analyze the qualitative data.

- 3.2 Gathered data from secondary sources, such as related research, and tourism community assessment criteria.

- 3.3 Conducted a triangulation of data by analyzing and synthesizing observation results, recorded interview data, and data collected from various sources to develop guidelines for enhancing community-based tourism capacity according to the standards.

- 3.4 Implemented community development according to community-based tourism standards.

- 3.5 Applied for assessment and certification of community-based tourism standards.

5. RESEARCH RESULTS

The findings derived from the comprehensive study on enhancing the potential of creative community-based tourism to develop the area based on the local identity of the Si Ayutthaya group were presented. These findings illuminated key aspects and provided valuable insights into the implementation of community-based tourism in the Ban Don Tanot community.

5.1 Upgrading the community-based tourism marketing communication

Community-based tourism marketing communication channels have been upgraded to target specific groups of tourists within the community. The researchers surveyed tourist behavior data in the Ban Don Tanot community in Khai Bang Rachan district, Sing Buri province by collecting data through questionnaires distributed to 400 tourists who visited the community. The collected data was analyzed statistically to achieve the research objectives. The study findings are presented as follows:

The sample group consisted of 400 tourists. The majority were between 20 and 30 years old (35.25%). Most of them were residents of Bangkok (25.25%), had a bachelor's degree (64.75%), worked in the private sector (34.75%), and had a monthly income between \$850 and \$1,200 (29.25%). The majority of the tourists visited the Ban Don Tanot community for the first time (36.25%) and made a day trip (96.25%). Furthermore, it was found that the main purpose of their visit was for tourism (93.00%). The top three sources of information for tourists regarding their travel to the Ban Don Tanot community were: Online social media (88.50%), recommendations from friends or acquaintances (64.00%), and tourism advertisements (7.75%).

The majority of tourists used private cars for transportation (87.25%) and travelled with friends (47.00%). They mostly planned their travel plans according to their preferences (96.75%) and utilized weekends (86.25%) for their trips. The top three activities that tourists enjoyed during their visit to the Ban Don Tanot community were: shopping for local souvenirs (89.25%), trying local food (76.25%), and learning about the community's way of life (30.50%). Additionally, it was found that most tourists stayed at friends' or relatives' homes (18.25%), had an average budget on less than \$85 (93.25%), and their reasons for visiting the Ban Don Tanot community were affordable cost of living (accommodation, food, and souvenirs) (73.75%), friendly people (68.75%), visiting beautiful and shady temples (60.25%). Furthermore, tourists showed personal interest in the following aspects of the community-based tourism format in the Ban Don Tano community: making merit and paying respects to Buddhist monks for a blessed life (87.25%), learning about the community's way of life (61.25%), and admiring the ancient architecture and/or artifacts such as temples, museums, houses, Buddha statues, and paintings (46.25%).

The comparison of expectations and satisfaction levels of the sample group of tourists towards community-based tourism in the Ban Don Tanot community yielded the following results: Concerning tourist destinations, staff, facilities, accessibility, and prices, it was found that tourists' expectations and overall satisfaction levels differed significantly at the .05 level of statistical significance.

5.2 Enhancing the marketing communication channels from the community to the target tourist groups

The research team developed a new local tourism program. There is one program in total, as shown in Figure 2.



Figure 2: Sing Buri tourism program

The research team conducted the development of a tourism website, <https://welovesingburi.com>, to support travel information in Sing Buri province and the Ban Don Tanot community. The website contains details that include supporting tourism activities derived from important traditional festivals/cultural events within Sing Buri province and tourism activities presented through storytelling by the community. This was achieved by creating an online IT platform, serving as a medium to store data on agritourism-based rural lifestyles of the Ban Don Tanot community tourism group in Khai Bang Rachan district, Sing Buri province. The platform incorporates both still images and videos, such as community introductions and showcasing significant historical sites within Sing Buri province. Additionally, it provides a learning space utilizing a community information system and presents community products. Furthermore, the research team has developed a Facebook page, “บ้านดอนตะไหนด” (Ban Don Tanot), for the existing Ban Don Tanot community, serving as a medium to promote marketing and public relations. The page features community activities, product information, and services, as well as recommendations for tourist attractions in the Ban Don Tanot community, Khai Bang Rachan district, Sing Buri province, targeting tourists. Moreover, they have created video media on YouTube to further stimulate tourism marketing channels for the agritourism based on the Ban

Don Tanot community in Khai Bang Rachan district, Sing Buri province. These videos showcase community activities, interesting products, and services, aiming to attract more tourists and generate continuous interest in visiting the community, as shown in Figure 3.

