

**POLICY RECOMMENDATIONS FOR THAILAND
COMMUNITY-BASED TOURISM
VALUE CREATION**


Nontlachatara Viranuvatti

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
The Graduate School of Tourism Management
National Institute of Development Administration
2016**

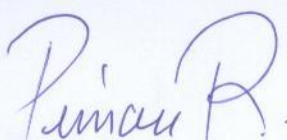
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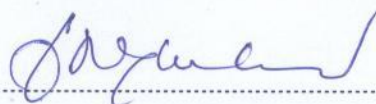
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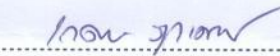
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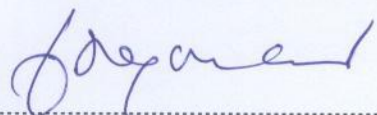
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ABSTRACT

Title of Dissertation	Policy Recommendations for Thailand Community-Based Tourism Value Creation
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The objectives of this study were: 1) to study the factors affecting Thailand community-based tourism value creation, 2) to study the causal relationship between factors affecting Thailand community-based tourism value creation, and 3) to propose policy recommendations for Thailand community-based tourism value creation. This study was conducted by studying related internal factors and relationships of all 5 aspects affecting the Thailand community-based tourism value creation based on the priority: 1) Community collaboration and participation, 2) Tourism location potential, 3) Income and benefits management, 4) Local resident potential, and 5) Community role and leadership. Structural equation model as well as confirmatory factor analysis and path analysis were used as the methodology. Data were collected from communities with tourism management in all 4 regions using sampling technique of Cohen (1988) with G* Power computer program. This yielded 60 tourism communities in the north region, 40 in the central region, 30 in the northeast region, and 21 in the south region, totaling 151 communities. Purposive Quota sampling was also used to select leaders and members of community organizations. From the research hypotheses testing, it was found that the community collaboration and participation and the community role and leadership were the only 2 factors affecting the Thailand community-based tourism value creation with statistical significance. However, the community collaboration and participation was the only one that directly affected. The community role and leadership indirectly affected through other factors that will contribute to the Thailand community-based tourism value creation. The findings

would lead to policy recommendations for Thailand community-based tourism value creation as follows: 1) The process for creating collaboration and participation of the community cannot be achieved unless through the community role and leadership, 2) Thailand will need to focus on the process of continuously creating leaders through generations and strength. The community role and leadership continue to be the main force in driving the community success in the Thailand community-based tourism management further.

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Finally, the persons the researcher would like to thank the most are behind the success in this study and thesis: my beloved wife and son who love and support is paramount in this success. The value and benefits of everything that happens from this thesis in addition to offering information and policy recommendations to increase the Thailand community-based tourism value, the researcher would like to offers educational success of this research to the mother of the researcher. She had an absolute intention to see the day the researcher to be successful as she had hoped but she has passed away.

Nontlachatara Viranuvatti

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CHAPTER 1

INTRODUCTION

1.1 Background and Significance of the Study

Thailand is a country with a rich cultural history and can be seen from a long country, the livelihood of the population that is open to religion and ethnic diversity, the annual national culture that is unique for each district results in changes being molded over time until the application is integrated with the local culture. This reflects the prominence of the arts and culture of the country that has been continuing for a long time. It is possible that Thailand is a country with cultural capital no less than any country in the world. The integration of tourism with a strong local culture in the country has become a tool that every Thai government focuses on the development and use, which can generate enormous revenue to the country. It also causes the expansion of business related to tourism in the area such as the increase of accommodation from the five-star luxury accommodation all the way to traditional homestays, restaurants and souvenir shops and other service providers that attract tourists both in Thailand and abroad but with restrictions in the aspects of natural tourism resources, folk culture. The care takers or the hosts are the local people who live in communities that are able to manage sustainable tourism. However, because all resource usages are limited and what to do when a community becomes a "product" or "tool" that is both the one acting and the one being acted upon. Additionally, the stakeholders related to acquisitions that occurred from tourism must also be taken into account, which is considered a crucial part. Sin Sarobon et al. (2004) defined community based tourism management as "The choice of community based tourism management to determine the direction of tourism on the idea that all residents own the resources and are stakeholders of tourism by bringing the resources available in local areas: nature, history, culture, traditions, and way of life and

production of the community as a capital or factors in appropriate tourism management and the community residents potential development to be knowledgeable and play an active role in the operation, decision making, planning, and focus on the sustainable generation to benefit local children and taking into consideration the capacity of nature is critical, "meaning the workshop has been written under the conclusions resulting from the research community tourism community and for the community as a community effort to create their own tourism identity to the social space of the community tourism has occurred. However, Chalermchai Panyadee (2000) noted that even though the tourism industry will play an important role in developing countries because it is the number one industry that can bring revenue in foreign currency into the country's value and service exports, tourism has caused an impact on the social environment and culture. The income from tourism is concentrated in a group of tour operators and related businesses. It does not spread or really contribute to the development of life and well-being of the people rural experience. Therefore, in order to resolve such problems, it is absolutely essential to correctly manage tourism within the community to have systematic operation, truly community involvement, fair distribution of benefits to all stakeholders and it needs to be transparent and accountable. This is consistent with Kassara Sukpatch (2006) that conducted a research on "approach to tourism management with community participation at 4 communities in Muangheang sub-district, Wiang Haeng district, Chiang Mai province. The findings were that the tourism development plan for the community should involve the community in the operation from the start. This development is not scheduled to come from the public or private sectors with hidden benefits, community with resource conservation in tourism caused by the wisdom of the community people in the community would be able to develop their potential if they are interested and willing to learn, if the communities are keen to develop themselves, and if the knowledge and concepts to manage correctly are acquired. It would result in the development of people effectively. This is consistent with the concept of Batten (1967) that discussed the concept of participation which is the demand for people to participate in various activities as if the exercise is to develop people to take the idea to always research, determine, plan, and participate in their activities. This is the way the brain develops and learns. Additionally, Holloway

(1983, as cited in Kassara Sukpatch, 2006) commented that the participation of people in development should consist of quality content in the areas of planning, technology usage, and resources that can be locally found, training focused on the development can be carried out manually, solving problems on basis demand by members of the community, mutual assistance, traditions, and communication in line with the development. Additionally, Sin Sarobon et al. (2004) also stated that the "Community-based Tourism also referred to as Host Management in recent years has rapidly expanded and in the future are likely to grow as the network more. The form of management by the community was expected to be an effective way to manage tourism by focusing on the participation of the community in the management and conservation of natural resources and tourism resources and at the same time bring benefits to the local economy. However, tourism in the past had impact on resources, environment, culture and tradition of the country that caused huge adaptation of tourism. If the knowledge on tourism of the community is considered with the management processes, it can be found that the government agencies as well as private enterprises provide support and take advantage of the return are still unclear on the concepts, principles, methods and procedures including the management of natural resources and the distribution of benefits to local communities. From the importance. The Thailand Research Fund (TRF) provided supports for research and development to create an alternative to the tourism that is different from the traditional. The emphasis is the potential development of local resident, operators, and service providers by using researches as the tools for creating learning process to get the locals to participate in the tourism management of the community that leads to the preservation and restoration of natural resources through balanced with local knowledge and cultural identity, as well as complementary to the economic future of the community. Therefore, community-based tourism of Thailand must be a mechanism that can be used for community sustainable development with community involvement with the objective is to create value out of the way of life and local and culture, to generate income for the community, to increase revenue for the country, and to contribute to strengthening the positive image of the country but the reality is that even though there are numerous policies and guidelines for the community-based tourism development both from the government and private enterprises including

community organizations, Thailand community-based tourism has been declined. Tourists have come to exchange knowledge and go back. There is lack of attraction and motivation to come back. When the development of the services sector to add value to the business is studied from the Tenth National Economic and Social Development Plan (2012-2016) established by the Office of the National Economic and Social Development Board (NESDB), it was found that the guideline for the service sector improvement in the aspect of creating value for tourism to be in accordance with the market and community demand and the country's main source of revenue including revenue distribution to local community to be used as a tool to fairly spread the benefits of development can be. Additionally, the approach can also be associated with the strategy for the National Tourism Development Plan (2012-2016) by the Ministry of Tourism and Sports such as a strategy to build confidence and promote tourism such as creating and publishing the image of tourism, building environment, and supporting the development of the tourism market, generating awareness, and adding value to tourism products. It will also be in line with the strategic plan for Thailand sustainable community development (B.E. 2559-2563). The Ministry of Tourism and Sports with the Designated Areas for Sustainable Tourism Administration have supported further adding the value and worth of the community resource management cost for community-based tourism to be based on the community identity and participation. From the above reason, Thailand community-based tourism is required to accelerate and promote the community worth and value as the products for tourists to shop and recognize the value and worth of the product, being impressed with its worth to return to buy it again, constantly. When the researcher conducted a primary study, the researcher found that no one has ever conducted a study in this aspect especially on the community-based tourism quantitatively. Therefore, the research aims to study the causes and factors involved and directly affect the creation of community-based tourism value and worth. It is the key foundation in solving the problem in each community, which should be corrected and optimized to be appropriate for organization establishment.

1.2 Research Questions

1.2.1 What are the factors affecting Thailand community-based tourism value creation?

1.2.2 How are the Thailand Community Based Tourism value creation factors related?

1.2.3 What should policy recommendations for Thailand community-based tourism value creation be?

1.3 Research Objectives

1.3.1 To study the factors that affect the Thailand community-based tourism value creation.

1.3.2 To study the causal factors that affect the Thailand community-based tourism value creation.

1.3.3 To propose policy recommendations for Thailand community-based tourism value creation.

1.4 Hypotheses

1.4.1 The community collaboration and participation is a factor that contributes directly to income and benefits management, the local resident potential, and Thailand Community-Based Tourism value creation.