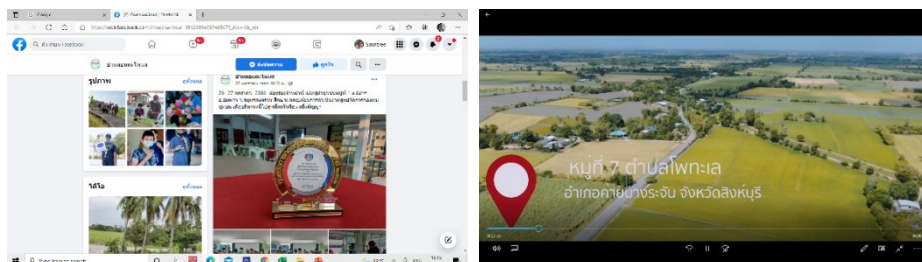


Figure 3: Showcases the Facebook page and video media that promote marketing channels for the community-based agritourism of the Ban Don Tanot community

The selection of digital communication channels was motivated by the need to create comprehensive, accessible, and sustainable tourism information platforms. The research team developed multiple complementary channels—a dedicated tourism website (welovesingburi.com), a Facebook page, and YouTube content—to reach diverse audience segments and provide rich, multimedia content showcasing the community's cultural heritage and tourism offerings. The suitability of these enhanced communication channels was determined by their ability to store and present comprehensive tourism information, including cultural events, community activities, and local products, while enabling real-time updates and direct engagement with potential visitors. These platforms also align with modern tourist information-seeking behaviors and provide the community with sustainable tools for ongoing tourism promotion.

5.3 Building community capacity for community-based tourism management

5.3.1 Creating community storytellers: Lifestyle and community pride

In the process of creating community storytellers, the research team has enhanced the communication skills of the target group, particularly the elementary school students in the area, to enable them to convey the stories of the community to tourists, as shown in Figure 4. The following steps were taken:

- 1) Preparing for capacity building: This involved identifying the communication skills of the target group.
- 2) Strengthening the capacity of community storytellers: This step involved practical training to provide knowledge on communication, storytelling techniques, sequencing of important details, and learning about the community's stories. This included information about the community, tourist routes, important landmarks, and key individuals within the community.
- 3) Testing the capacity of community storytellers: This step involved applying the knowledge gained from the training through activities such as soliciting feedback and conducting practical exercises in real locations.



Figure 4: Strengthening the capacity of community storytellers

5.3.2 ASEAN homestay standard application

The research team conducted a study using both primary and secondary data. Initial data was collected from various sources, and field visits were conducted on homestays in the Ban Don Tanot community to observe the actual locations and analyze the current service capacity of the homestays. Subsequently, a focus group discussion was organized, inviting homestay operators to inquire about existing challenges, potential benefits, and improvement strategies, utilizing a participatory approach. Following this, knowledge training on ASEAN Homestay Standard was provided, and documents were prepared according to the indicators for assessing the capacity of homestay owners. The training results were summarized, and an application was submitted to request an evaluation for ASEAN Homestay Standard accreditation. The assessment identified 13 households that have qualified for the ASEAN Homestay Standard Application.

5.3.3 Evaluation of the Ban Don Tanot community's tourism potential

The research team conducted an evaluation of the community's potential based on the criteria for assessing community-based tourism. It was found that, overall, the community has a good level of readiness, with some areas being exceptionally well-prepared. These areas include the following criteria: A) community-based tourism management, B) economic, social, and good quality of life management, C) cultural heritage conservation and promotion, D) the systematic and sustainable management of natural resources and the environment, and E) service quality and safety. After evaluating the Ban Don Tanot community's tourism potential, several key results and recommendations emerged that can help the community maximize its potential. The following steps should be considered:

1. Strengthen community participation: While Ban Don Tanot has valuable cultural and natural resources, greater community involvement in tourism planning and operations is essential. The community should create structured committees to encourage participation, allowing residents to contribute ideas and collaborate in tourism-related decision-making processes.

2. Develop and diversify tourism products: Ban Don Tanot has unique local experiences to offer, such as traditional crafts, local cuisine, and natural sightseeing. To leverage this, the community should focus on diversifying their tourism offerings by developing cultural tours, workshops, and eco-tourism activities. This will appeal to different tourist segments and create new revenue streams.

3. Enhance marketing and communication: While the community has some local visibility, broader promotion is necessary to attract more tourists. The community should work on creating a stronger online presence, including social media platforms and collaboration with travel influencers. They could also partner with regional tourism boards to increase their visibility through joint marketing campaigns.

4. Capacity building and training: To improve service quality and hospitality, the community should invest in training programs for residents involved in tourism activities. This includes workshops on customer service, language skills, and sustainable tourism practices to ensure they provide tourists with memorable and responsible experiences.

5. Upgrade infrastructure: While the community has potential, some basic infrastructure improvements are needed. This includes better roads, signage, rest areas, and visitor facilities to make the tourist experience more comfortable and enjoyable.

6. DISCUSSION AND CONCLUSION

The researchers identified important findings for discussion. These findings are outlined as follows:

1. To enhance communication channels for community-based tourism (CBT) marketing, it was found that this research has developed: 1) A new tourism program by adding community-based cultural tourism villages, specifically one area in the Ban Don Tanot community, Khai Bang Rachan district, Sing Buri province. The tourism program was changed from a One-Day Trip to a 2-Day Trip by incorporating community-based cultural tourism activities in the Ban Don Tanot area, 2) The development of a website for community promotion and marketing, 3) The development of a Facebook page for the Ban Don Tanot community and 4) The production of promotional videos to enhance the marketing channels of community-based cultural tourism in the Ban Don Tanot community. The study revealed that the expectations and satisfaction levels of tourists towards various aspects of travel, including tourist attractions, personnel, facilities, accessibility, and prices, were high in all areas. Additionally, it was found that the upgraded tourism marketing communication channels in the Ban Don Tanot community, Sing Buri Province, operated as a collaborative network and involved coordination between the community, government agencies, and relevant private organizations. The process began with setting goals in cooperation with the relevant organizations, namely the community members, and the management committee of the Ban Don Tanot tourism community, as well as supporting organizations such as the public and private sectors. The operation followed a network model of collaboration

and integration for joint operations with relevant external stakeholders and sectors, (Aneksuk, 2014; Shafieisabet & Haratifard, 2020; Font et al., 2021; Lin, 2021; Perkins et al., 2022) including:

1) Community owners of tourist attractions should cooperate by acting as hosts to welcome tourists, owning and showcasing community tourism destinations, and participating in social, cultural, and traditional activities for tourists to enjoy.

2) Community organizations or village groups involved in tourism management should collaborate by coordinating with various sectors, fostering understanding and communication within the community, developing the skills and abilities of group members and community members in tourism management, creating strategic plans, evaluating tourism activities in the community, managing tourism in an orderly manner, and providing training for youth to continue managing tourism in the future.

3) Local governments or local administrative organizations should cooperate by setting policies to promote community tourism, supporting tourism infrastructure development, allocating budgets for community tourism management, improving tourism facilities within the community, coordinating between central government and communities, and supporting the marketing of community tourism.

4) Central government should cooperate by supporting additional budgets to promote community tourism from local governments and coordinating with local governments to ensure that community tourism generates economic value for the communities.

5) Private sector businesses should cooperate by providing knowledge to the community regarding the economic aspects of promoting community tourism, promoting tourism marketing to the community, enhancing community tourism products, and encouraging repeat visits by tourists to the community.

6) Academic departments or educational institutions should cooperate by supporting practical workshops on community-based tourism for various sectors, promoting community participation in tourism management, identifying community problems resulting from tourism management, conducting research to solve problems arising from tourism in the community, and stimulating discussions and debates on the advantages and disadvantages of community-based tourism management.

7) Community development organizations should cooperate by promoting innovative thinking in tourism activities, promoting the conservation of cultural heritage and natural resources in the community, and stimulating social processes in the community.

8) Mass media should cooperate by presenting information about the community and tourist attractions in the community, preparing promotional materials for community tourism, and promoting community tourism through various channels such as websites, the internet, or travel documentaries in travel magazines.