1.4.2 The tourism location potential factor contributes directly to Thailand Community-Based Tourism value creation.

1.4.3 The income and benefits management factor contributes directly to local resident potential and tourism location potential.

1.4.4 The potential of people in the area are factors that contribute directly to climate change. Add value and the value of Thailand Community Based Tourism

1.4.5 Community role and leadership factor contributes directly to the community collaboration and participation, the tourism location potential, income and benefits management, the local resident potential and Thailand community-based tourism value creation.

1.5 Expected Benefits

1.5.1 Community and stakeholders can use research results to improve factors that affect Thailand's tourism community value creation.

1.5.2 Community and stakeholders can learn and develop Thailand community-based tourism value creation.

1.5.3 Community and stakeholders can be use the findings to stimulate awareness and the importance of Thailand community-based tourism value creation.

1.5.4 Communities and stakeholders can take the findings and recommendations that have been used for Thailand community-based tourism value creation in sustainable manner.

1.5.5 There are suggestions on policies to be applied in the planning and implementation of development policies for further Thailand community-based tourism value creation.

1.6 Research Scope

The researcher defined the scope of this research with critical components as follows:

1.6.1 Content

The researcher conducted studies on the factors and internal factors related to the Thailand community-based tourism value creation. The researcher concluded and screened the parameters of the factors that are important to and affect the Thailand community-based tourism value from the studies and review on related literatures in the order of importance as follows:

1.6.1.1 Community collaboration and participation

1.6.1.2 Tourism location potential

1.6.1.3 Income and benefits management

1.6.1.4 local resident potential

1.6.1.5 Community role and leadership

Afterward, a study was conducted on the 5 aspects of the factors affecting Thailand community-based tourism value creation by using the principle of the study and analysis on the composition and internal relations of these factors, based on a database of indicators to guide the sustainable development of the country (Office of the National Economic and Social Development Board, 2004), the approach to the development of the sector providing value added services, the Tenth National Economic and Social Development Plan (2012-2016), Office of the National Economic and Social Development Board (NESDB), the National Tourism Development Plan (2012-2016), the Ministry of Tourism and Sports, Strategic Plan for Sustainable Tourism Development (2016-2020), the Ministry of Tourism and Sports, cooperating with the Designated Areas for Sustainable Tourism Administration (Public Organization).

1.6.2 The Location

The researcher conducted studies on the causal factors that affect Thailand community-based tourism value creation. This is done by defining the locations with the community tourism in the four regions across the country such as the North, Central, Northeast and South from the database of Thailand Research Fund (TRF), Department of Tourism, Ministry of Tourism and Sports, Thailand Community Based Tourism Institute (CBT-I), and the Designated Areas for Sustainable Tourism Administration (Public Organization). The researcher would be going to all locations of the research.

1.6.3 The Population

The researcher conducted study on the tourism affected factors and the causal relationship of the five factors on Thailand community-based tourism value creation. This is done by defining the study population. The data was collected from community leaders and members of community organizations involved in the tourism community in the study area. The researcher considered 1 community per 1 unit of analysis by using information from the travel community, Thailand Research Fund (TRF), Department of Tourism, Ministry of Tourism and Sports, Community Based Tourism Institute (CBT-I) and Designated Areas for Sustainable Tourism Administration (Public Organization), totaling 151 communities.

1.7 Operational Definitions

Thailand community-based tourism refers to tourism management in a community where the community takes part in the direction of tourism based on the idea that all locals are resource owner and stakeholders from tourism by bringing the resources available in the local community as a cost factor or travel arrangements accordingly including the development of the community to be knowledgeable and capable of operation from the planning to implementation and management, summarizing the overall focus on sustainability to the later generations to benefit local and taking into account the capacity of the local nature (Pimrawee Rocharungsat, 2010). The community tourism had been organized for at least 1 year with elements of the community organizations in all four aspects: natural resources, culture, community organization, management, and learning. There are selections of the community organization chairman, members, and member meetings are held constant.

Policy recommendation refers to the recommendation on the process of adding Thailand community-based tourism value. The results of the data analysis and structural equation model to study the internal relationship within the 5 aspects that affect the Thailand community-based tourism value creation.

1st factor: Community collaboration and participation

1) Authorization to decide on all decision on community tourism management refers when tourism takes place within the community, the communities and stakeholders are involved in decision-making processes. The basic needs to be from the community with such factor elements are as follows.

(1) Community participation since the start of the study and planning,

(2) Community participation in decision-making,

(3) Community participation in activities and plans,

(4) Community participation in benefits,

(5) Community participation in charge of the problems of tourism,

(6) Community participation in monitoring and evaluation, and

(7) Community participation in tourism resources.

2) Creating networks and partnerships linking the common tourist attractions in the neighborhood means a partnership formed between the community and neighboring communities are managed in a network link. Travel to a variety of local tourism development in the natural and cultural heritage. The benefits arising from tourism, together with the elements of such factors include as follows.

(1) Community is working together with the community in a neighborhood in tourism management.

(2) Community collaboration and unity arise between communities, government, and stakeholders.

3) Conservation of local culture and tourism means CBT caused community awareness and learn to care for natural and cultural resources within the community. The composition of such factors are as follows.

(1) Community participation in the maintenance of cultural traditions

(2) Community participation in the maintenance of tourism resources

(3) Community participation in defining the community rules

The 2nd factor: Tourism location potential

1) The process of tourism resources by local communities occurred (6As) refers to the process of managing tourism arising from the travel community. The composition of such factors includes as follows.

(1) Accessibility: easy access to attractions

(2) Accommodation: accommodation management for tourists

(3) Attraction: resource management for attracting tourists

(4) Amenity: facilities management

(5) Activity: tourism activity arrangement

(6) Acceptance: community acceptance on tourism management

2) Rehabilitation and upgrading tourism means that communities have the care and maintenance of tourism resources, both natural and cultural sustainability including overseeing the safety of travelers. The composition of such factors includes as follows.

- (1) Attraction security management
- (2) Restoration and preservation of tourism resources
- (3) Management on capabilities to accommodate tourists

3) Network expansion refers to tourism development by local communities in the aspects of tourism advertising and public relations including partnering with tourist attractions nearby. The composition of such factors includes as follows.

- (1) Tourism public relations
- (2) Expansion of nearby attractions network

4) Increasing the property value of the local natural and cultural refers to increasing efficiency in the management of existing local natural and cultural tourism resources such as the expansion and creation of natural attractions for tourism in the community increased, managing infrastructure and a better environment, collecting knowledge of local cultural traditions, etc. The composition of such factors includes as follows.

- (1) Increased natural and cultural asset values

5) Investment from the service providers refers to investments from the private sector and tourism operators that contribute to the development potential of the area. The composition of such factors includes as follows.

- (1) Economic, social and environmental development

The 3rd factor: Income and benefits management

1) Expanding and enhancing product value refers to income from tourism by the community. Part of the income is from selling products from the sustainably use of the community resources and the product values are increased in terms of production and quality of product. The composition of such factors as follows.

- (1) Income from the handcrafted souvenir

2) Increasing the incentive for tourism support refers to the community- based tourism can generate employment in local communities result in better way of life and well-being of the community. The composition of such factors:

- (1) People in the community have increased income from tourism management

(2) People in the community have better quality of lives from tourism management.

3) Enhancing competitiveness refers to community-based tourism that caused employment within the area and the quality of services is improved from tourism. The composition of such factors:

- (1) There are employments within the tourism areas
- (2) Capabilities are improved in field service providing.

4) Equity in income and benefits management refers to the management of revenues and benefits arising from tourism to be fairly spread to the community and those involved in the tourism. The composition of such factors:

- (1) The income is more thoroughly and fairly managed.

5) The per capita income increased making life better refers to community- based tourism occurs besides creating revenue for the community, it also increases the average per capita income of people in the community. The composition of such factors:

- (1) Better standard of living for the community residents

The 4th factor: Local resident potential

1) Cross-cultural learning refers to community-based tourism that caused the exchange of local customs and culture with the international visitors. The composition of such factor:

- (1) Foreign cultures are studied.

2) People training and development refers to community-based tourism causing the strengthening of the capacity of the community, generating employment, self-development in terms of the ability to manage tourism and language skill. The composition of such factors:

- (1) There are trainings for personnel empowerment,
- (2) Having the skills to manage tourism,
- (3) Having developed proficiency in foreign languages, and
- (4) There are supplemental occupations for the community such as

a local tour guide.

3) To carry on the tradition and culture refers to community- based tourism caused community to take pride and learn to maintain local culture. The composition of such factors:

(1) Local culture, tradition is passed on

(2) Being proud of the community's identity

4) Learning in the preservation of resources refers to community-based tourism formed local community recognizes the value of local causing learning to care for and maintain both natural and cultural tourism resources. The composition of such factors:

(1) Awareness and learn how to take care of tourism resources

5) The ability to invest refers to community-based tourism causing better community economy and way of life and generates learning and skills to deal with tourism. The composition of such factors:

(1) People in the community have the ability to invest in tourism.

The 5th factor: Community role and leadership

1) The establishment of a community organization refers to community-based tourism in areas with systemic community organization registration with chairman and members of community organization continuous meetings with members of community organizations. There are elements of the establishment of community care tour all four aspects: natural and cultural resources, community organization, management, and learning. The composition of such factors:

(1) Systemic establishment of a group or community organization

(2) Promotion and support for tourism in the area

2) Representation in the management of benefits refers to community-based tourism occurs. Community leaders have a duty to represent the community truly care benefits and benefits arising from the management of community tourism. The composition of such factors:

(1) Benefits are managed to the community,

(2) There are coordination with the community in dealing with the public and stakeholders involved without hidden benefits, and

(3) Transparent community management

3) Community budget refers to the community leaders having a duty to supervise the budget of the community to be suitable for tourism management in all aspects: economy, social, and environment. The composition of such factors:

- (1) Regulatory control of the community budget
- (2) Allocated budget to take care of tourism development
- (3) Allocation and care for budgets, economic, cultural, and environment

4) Defining the role and ability of people to manage tourism means community leaders have a duty to investigate and develop the capacity of the community skills and Learning Support. The composition of such factors:

- (1) Assignments of the role of people in the area
- 5) Surveillance measures in effect means the leader is responsible for overseeing the CBT occurs. The measures need to be prepared to manage the consequences that may arise from tourism. Such factors include the following composition:

- (1) Protecting and monitoring the impact on society and culture
- (2) Measures to prevent the impact of tourism management

Value creation refers to the process of managing the effectiveness or value added asset of the community in terms of value creation for the community, the dimensions of the added value resulted in the expansion of areas for tourism in the area, steady increased the number of tourists and costs per capita, improved economy of the community and living by the philosophy of sufficiency economy properly, increased community tourism clubs members, and represented all ages, sessions are organized regularly, the key components of community tourism management are developed in all 4 aspects: natural and cultural resources, community organization, management, and learning, measures are taken to prevent the impacts to tourism management in 3 aspects: economic, social and environmental including the impacts that may result from the violation of human rights. The problem with corruption is reduced and there are solutions to the damage to the benefit of the community fairly, increased revenue result in lower public debt of the community and contribute to poverty reduction within the community. The composition of such factors:

- 1) Expanded tourism areas
- 2) Steadily increased tourist arrivals
- 3) Increased cost of travel per capita of tourists
- 4) The tourism community results in a better community economy.

5) Tourism results in community adjusting to properly understand lives by the philosophy of sufficiency economy.

6) Tourism results in increased community tourism organization members.

7) Community representatives of all ages and are held regularly travel community

8) Make tourism community organizations have developed key components of management CBT entire four areas: natural resources and culture, community organization, management and learning.

9) Tourism has the potential to mitigate the impacts of tourism management in three areas: social, economic and environmental impacts that may result from the violation of human rights.

10) Tourism, the number of core issues, corruption is reduced.

11) Tourism causes resolutions to error and damage to the benefits of the community fairly.

12) Increased tourism revenue results in a lower ratio of community public debt.

The value creation results in the exchange of knowledge and culture, health care management, increased security of life and property in the community, development of community potential and quality in the aspects of learning and management of tourism, more attention is paid to the education of youth in the community, the quality and quantity of learning and culture is managed, sustainable use of natural resources, and recognizes the tradition and culture, with the signature of a concrete community. The conflict within the community decreases, resulted from a better understanding and unity of the processes involved in travel management, environment management system is a good and decent in all aspects such as the use and management of soil, water, air, waste, and the use of renewable energy from nature, putting regulation tourism management in right and proper manner to strictly share the resources of the community and visitors. Such factors include the composition:

1) Tourism has increased health care management as well as security of life and property of the growing community.

2) Tourism causes the development of the quality community learning and management

3) Tourism causes more attention to be paid to better education of youth in the community.

4) Tourism causes the learning quality and quantity management including the sustainable use of natural and cultural resources.

5) Tourism causes the community to be aware of tradition and culture with the concrete community signature.

6) Tourism causes the rate of conflicts within communities declined from understanding and harmony from being involved in tourism management.

7) Tourism causes a good and decent environmental management system in all aspects such as the use and management of soil, water, air, waste, etc.

8) Tourism cause correct and proper rules and policies on tourism in serious sharing the resources with the community and visitors.

CHAPTER 2

LITERATURE REVIEW

The study is to propose policy recommendations for Thailand community-based tourism value creation with the related concepts, theories, and research as follows:

- 2.1 Tourism concept
- 2.2 Value added concept
- 2.3 Value Creation
- 2.4 Public participation
- 2.5 Community-based tourism
- 2.6 Sustainable tourism
- 2.7 Stakeholder concepts and theories
- 2.8 Creative tourism concept
- 2.9 Creative community-based tourism concept
- 2.10 Indicators of Thailand sustainable development
- 2.11 Indicators of factors involved to and affecting Thailand community-based tourism value creation

2.1 Tourism Concept

Tourism is very important to the economy, culture, and environment. It promotes a better understanding among international. Tourism is closely related to several businesses. They need to rely on each other and not cannot be separated. For example, when traveling from home, it is related to transportation, restaurants, hotels, entertainment venues or facilities to other tourists or travelers. This is because tourism is important and relevant to the business of all humanity as well as society and culture as mentioned above. The scholars have said that the tourism industry will be a great tour and is vital to humanity in the political, social, cultural, economic, and environmental aspects.

2.1.1 Definition of Tourism

Tourism and travel can be used interchangeably sometimes. It seems to be the same but when the definition and behavior is considered, tourism and travel are different. Tourism dictionary define travel as “a journey from place to place by different the method and with different purpose, sometimes When traveling, the person does not return to the same place" (Stevens, 1990) or travel is a departure from one location to another location, such as getting out of the house as usual and travelling to live elsewhere (Gee, Makens, & Choy, 1984). As for the tourism, tourism professionals have not defined this term much and the definitions are different depending on whether it's about business are activities for the enjoyment of human so the definitions depends on its reference. However, the definition of tourism can be discerned as tourism refers to short-term departure and these people do activities during their temporary stay. The purpose of the trip is to visit relatives or tourism (Holloway, 1983). Tourism means the sum of the phenomenon and relations that arise from the interaction of tourists and business operators/ government and community are the landlord In the process of attracting and welcoming tourists and visitors (Mcintosh & Goeldner, 1986, p. 66, as cited in Bussaba Suteetorn & Phatwaree Nitikasetsunthon, 1998). Tourism refers to all activities related to impressing, servicing, and satisfying tourists (Mill, 1990). Tourism refers to activities related to the provision of services and facilities to provide comfort for travelers (Pond, 1993). Tourism refers temporarily leaving the home to visit relatives or for other purposes (Davidson, 1995) such as leisure, sports, conference, etc. The mentioned tourism definition indicates that Tourism refers to a temporary departure for leisure, visiting relatives, or other purposes. However, travel refers to leaving home to go to work and permanent resettlement of the trip is broader than tourism. However, the two words are used interchangeably to the point that they seem to mean the same (Tui Chumsai, & Yipphan Phromyothi, 1978).

2.1.2 Purposes of the Tourism

A tourism motivation is caused by three factors:

- 1) The holiday's trips for leisure, to visit relatives
- 2) Business trips such as conferences, seminars, etc

3) Travel for other purposes, such as education, health, sports, religion, etc.

Tourism motivation (Mcintosh & Goeldler, 1986, p. 77, as cited in Bussaba Suteetorn and Phatwaree Nitikasetsunthon, 1998, Subhash phrase. Laws LL Agriculture, 1998) stated that tourism motivation refers to something to encourage tourists to take trips to meet their own needs. Whether tourists are taking the trips or not usually depend on 4 main motivations as follows.

1) Physical Motivation such as relaxing the body, sports, leisure, recreation on the beach with entertainment, and other health-related motivation.

2) Culture motivation such as the desire to get to know more cultures such as music, art, dance, religion and so on.

3) Interpersonal motivation such as the desire to meet new people.

4) Status and prestige motivation such as the desire for self-improvement and express self-importance of their own, such as travel, business meetings, education and so on.

Tourism is thus regarded as the main income of Thailand and one of Thailand's economic strategy for competition under the new situation of the world economy. This will lead Thailand into a tourist attraction and as a quality tourist center in Asia. Pushing practical result requires strengthening cooperation with neighboring countries, adjusting Thailand's tourism standard to meet the quality demanded by the market. When tourism is of strategic importance to the country, the government therefore need to develop a plan to implement a process to achieve a more sustainable tourism.

The sustainability of tourism requires understanding the basic tourism elements (Duangchai Lothonwanit, 2000, p. 9), which consists of:

1) Subjective factor means tourists who travel to an area for recreation, health care, or to satisfy their curiosity. The desire of travelers to the various different things thus causes a variety of transportation.

2) The objective factor means tourism resources, which includes geographic location, history, mythology, culture, traditions, festivals, food, climate, local identity, hotel, and accommodation, facilities in the tourism, service, safety, and local communities.

3) Factors leading tourists to travel to access resources means transportation, logistics, accommodation, tourist information, and coordination of accommodation, and other tourist services, etc.

4) External factor means the environment, economy, society, cultural influence travel behavior, policies, and tourism development. Tourism policy and external environmental factors influence the local culture and the country of the tourists and the host of the party.

The main structure of the tourism, as mentioned above, has infrastructure related to tourism (United Nations, 1999, p. 31), which is supporting the tourism progresses efficiently including:

1) Transportation for the purpose of planning and management in the Asia Pacific region. Transportation comprises of:

- (1) International aviation services and international airport
- (2) Local aviation services
- (3) Road transport systems
- (4) Water transportation

2) Water supply systems: in order to have water clean for consumption for local use and for recreation and tourism. This should be the responsibility of the government to arrange for sufficient water.

3) Energy and electricity: this is important for tourism activities and is reflected in the expectations of international tourists. The system should be designed to provide the public with sufficient demand in tourism development.

4) Waste disposal system: the main purpose of the system is to get rid of anything that might affect health. And the environment. This should include measures to support both the policy and operational levels.