9) Tourists should cooperate by showing interest in participating in activities presented by the local community, demonstrating a desire to learn about the lifestyle, culture, and traditions in the community, developing friendly relationships with community members to encourage repeat visits, and promoting community tourism through word-of-mouth strategies.

2. Strengthening the capacity of community-based tourism management through community participation included several key activities: 1) developing 30 young community storytellers to showcase the community's way of life and pride, 2) supporting homestay certification applications, resulting in 13 households obtaining ASEAN Homestay Standard certification, and 3) evaluating the tourism potential of Ban Don Tan community, which received a good rating. Based on a survey of the majority of community members, there is strong support for community participation in tourism development across various aspects. The research team has developed a community-based tourism Development Model as follows:

1. Core Component: Community Participation

1.1 Developing activities/tourist attractions: community members actively contribute to designing and developing tourism activities and attractions. This ensures offerings align with local culture and resources, leading to more authentic experiences.

1.2 Participation in waste management: community involvement in waste management and wastewater treatment systems is critical. This promotes environmental sustainability and enhances quality of life for both locals and tourists.

2. Government-community collaboration

2.1 Creating travel maps: government agencies collaborate with communities to create accurate and informative travel maps. These maps guide tourists to key destinations while promoting lesser-known local attractions, balancing tourist distribution and preventing overcrowding.

2.2 Ensuring safe accommodation: government works with communities to ensure tourist accommodation meets safety standards, providing tourists with peace of mind and encouraging repeat visits.

2.3 Providing training on conservation: government provides community training programs focused on resource conservation and recovery. This helps preserve the community's natural and cultural heritage, ensuring long-term sustainability.

3. Outcome: sustainable tourism development

3.1 Balanced environment and economy: the collaboration between community and government results in sustainable tourism development that balances environmental conservation with economic benefits.

3.2 Empowered community: through active participation, communities gain ownership of tourism development, leading to increased employment opportunities and improved quality of life.

Additionally, this research result aligns with the Community Development Department (2018), which explains that enhancing the capacity of community-based tourism management should create community charm based on the 5S principles (Smile, Story, Secret, Surprise, and Spirit) to promote "abundance and happiness" in the community. The index to measure success goes beyond income and includes the happiness of the people in the community, with a key goal of achieving sustainable development.

7. RECOMMENDATIONS FOR UTILIZING RESEARCH

The researchers offered practical recommendations derived from these research outcomes. These suggestions aimed to provide actionable insights and strategies to effectively apply the research results. Specifically crafted for stakeholders, practitioners, and decision-makers, these recommendations were aimed at facilitating the smooth incorporation of research outcomes into tangible initiatives, policies, or practices. The pragmatic recommendations were outlined as follows:

7.1 Relevant organizations should have a mentoring system that provides consultation, guidance, and academic knowledge regarding community-based tourism management. This will help empower and enhance the community's capacity to efficiently manage tourism, generate income for the community, and provide happiness to visiting tourists.

7.2 Related organizations should promote online marketing of community tourism through websites and various applications that are suitable for the community's tourism offerings. It is essential to present up-to-date information online, such as travel routes, tourism activities, or community products to attract tourists and individuals who are interested.

7.3 Related organizations should support and encourage the development and continuous improvement of tourism products to foster innovation or enhance their quality. Local wisdom, cultural and social capital should be utilized to create an appealing identity that attracts tourists who want to learn, travel, and purchase community products.

7.4 Related organizations should develop local community-based tourism curricula to facilitate learning for students, especially children and youth in the local area. They will have the opportunity to learn, develop a sense of love for their hometown, and have a desire to improve their community. This includes becoming conservationists and inheritors of local heritage such as traditions, cultural wisdom, ethics, and natural resources.

7.5 The community-based tourism management process of the Ban Don Tanot community in Khai Bang Rachan district, Sing Buri province, can serve as a model for the development of other communities in similar contexts that aim to utilize tourism as a tool for community income generation.

8. RECOMMENDATIONS FOR FUTURE RESEARCH

Due to the ongoing COVID-19 pandemic during this research, the research team encountered significant challenges in data collection, both in terms of quantity and quality. Therefore, it was necessary to make adjustments in research procedures to align with the current situation, for example, conducting in-depth interviews via Zoom meetings or using Google Forms to create questionnaires. These adjustments will help ensure compliance with the current circumstances.

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