5) Postal and telecommunications services: this is an important service because of the convenience and reliability of service is especially important for today's traveler.

6) Pollution control mechanisms means to control pollution of all types. There should be a law, preparation of the management system, which may be performed by public authorities and sanctions violators.

In conclusion, the concept of tourism management refers to an approach to tourism that takes into account the structure and elements of space travel

management. Including factors related services must be ready to result in effective and appropriate travel management processes.

2.1.3 Form of Tourism

The complex economic and social issues results in people demanding more and more services. This can be noticed from higher value in the service industry. Tourism is also in the service industry sector that can create revenue for stakeholders in tourism causing operators and government in countries worldwide to produce new forms of tourism products to more specifically meet the needs of tourists. However, tourism brings in revenue but the income has not been thoroughly distributed. Additionally, the tourism impact on the attractions is numerous. As it can be seen from the changes in Pattaya and Pai. The diverse needs of tourists cause many forms of tourism which can be classified into 2 major types based on the nature of the trip.

2.1.3.1 Mass Tourism is a type of tourism resulting from large groups of tourists and it is the traditional form of tourism that the world especially the developing countries provide strong support. However, in the last 15 years, this form of tourism has been criticized more and more that it is a major cause of damage to society, local culture, and particularly the environment (Pearce, 1989) and at the same time, it is uncertain that it will cause actual sustainable revenues when the tourism resources are destroyed. Therefore, there was a proposal on more suitable tourism forms that must not create a negative impact similar to the traditional tourism.

Tourists that like mass tourism often have 5 behavior characteristics: 1(Simple convenience and risk-free attitudes, 2(leisure trips to beaches, 3(days off and holiday season, 4 (using travel agency services, and 5 (Enjoy eating in restaurants, fast food, and nightlife entertainment.

2.1.3.2 Alternative Tourism: after interviews on the impact of mass tourism and demand on environment and natural resources conservation, demand in the aspect of the development of scholars travelling around the world, especially Europe and Western countries such as Britain, Australia, and New Zealand, there have been ideas on alternative tourism. There are various names for the type of tourism such as eco-tourism, responsible Tourism, participative tourism, intelligent

tourism, motivated Tourism, appropriate tourism, soft tourism, conservation tourism, and green tourism, etc. All these names refer to alternative tourism. There are also numerous definitions for alternative tourism depending on the interpretation of each. These forms of tourism is believed to help preserve the environment well by stakeholders such as tour companies and the community so it can be said that this form of tourism will help protect the environment, cultural heritage, and the lifestyle of the villagers in the area. What important is it is a form of tourism that does not focus on the amount of tourists and it is tourism that focuses more on the countryside than on the urban. The definition for this type of tourism is thus very broad and diverse depending on the person defining it (Butler, 1990). However, the importance features of "Alternative tourism", is that the traveler must be able to "choose" and includes the possibility to study the community lifestyle and culture for adventure, rafting as well as to travel to the countryside to study the natural environment or to activities such as bird watching, butterfly watching, or even caravan and camping, etc.

However, even though the above activities are under the alternative tourism, it doesn't guarantee that there will be no negative impact if the tourists and the locals still lack the responsibility. Therefore, alternative tourism management must focus on the creation of good conscience and community involvement to reduce negative impacts that will occur because the heart of alternative tourism is the creation of good conscience to the stakeholders in helping to protect and conserve both the attractions and environment to remain until the next generation and will continue to benefit the community, society and country.

Tourists that like alternative tourism often have 5 different styles from mass tourism as follows: 1) Love adventure, experimentation, and are educated, 2) Motivation to take the trip is to experience and look for business opportunities, and are interested in culture, 3) Travel whenever it's convenient and not based on tourism seasons, 4) Travel in small groups, self-travel management, and 5) Wanting to eat local food and interested in and local culture and life style.

In conclusion, the present form of tourism has changed in the aspects of alternative tourism has increased. Therefore, it is not the traditional form of tourism that needs to be changed to accommodate to the situation and is likely to change depending on the nature and behavior of the tourists.

2.2 Value Added Concept

Chanitsorn Triwittayaphum (2006) defined the term "Adding value" to refer to a method or approach used in the product or service improvement for customers or beneficiaries to get more of what they want from the original product or service. It is also comparing the ratio of benefits to the increased costs. While the Office of the National Economics and Social Development (2010) explained that adding value to the product or service is using the advantage of the country or the existing strengths of the nature to create products and services to properly meet the needs of consumers resulting goods and services valuable, difficult to counterfeit, and able to set as high the price as desire because there is no competition.

Adding value to product to be bought is the principle that has gained widespread popularity is the decision to compare the benefits with the costs incurred in making the decision or to make decision based on what alternative will add the most value to the buyer. Product or service businesses will be successful when the product or service delivers sufficient value and satisfaction to the buyers. Customers will product or service that delivers the most value.

Adding value to the business can define the term "value" as the ratio between what customers received compared to what the customers lost. In other words, the ratio of customer cost (Office of National Economic and Social Development, 2010).

Kotler and Keller (2012) described the value and satisfaction that proposals will be successful if the value and satisfaction is delivered to the target buyer. Buyers will base their decision on what will deliver the most value. This value can be realized from the overall quality of service and price or what is called "customer value triad ". This means the ability to increase the price due to a higher quality and service. The value equals to the ratio between what the customers get and what they lost. This customer benefits can be classified into two categories: 1) Functional Benefit 2) Emotional Benefit

The costs can be divided into four areas: 1) The monetary costs, 2) Time costs, 3) Energy costs, 4) Costs of Mental Health. The equation is as follows:

$$\text{Value} = \frac{\text{Benefit}}{\text{Cost}}$$

$$\text{Value} = \frac{\text{Functional Benefit} + \text{Emotional Benefit}}{\text{Monetary cost} + \text{time} + \text{Energy} + \text{Mental health}}$$

Figure 2.1 Value, Benefits, and 4 Types of Costs in Terms of Adding Value

Source: Kotler & Keller, 2012.

Consequently, marketers are able to add value or create value for customers. The business has guidelines on the implementation of the following ways:

- 1) Adding more benefits
- 2) Reducing costs
- 3) Increasing benefits at higher rate than increasing costs
- 4) Decreasing costs at lower rate than reducing costs

Moreover, Kotler and Armstrong (2006) stated that "the most important in the development of different products is not just to look different, but the service style and warranty should also be different until the value proposition is higher than any other brand in the eyes of consumers. Value proposition is not only to create a positive image". It can be concluded that material must come before the appearance. However if material is good and the outside is beautiful, then it is even more remarkable than others.

- 1) Product/Service Attributes including and price, quality, availability, selection, function and feature
- 2) Relationship including the service and partnership
- 3) Image including brand

Additionally, Witawat Rungruangphon (2007), described value creating strategies to refer to the value that customers receive from the products or services of an organization with a focus on increasing buyer value. He also defined the term "Innovation" to refer to adding value for our customers by not only differentiation but emphasizing the creation of a new market through the product and services that is a

new business concept unlike anything available on the market today. The importance of creating value through value innovation is an interesting strategy to be used in business with the focus on reducing the cost by considering whether to add value to the customer or not and at the same time would help reduce the cost of doing business or not.

The study on the concept of added value let us know that it refers to creating value or adding value to products and services by adopting methods or approaches to the innovative product development for customers or beneficiaries. In this study, it refers to stakeholders that receive what is wanted that has been added to existing products and services or created value in the eyes of the consumer, which is difficult to be counterfeited in order to set the price to be as high as desired because no one can compete. In other words, when consumers recognize the value provided by the product, it can lead to decisions that are willing or unwilling to pay. This is because the willingness to pay (WTP) refers to the highest degree of consumer satisfaction with the product or the maximum amount that consumers are willing to pay for products or services that meet their needs (Malhotra, 1998; Perloff, 2004). However, Buono, Pedititi, and Carsjens (2012) confirmed in their research that the channels of communication or discussion, 2-way communication will be able to benefit and yield better results than one-way form such as the data from leaflets or websites, etc. This research was thus conducted to study factors that affect the value increasing and the causal relationship of various factors, which is an important component of Thailand community-based tourism to achieve the sustainability as UNWTO (United nation World Tourism Organization, 2004) defined community-based tourism value adding to refer to the participation of the community in new ways, recognizing the ownership, tourism that is actually operated by the local community, which is deemed an important mechanism that is efficient and can also help in the reduction of poverty in their local communities.

Moreover Supol Chaithon (2007) also provided ideas on adding value and creating value for interesting local assets. In the study on the development of cultural tourism, homestay of Lao Song ethnic with the aims being to provide services in accommodations and tours to experience the lifestyle of the local people under the 5 principles of conservation and cultural heritage of the local as follows: 1) The local

culture preservation and heritage, 2) community management for the community, 3) Tourist-centered services, 4) Truly experiencing the community lifestyle, 5) Transparency and fairness in the community. It can be concluded that the success requires the cooperation of the community and local leaders.

In conclusion, if the concept of economic value adding is compared to the community, that is the satisfaction of tourists compared to consumers who are willing to pay to receive the optimal services from products. Thereby adding value to the product is comparable to adding value to the community tourism with the development is in line with the development of the business.

2.3 Value Creation Concept

Vitthaya Suharitdamrong (2010), defined the term "value" to not refer to the product or tangible services but to refer to the "benefits" that humans get. It refers to the process of creating value to satisfy the needs of customers particularly the demand that has changed. In view of human value, it is the benefits and values of the individuals. What benefits us is valuable to us, the rest is waste. Many things are coming together in a relationship thus create new value for all systems and processes with the goal of creating benefits of the system or the process itself but when the benefits run out, it would have to be dissolved or converted to other benefits. Creating values customers want will inevitably result from the integration or other values to create new value or value added. Process to create value chain will determine how to create value and the resources to be used. The activities done to create value are a process with the systematic relationship between elements so it can control and improved. When values or customer requirements change, the process values must also change with it. If it is compared with samples in the context of tourism such as tours that provide visitors the opportunity to learn and develop their creative potential through participation in learning activities with real world experience to the specific characteristics of the area into a tourist trip, it is similar to creating value to existing tourism through special learning and interacting. The process can create value for a product or service depending on the requirements customer demands. Therefore, the value creation process refers to the creation of products and services together without

being separated as products or services because both of them are valuable or respond to customer needs as well so the concept of the value creation process management whether it be a product or service is the same. If the abstract level is looked at, it is to allocate resources in a systematic manner for customers to redeem the money value. However, the context of the manufacturing and services are different resulting in what is seen or tangible being different. Therefore, the application of the concept in the management of any abstract value always works but the application has to be well understood in the context of creating value. Additionally, Pairat Decharin (1984) conducted a study on the evolution in the delivery of value to customers in the supply chain and logistics of tourism and defined the value of the customer to refer to “Customers are buying products that are most valuable to them”, which means the evolution chosen by customer throughout from the past to the present and the future since the properties of the product, operating costs, innovation in building quality, time to deliver that contribute to make a difference. The equation can be expressed as follows.

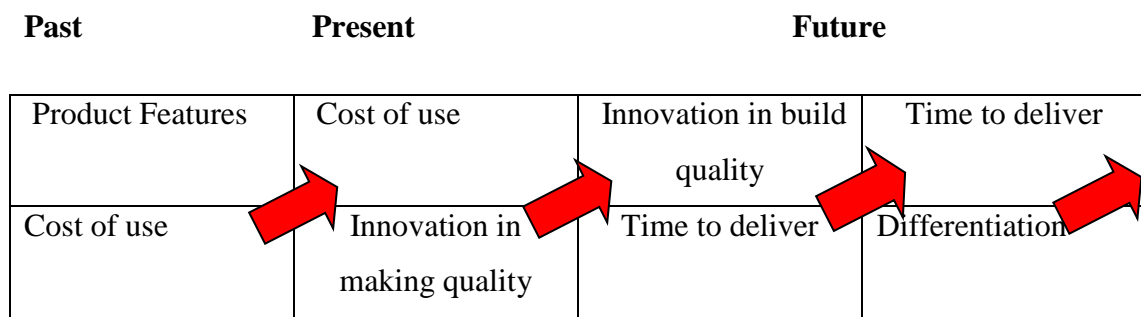


Figure 2.2 Evolution of Customer Value

Source: Pairat Decharin, 1984.

Hence the important goal of making the supply chain and logistics on tourism is to deliver value to customers, which requires true understanding of what customers really want from the added value to products that can be compared to the creation of value to the community-based tourism from past to present and future must bring innovation in making a difference to continuously add value to the community-based tourism. Additionally, Seri Wongmonta (2006) also commented that people who

follow the academic progress of marketing will hear the term "Value Creation", which in Thai language refers to "creating value" because modern marketing must focus on creating value for consumers. It can be done by starting with the product attributes and product features to be translated to benefits of the product and it must not just end there. Further thoughts are needed on what value will make consumers feel that products presented will be worth the cost. Products that are not worth the money, time, or effort spent would not be sustainable in a competitive market.

In conclusion, the concept of creating business or service value usually is abstract and intangible but will be experienced by the individual. Therefore, if you think of community-based tourism as to create value to a product that will make the best impression on customers or tourists that is hard to forget whether it is learning, doing activities together constructively will satisfy tourists to steadily return for more services.

2.4 Public Participation Concept

English-Thai dictionary of Sociology of the Royal Society (1999, as cited in Chavalit Sittitlit et al., 2001) gave the meaning to the community that the community refers to the region, the familiarity, and contacts between people as well as the basic anchor particular community makes one different from the other community, there is the economic aspect that is A self-limited over society. However, limited those creations are closer. A more profound sympathy may be some bond of unity as ethnic origin or religion, and so on.

Chavalit Sittitlit et al. (2001) have described the term community to refer to the integration of people with a common purpose. It may be gathered in the same area or different areas. Community members are communicating, have generosity toward each other and participate in activities together, learning together, there being community organizations managed by the locals to encourage communities to manage their own affairs as much as possible including resource management by local communities that are linked to other networks.

Jumlong Kamboonchu et al. (2000) summarized the definition of community and a measure of the strength of the community as follows: being a community can be

seen from how the activity or the movement of a group gathering is. Simply people gathering in a village or an area are not enough to say that it is a community or community organization but the gathering activity objectives need to be considered. The participation of the people in the group and group management or organization also needs to be considered.

It can be concluded that "community" in concept and theory refers to the integration of human in their residents that have a relationship between nature and humans and humans relationship with an identity that communicate with each other, they help, support, and participate in activity together in their area with the aim in the same direction and can be traced back to the community a similar network. Additionally, "participation" is a term that scholars often mentioned as target groups such as community residents and groups participating in activities. Anurak Panyanwat (1999) proposed the concept of participation may be framed differently. Originally the government highlighted the contribution of joint planning and joint maintenance more than contributing material and money, which may be needed in any overall participation of the public development on the following.

- 1) Share of the causes of the problems and needs of the community,
- 2) Creating a development model for solving the problems and needs of the community,
- 3) Co-directed plans and projects or activities,
- 4) The decision to use limited resources to get the maximum benefit for the public, and
- 5) Co-managing the development and maintenance of intellectual labor, the effects of the event.

Anurak Panyanwat (1999) found a significant conclusion that participation is the community or people had the opportunity to participate in the planning process, implementation and evaluation, as well as share comments and the role to determine actions that benefit the public who will have to deal with existing resources by applying to them, for maximum benefit to all parties equally without regard to gender, age, occupation. This is the main component that will likely result in the judging process to any direction.

Patch Boonyarat)1974(paid attention to the age that affects their participation in social activities. He noted that a similar age would have similar thought, interest, needs, and capabilities. The relationship within the group is good with similar talks and attitudes. This is similar to Pairat Decharin (1984) that defined participation as the process by which the government promotes the induction support and create opportunities for people in the community in the personal style of the club, association, foundation, corporate and volunteer forms to participate in the implementation of one or several combined topics to achieve the defined development objectives and policies.

Saneh Chamarik)1984(concept was close to the concept of Pairat Decharin (1984) in the aspect of attendance is not only meant to draw public participation activities as an academic or a developer set up. Indeed, the need for community activities and how, in his own community. The concept of Jarin Kantee (2005) conducted a study on the subject of the need to participate in the development of Mae Tha dam ecotourism in Pha Lat community, Phrabat sub-district, Mueang district, Lampang province that found the target population was mostly male, labor for hire, with the community as the hometown and did not want to move out of the area, without politic position, had knowledge about ecotourism in good level, and wanted to participate in the development of ecotourism at a high level. The hypotheses test showed that age, occupation, social position, and understanding of the ecotourism affect the requirement to participate in the development of ecotourism in the field of monitoring and evaluation, planning, decision-making and overall performance in all aspects, respectively.

In addition, Witthaya Jitmart (2009) conducted a study on the participation of the community in building a career on ecotourism in Ban Kham Dueai community, Chanuman sub-district, Amnat Charoen province that found that Ban Kham Dueai community had natural resources, culture, and unique traditions including community leaders respected by the villagers. The community also had ample potential to successfully develop and promote ecotourism occupation. The participation of the community is divided into 3 phases:

- 1) The study on potential of the area to create a supplement occupation
- 2) Analysis of the involvement process for supplement occupation creation

3) The study on effects of involvement on supplement occupation creation

There is also an interesting point about the community involvement in terms of attitude. Prathansit Kamol (2007) conducted a study on the attitude of the people in the local community to develop ecotourism in Songkanong sub-district, Prapadaeng district, Samut Prakarn province and it was found that people in the local community of the parish Songkanong, Prapadaeng, Samut Prakan were found to be supporting and had a positive attitude towards the development of ecotourism in the area. However, there needed to be need more promotion and education for the successful development of ecotourism and in according to the principles. From the results, it was found that different gender and residential period, knowledge yielded different attitude towards the development of eco-tourism. This is consistent with a study conducted by Thipawit Thimsua (2010) on sub-district administrative organization member attitudes towards sustainable tourism development in, Ratchaburi province that found that the members supported and had good attitude toward eco-tourism in sub-district administration organization in Ratchaburi. The study was divided to three levels as follows:

- 1) The level of participation, knowledge of the sub-district administration organization members and the impact on sustainable tourism development in Ratchaburi.

- 2) Comparative study on attitudes based on different personal factors of members of the sub-district administration organization in Ratchaburi.

- 3) Study on the relationship between participation in, knowledge on, awareness of tourism impact on sustainable and of the sub-district administration organization member attitudes toward sustainable tourism development in Ratchaburi. From the study, it was found that the level of participation and awareness of tourism impact on sustainable tourism development were in a mediocre level, knowledge on sustainable tourism development was in a high level, and attitudes toward sustainable tourism development was in a high level. In the aspects of personal factors: age, highest education level, organization position, monthly income, organization position period, sustainable tourism development trainings received that were different yielded different attitude towards the development of eco-tourism. In

the aspects of participation in and knowledge on sustainable tourism development were positively related to the attitude towards the development in tourism. Additionally, foreign scholars like Cohen and Uphoff (1977) defined engagement to refer to participation in decision making but it does not mean that it is only in the decision making but also to make a decision and implementation and the decision to involve the community in the benefits and evaluation in development activities as well.

However, it can be seen that the participation of communities in the conservation is a process that needs to be done in sequence and requires creativities or modern science, and skilled decision in order to achieve the set objectives of the participation and can solve problems to the satisfaction of all parties. This is consistent with a study conducted by William (2002) that provided a concept of participation to be a process involving idea contribution to make joint decisions to solve their own problems using proper science and following up on the implementation by the organization and staffs involved. This is consistent with the statistics from a study conducted by Chuchat Kerdpramote (2005) on the resident participations in the eco-tourism development of Ao Prachuapkhirikhan. The factors that were associated with the participation of the people in the sample group were residents living in Ao Prachuapkhirikhan area, Mueang District, Prachuapkhirikhan province, it was found that community participation in tourism development was in the medium level and factors related to the resident participation in the ecotourism development was education level, residential period, being a member of a nature conservancy group, acknowledgement of news and knowledge on ecotourism. The gender, age, and occupation were found to not be related to participation in tourism development in Prachuapkhirikhan, Mueang district, Prachuapkhirikhan province

Moreover Cholada Siddhivarn (2003) wrote an article on community-based tourism for conservation and development of Nepal and wrote that the factors that make the community-based tourism of Nepal having achieved the objectives were government support in terms of financial resources and technical expertise in appreciative local community resource usage, the participation of both public and private agencies, related to planning, implementation, management, fair benefits sharing, the local organizations and resident strength, the regional and national

connections, the specialized expertise particularly in communities that want to develop the community-based tourism by using the appreciative participation planning and action theory (Appa), which emphasizes participations in aspects such as economic benefits planning, decision-making, and management. This is consistent with a Journal about tourism development and home stay activities arrangement written and edited by Prof. Datchani Emphan, conservation, Faculty of Forestry printed by Kasetsart University, 2007. The content was detailed in the Journal provided knowledge and understanding on the development of community-based tourism and homestay activities. The key factor in the promotion of community-based tourism were participations in community-based tourism goals setting, planning and management. The home stay activities arrangement details were in the aspect of hospitality and safety. The Tourism Authority of Thailand (1997) and Thailand Institute of Scientific and Technological Research (1997) proposed ways to promote and develop tourism development policies and strategies to maintain sustainable ecosystems as follows:

- 1) Develop plans for local resident participation and plans on local private and public organizations participation in investment in products and services that must be fair with reasonable framework in line with developments in other aspects and with minimal environmental impact
- 2) Support the establishment of cooperation in developing eco-tourism in the form of organizations or national, regional, and local councils with the network covering all stakeholders in all aspects and levels. This is done with the organization having the ability to make decisions and act freely within the framework of the response needed to manage each level.
- 3) Provide opportunities for public participation in planning and monitoring the development of eco-tourism including the adjustment of the attitude and improve the capacity of state agencies to cooperate and advocate the resident participation.
- 4) Promote the establishment of public development organizations and public organizations: both in the form of juristic person and not a juristic person
- 5) Develop legal system and the government's budget to promote and facilitate the cooperation of agencies in all levels with local residents along with the

law and regulations for the community to have the opportunity to supervise and manage resources on their own.

6) Support the development of people capability by increasing their knowledge and more spacious skills in the development of tourism business, and the conservation of natural resources and environment for the community.

7) Support the organization of local governance to be strong and effective in the aspect of free ecotourism development in the field of management, collection of revenue for conservation tourism by the organizations themselves. This would be done by the development of correct management skills

8) Support public development organizations that aim to develop ecotourism, conservation of resource and, environment, development of the society to have the opportunity to help and raise the level of participation and creative community organization establishment.

Additionally, Chukiat Leesuan (1992, as cited in Anothai Phiangkhongchon, 1997). has proposed that human beings have intellectual awareness and the ability to control the environment so no matter how far apart human are, they would be engaged in activities that affect their own lives. Kowit Chaimueang (2000) and things that happen may be cause by the psychological and emotional aspects of a person in a group situation (The results of being involved would be the stimulation of actions to finally achieve the goal. This idea is consistent with Fiorello and Bo (2012), that described the main factors that lead to success for sustainability ecotourism management by the community was to empower the community to manage by allowing the community to be involved at every stage structure and awareness of the consequences that may arise.

From the concept of the Tourism Authority of Thailand, Thailand Institute of Scientific and Technological Research, and Cholada Siddhivarn (2003) the researcher had the opinion and concluded that the participation of community is communities or people, in cooperation with all public and private organizations and related to joint action in relation to the procedures that are planned to achieve the objective with the same goal in the same direction and the participation of community cannot easily occur in the current conditions of today's society because participation is limited and lack of balance such as cooperation between national park with local governments in

the development of tourism in the conservation area, the partnership between the people of the area to supervise resources, and coordination between operators and government agencies.

For the issues of tourism involvement, it is the details that relate to the local community is important because of the involvement of local communities to focus on sustainable tourism opportunities for the members of the community equally to participate in the benefits of sustainable tourism through a learning process that encourages the local community to join as an officer or planner. Are learning together and decided to attend the joint tourism development plan review and listen to a conclusion together, so it will be a real contribution. Boonlert Jittungvattana (1999) proposed that government officials need to practice listening to the problems and needs of local communities so that local communities have more role in planning the tourism regulation control. It will give the local community a sense of ownership, love, and cherish and. It will also cultivate awareness to protect resources and maintain environmental sustainability.

Additionally, it must be a process that must be done together constantly throughout the process from the initial cause of the problem and the planning, execution and follow-up evaluation. It also includes the need to listen to suggestions, reviews of each other and must accept that comment as an alternative for the development and promotion of tourism to conservation. The guidance or direction to engage in conservation must come from a good conscience to achieve the synergies in conservation tourism to remain valuable and sustainable further.

Tourism Authority of Thailand (1998) discussed the concept of participation that it emphasizes the participation of citizens, primarily by including the participation of all organizations. Both public and private sectors related to the same tourism development goals and direction.

2.4.1 The Nature and Process of Public Involvement

Prathan Suwonmongkhon (1997, as cited in Tawithong Hongwiwat, 1984) mentions that there should be 4 natures to public involvement scope :

- 1) Communities participation in decision making,
- 2) Decision on choosing development and problem solving plans,

- 3) Operational activities for development based on the planned,
- 4) Activity evaluation and development. Pairat Decharin (1984)

discussed public participation in the development as follows: 1) To study the causes of the problems in the community, 2) To create a joint search for ways and means to address and reduce the problem of community development or innovation that benefit the community or the needs of the community, 3) To plan joint projects and program policies 4) Joint decision to use limited resources to benefit the public 5) Develop the efficiency and effectiveness management system 6) Participation in community activities based on the capabilities of their agencies 7) Compliance with policy, plans, projects, and activities 8) Participation in control, monitoring, and maintenance activities that were done by both private and government use forever.

Jermasak Pinthong (1984) divided nature of the involvement process into a 4-step process:

- 1) Participation in the search for the problem and the cause of the problem
- 2) Participation in the planned activities
- 3) Participation in operations
- 4) Participation in monitoring and evaluation

In conclusion, the participation of the public must allow people to get involved since the mandate of the joint development ideas to solve its own problems without the cooperation of all organizations. Both public and private involved to make the tourism development process to have the same goal and direction. This also includes the creation of a network linking tourism and conservation of natural resources and local culture.

2.5 Community-based Tourism Concept

2.5.1 Community-based Tourism Definition

Community based tourism is tourism that takes into account environmental sustainability, social and cultural direction by the community, managed by the community for the community and the community's role as the owner has the right to manage care to achieve learning to those who visit.

2.5.2 Community-based Tourism Elements

There are 4 main elements of community - based tourism:

- 1) Natural resources and culture
- 2) Community organization
- 3) Management
- 4) Learning

Key issues of each CBT elements are as follows:

- 1) The natural and cultural resources:
 - (1) Community-based natural resource abundance and dependence on their production and use natural resources sustainably
 - (2) Communities that have unique local culture
- 2) The community:
 - (1) Community has understood the social system
 - (2) Presence of philosopher or sage with skills in a variety of diverse
 - (3) Community ownership and involvement in the development process

3) Management and Learning:

There being rules of managing the environment, culture and tourism, an organization or mechanism to work for Travel Management, and to link tourism with the development community as a whole.

- 1) The presence of rules fair benefits distribution
- 2) The presence of a fund to facilitate the economic and social development of the community learning
- 3) The nature of the activities to create awareness and understanding of life and different cultures
- 4) The presence of management system for the learning process between the locals to visitors to raise awareness about the conservation of natural and cultural resources of both locals and visitors.

2.5.3 Community Based Tourism and Community Development

Tourism is associated with the community development as a whole because tourism resources with community resources that serve as a resource base for the

production are the same driven by the culture and the spirit of the community to build relationships within the community and its relationship with the outside should be linked to see tourism and the community development as a whole. Muganda, Sahli, and Smith (2010) added that as a whole, local communities will have the feeling that tourism development taking place within the community that will result in income generation to alleviate poverty within the community, to create facilities in the community such as road entering and existing the community, travelling and communication to be more convenient and better. There being investment within the community means local income from employment in different projects improving the lifestyle and well-being respectively. The community-based tourism is the tool for strengthening local organizations in the management of natural resources and culture. This is done with participation of people in the community in determining the direction of the development and benefit from tourism. While community-based tourism is a tool to strengthen local organizations in the management of natural resources and cultural participation of people in the community to participate in determining the direction of development and benefit from tourism. The community-based tourism had a role in creating a new quality of tourism to be more than enjoyment, relaxation, and entertainment if a dimension of tourism has been opened to exchange, learn and respect the local people. However, a foreign scholar, Lapeyre (2010), objected by stating that is the current community-based tourism truly in the hands of community organizations. Lapeyre (2010) conducted a study and found that today's decisions on community-based tourism development mostly depend on the decision of the operators. The operators are the ones that distribute the income from community-based tourism. This resulted from power relation in the community the people with power use tourism as a tool to get benefits from community-based tourism by using the weaknesses in the community, some of which are not viable and capable enough to take care of the management themselves. Lapeyre (2010) also went on to explain that the solution to the problem will require cooperation among all stakeholders: the government, local police officers, the authority concerned to jointly manage power relationships that occur within such communities. There has been a case study on Namibia central government agency, the National Heritage Council of Namibia has used the absolute authority to manage the implementation of new

community-based tourism by dismantling the old system. All revenue from tourism will be first kept by the agency then proceeded to the structure within the community to be strong and sustainable before authorizing the community to truly make decision on and management of community organizations. Reed (1997) added to the principle and concept of the power relations within the local power relations in each area that is different when tourism occurs in the area, it will be difficult to determine the precise powers of the stakeholders involved. Therefore, researches should focus more on explaining the impact of community-based tourism than only on the management of power distribution. There are also both agreements with and objections to community-based tourism development from meetings of USAID (U.S. Agency for International Development, 2005) have concluded an opinion that to evaluate the potential of the region in the implementation of tourism required important components such as the availability of accommodation, food, travel, access to the area, tourist attractions, etc. Additionally, the important thing is that each community tourism management needs to assess the costs and benefits arising from the tourism activities. These are considered as the most important in determining and controlling the budget in the aspect of economy that affect the community development stability. Hypotheses on community-based tourism management do not always need to be precise. Some community development may not be appropriate for tourism such as the social, cultural, and environmental conditions that are different.

2.5.4 Principles of Community Based Tourism

Tourism, community-based tourism as a tool for community development principles are:

- 1) Community owns,
- 2) People taking part in the orientation and decisions,
- 3) Promotion on the self-esteem,
- 4) The quality of life,
- 5) Environmental sustainability,
- 6) The uniqueness and local culture is preserved,
- 7) Cause learning between people of different cultures,
- 8) Respect the different cultures and the dignity,

- 9) Returns that are fair to the local,
- 10) Have income distribution to the public of the community.

For the community-based tourism to be based on the above mentioned principles, it is necessary to prepare and strengthen the communities in tourism management and at the same time to campaign for people to see the difference between community -based tourism and tourism in general, to urge people in society to realize the importance of and be interested in knowledge exchange between the residents and visitors. It is also increasing awareness and understanding of the role of local communities to conserve natural resources and be encouraged to or supported with the continuation of conservation of natural and cultural. Additionally, Sanchez (2004) also believe that community organizations and community leader maturity are key factors that will drive the process of the actual and continuous community participation in the management in aspect of the role of organization management and the defining and controlling the budget for the community-based tourism to finally succeed. However, in practice, the important thing in the implementation or management is also taking the context and background of each community into account that are different. Additionally, leading institutions abroad, The Mountain Institute (2000) confirmed that community-based tourism management is an activity that increased concentration in the system of participation followed by the expansion of the economy and numerous benefits that would occur including giving the decision-making power to local communities.

Therefore, community-based tourism is not created by answering the question of how communities can benefit from tourism but it is creating a new question and finding out how tourism will benefit the community development.

2.5.5 Tourism and Community Development

The World Conference on Global Environment earth summit in 1992 marks the start of pushing the idea on sustainable development that impacts the focus on current sustainable tourism development in 3 aspects:

- 1) Demand for natural resources and environment
- 2) Demand of tourists travel to learn,
- 3) Demand in developing people and to focus on the involvement of local communities.

Community Based Tourism is one of the efforts to create alternatives to development issues in tourism to the community to participate in and benefit from tourism and its role in shaping the development of tourism. However, the main focus on the development. In the UK has given priority to participate in the development, both directly and indirectly. The key will be central in developing co-management by setting up a collection point at the same direction and in the management and development. Although in some areas already have the potential to self-support and develop (Stewart, 2003).

2.6 Sustainable Tourism Concept

2.6.1 Sustainable Tourism Definition

The definition of sustainable tourism has developed from the concept of sustainable tourism from the UN conference on environment and development Or Earth Summit in Rio de Janeiro countries, Brazil that have defined sustainable tourism to refer to tourism the does not harm the environment in any aspect no matter what the destination is or if it's mass Tourism or small groups in both urban and rural areas. The Thailand Institute of Scientific and Technological Research (1997) stated that it is a form of tourism that meets the needs of tourists and community residents with the protection and preservation of opportunities for future generations. The form of tourism is meant to manage the natural resources necessary to meet the economic, social and aesthetic beauty while maintaining cultural identity and the ecosystem.

The definitions of sustainable tourism are different as if it is a concept that the obvious results cannot be pointed out. This is because it is an action for the future and current results may not be seen. Therefore, the definition of sustainable tourism depends on the view on the process from the experiences and expectations of each person. The Tourism Authority of Thailand (1996) defined the development of sustainable tourism to refer to tourism with a key goal being trying to form a sustainable development by taking into account the capabilities of the nature, communities, traditions, culture, and way of life on tourism by allowing the community to take part in the implementation and fairly get the economic benefits generated by tourism. Somchai Sananmueang (1998) stated that the sustainable

tourism development of a community plan must have regard to the objectives of development and the objectives must be consistent and mutually beneficial to all parties such as the tourists, people in the community, and those responsible for the development. The three parties are looking or expecting different results. The tourists expect to see the different aspects of tourism in the area: the uniqueness, the local lifestyle, being able to get familiar with the local population as well as clean and orderly area and pleasantness of environmental resources. The people in the community may have different expectations and values from tourists or little contrast. This is because local residents will likely see the changes, not monotonous as the original and want to develop it to be more modern. However, what people in the community expect from the tourism development was that it is more leisure and living in a good environment. This would create more pride to their communities and others benefit with tourists such as travelling more conveniently. Those responsible for the development expected less spending, the ability to easily divide the development projects into stages, and to not be in conflict with other agencies or local residents. They also expect projects with high positive returns and effects on the society and support and promote conservation of resource and national or local culture. In the meantime Boonlert Jittungvarttana (1999) defines sustainable tourism to refer to large and small group tourism with excellent management to maintain tourism to unceasingly attract, to improve tourism business profits fairly, and to provide appropriate benefits for the local community involvement. This is done with enough tourists regularly visiting but with minimal or no long lasting negative impact on the environment.

In conclusion, sustainable tourism refers to tourism that has been developed and maintained based on the community and environment context with the focus being concurrently on the economy, society and environment. It must not yield negative impact on the environment. It includes the local community participating and benefiting equally and appropriately to jointly protect and preserve the heritage to be sustainably passed on to future generations (Boonlert Jitangwattana, 1999; Potjana Suansri, 2003; Pradech Phayakvichien, 1996). The sustainable tourism development at least must comprise of three key elements as follows:

1) Economic Sustainability

(1) Growth must be based on effective administration rate. If the growth rate is too fast, it may result in tourist accommodation such as infrastructure, quality of labor and service being unprepared or inadequate, which may lead to the tourist dissatisfaction that would ultimately result in the economic downturn.

(2) The growth of tourism may result in most people turning to occupations related to tourism. This resulted in an economic impact on other sectors such as agriculture and industrial.

(3) Growth that needs foreign material, labor, and experts results in money leaking out of the country.

2) Social Sustainability

(1) The too fast influx of foreign tourists has a severe impact on the community with uniqueness.

(2) Tourists spending power, which is higher than the local people's. Luxurious or free life, which spilled over into the community may become a magnet attracting local young people passionate obsession for money or a simple pleasure that will cause social problems to follow.

(3) Both female and male prostitutes, drugs selling profession, and abandonment of local cultural values may lead to the collapse of the traditional culture of the community. This results in the community having a poor attitude toward tourists as being the ones to deteriorate society. This may be reflected in the form of violent acts against tourists

3) Environmental Sustainability

(1) The development of tourism that lacks of control may become a thing that destroy the environment, which is the value or a source of the tourism activities waste, such as too much number of tourists\, overcrowding, and dirt, etc.

(2) Accelerating the development by using inappropriate construction techniques cause permanent erosion of soil, sand, sea, and landscape loss, etc.

(3) Building or structure in incorrect locations may cause a natural variability.

(4) Keeping vegetation away from the area could destroy the fragile ecology of some of the area.

(5) The activities of many tourists cause an enormous amount of waste such as waste water, waste, food waste, etc. that cause a lot of pollution to the environment. There is also the concept of D'Mello (2008), a foreign scholar on sustainable tourism provided a reason that community-based tourism besides generating interest and revenue for local communities, it is also the best way to implement a sustainable tourism, which will lead to building a sustainable economy and conservation of the environment lifestyle. Sustainable tourism can also create limits to tourist accommodation, interaction between tourists and the local community to understand and respect local knowledge and well-being of society. Tourist can learn the traditional fair. However, Mello also warned that whenever there is a boom going on in the local tourism, there must also be care to not let modernity and modern technology to undermine the very essence of society including the internal environment of the local.

2.6.2 Sustainable Tourism Principles and Elements:

From Globe'90 Conference in Vancouver, Canada in March 1990, Eber (1992) defined the basic principles of sustainable tourism to be 10 aspects:

- 1) Using resource sustainably is the sufficient use of natural resources and culture to only require and conservation to continue.
- 2) Reducing over consumption and waste is the consumption but to suffice to limit the amount of waste and the amount spent.
- 3) Maintaining diversity is to preserve the biological diversity of the cultural environment to preserve the ecology and beauty of the culture to remain.
- 4) Integrating tourism into planning is bringing tourism into national development plans. The local development plan and the environment impact assessment to expand the tourism potential in the long run.
- 5) Supporting local economics is promoting and supporting the local economy to encourage them to be a part of tourism with regard to price and the development of environmental values.
- 6) The involving local communities are that individuals and organizations in the communities involved in tourism management and full unison. This will benefit together. It is create quality tourism management.

7) Consulting stakeholders and the public is to discuss the ideas and mobilization of stakeholders. Such as local government public enterprises and other organizations of the State concerned to jointly determine the direction of operation and prevent mistakes that will impact the environment and the potential for coordination to avoid conflicts of interest.

8) Training staff is training local personnel at all levels to have knowledge about the development and practice to achieve the tourism standard.

9) Marketing tourism responsibly is preparing information to be unsubstantiated and is useful for understanding and relating to the tourists and the tourist satisfaction.

10) Undertaking research is a research on follow-up monitoring of efficient tourism to help solve the problem and increase the benefits to tourism, with the involved parties.

2.6.3 Sustainable Tourism Elements:

The principles of such sustainable tourism development, Tourism Authority of Thailand (1995-1996) stated that there are the four key components of sustainable tourism development:

1) It must be carried out within the scope of community nature, culture, traditions, and tourism lifestyles.

2) It must recognize the participation of the population, community, traditions, culture and way of life on the travels

3) It will be admitted to all citizens receive the economic benefits that arise from the tourism equality

4) It is directed to the wishes of the public and local communities in tourist areas such. In order to implement the key elements of the above is to be achieved, action is needed by a combination of the 3 main features of the sustainable tourism development as follows: (WTO, 1997). (1) Quality refers to sustainable tourism must provide a quality experience for visitors. To increase the quality of life of communities and the quality of the environment must be sustained. (2) Continuity refers to sustainable tourism can make valuable natural resources remains inviolate, can make culture of the community remain unchanged, and can bring satisfaction to

tourists has continued. (3) Balance refers to sustainable tourism makes it fit or equalizes the travel industry, environment, and local communities without the cooperation of all parties to avoid conflict

The composition and properties of sustainable tourism development that favors the already mentioned, Boonlert Jitangwattana (1999) presented a model of sustainable tourism. It is a form of tourism that looks as follows:

- 1) Tourist attractions of all types: the attraction of nature history, culture and traditions
- 2) Tourism that highlight the value and uniqueness of each city
- 3) Tourism that is responsible for the resources and environment of the city
- 4) Tourist visitors to experience and learning experience related to nature and culture
- 5) Tourism that yields return to the tour operator in sustainable manner.
- 6) Tourism that benefits the local community and give back to the local tourism resources and the environment.

2.6.4 Sustainable Tourism Development:

In tourism development to be sustainable forever, there should be a plan on developing Sustainable tourism that defines why, when, where, who, and how to implement it. This can be done by defining the objective and goal being to develop economic, social, cultural and environmental concurrently. The objectives must be consistent and mutually beneficial for all parties. It must also be consistent with the national economic and social development plans. Bhatia (1983, as cited in Ratthiya Hirunyahard, 2001) stated that the principles in planning for sustainable tourism development will be very useful if the objective of the implementation is consistent with the economic development plan, the process of planning tourism development may be done as follows:

- 1) Studying the supply and demand of tourists
- 2) Defining the objective for sustainable tourism development
- 3) Planning on using the area

- 4) Exploring the infrastructure readiness
- 5) Planning the budget for the development
- 6) Planning on using the existing human resources
- 7) Structuring the administration
- 8) Marketing and advertising
- 9) Following up on progress
- 10) Defining progress duration

Eber (1992, as cited in The Thailand Institute of Scientific and Technological Research, 1999) proposes that the guidelines for sustainable development will support the use and conservation of resources wisely in order to last long. Sustainable Tourism is combined with tourism related infrastructure, both now and in the field by the ability to perform naturally including customs and ways of life of the community. Communities get a fair share of the economic benefits of tourism and it is according to the wishes of the people and local communities in the tourist areas. Ratthiya Hirunyahard (2001) stated that sustainable tourism development is a great solution for the effective use of tourism resources. This includes archaeological artifacts, natural resources, culture and local traditions, but major obstacles in bringing the idea to implementation is achieved depend on the ability to create a balance between the development and conservation, which will succeed or not depends on the cooperation with all parties involved: the operators, local government officials, tourists in carefully using the limited existing resources to maximize the benefits for both present and future. There are 6 characteristics that make up the concept of sustainable tourism development:

- 1) The development of tourism in the local and regional level should be promoted and domestic tourism should be developed seriously prior to the development of international tourism to be the guarantee appropriate relationships between tourists and existing utilities.
- 2) Local citizens should be encouraged to participate in decisions on projects that will affect the lives of most people in the area.
- 3) There should be careful consideration on the appropriate scope of development. By giving priority to capacity to support tourism development. Tourism should be push as part of the economic development of the certain area.

4) Materials that can be found locally should be encouraged to be used as well as taking advantage of the productivity of the local people, which will help reduce the trade surplus and foreign business and increase revenue for the local people.

5) Tourism development should be a model that can bring revenue into the local community as much as possible for the benefit of the community in the long term.

6) There should be promotions on forms of work that are interesting and get maximum return to the local people and the development further.

The study on Journal of Tourism Authority of Thailand on the preparation of the summary report of (Project to study the action plan for tourism development, Krabi, Trang, Satun, and Phatthalung by the service industry and consultants, Thailand Institute of Scientific and Technological Research offered to Tourism Authority of Thailand. According to the contract no. J. 221/2545 dated October 15th, 2001. It was a basic tourism data collection system. The analysis of tourism development guidelines and action plan for tourism development in Krabi, Trang, Satun, and Phatthalung found that development plan is divided into development plans and development guidelines in areas such as development of tourism infrastructure, economic development plan and society for tourism, safety development plan, marketing Promotion plan, organizational development plan, infrastructure development plan, and environmental management plan. There are also journals that discuss the role of local governments on sustainable tourism development based on the concept of sufficiency economy by Assoc. Prof. Dr. Therdchai Choibamrung (1999) published by the College of Local Government Development KPI. April, 1999 The detailed content Journal of knowledge and understanding about the role of local administrative bodies on sustainable tourism development for local organizations have taken advantage of the local resources. Cultural heritage traditions utilized in the development of tourism within their local revenue to the local population under the King's sufficiency economy concept. King by focusing on local communities must be strong in order for tourism development, adopt a strategic plan to develop surfing. Local flights come as a compass to determine the direction and control of tourism development in balance and

harmony with the tourism market by three significant factors in sustainably developing local tourism.

- 1) Management of resource base, social capital, cultural identity base, and the own wisdom
- 2) Focusing on a quality tourists
- 3) Establish a management mechanism to deal based on community involvement.

Therefore, creating the potential for sustainable tourism development has to be holistic for the systems. However, prior to the tourism development, the local administration organizations have to consider whether or not they have the potential. If not, they urgent need to build capacity before the development to start. Technique for networking and communication to encourage environmental protection and wisdom would also be needed to make the local area to have sustainable tourism. This means that tourists can go there all years. From the above concepts and principles, it can be concluded that planning the development of sustainable tourism will require planning and implementation stages. This can be done by relying on study conducted on the needs of tourists and a local community together i.e. to develop the capacity of local tourists. Meanwhile, local authorities must still be maintaining a unique sense of self, appropriately benefited from tourism today and remain so in the future. It also includes the development and preservation of the natural environment. However, there is also the opinion of some scholars such as Bovy (1982) argued that the reasoning that cause the tourism industry to be fragile and very sensitive are both the inside and outside factors. Therefore, any tourism development plan that is being implemented can only be completed on some parts but not all and even if it has been completed, the result may not be guaranteed to be sustainable. The way to increase the possibility is all development plans will need to be linked with the action plan for the internal local society economy development.

In this research, it can be concluded that the definition of sustainable community based tourism based on a framework for conducting research that Sustainable community based tourism must first take into account the real context of the community in the aspect of whether it has sufficient potential to accommodate tourism or not. It must be ready to support development to occur in the aspects of

economic, social, and environmental and whether the community is involved in every step, literally or not starting with the planning stage to the implementation, monitoring and evaluation. Otherwise, it will not fairly benefit the community. Afterward, there must be the quality of life management as well as common property protection and better well-being to be truly sustainable.

2.7 Stakeholders Concepts and Theories

Even though Freeman is recognized as a pioneer of the stakeholder theory (Green & Donovan, 2010, p. 23), but with being a humble philosopher, Freeman has never admitted that he was a pioneer of this theory yet. He recognized that Stanford Research Institute is the leader that introduced the stakeholder theory into the academic arena for the first time in 1963 (Freeman, 1984). This theory must be tested. Since many years, Freeman announced this theory in 1984. In 2010, a list of scholars associated with this theory has been revealed with both lots of supports and criticisms to toughen up this theory because it is linked to many disciplines such as organization theory, the concept of corporate social responsibility, management strategy theory (Freeman et al., 2010). Due to Freeman humbleness and generosity, the stakeholder theory has been used both in research and in administration. Next, we will review the scope of stakeholder based on this theory the way leaders want to use it for stakeholder management according to this theory, respectively.

Stakeholder management as perceived by Freeman is the joint value creation by all stakeholders of the business. The simple concept here is business is a set of relationships between groups of stakeholders in business activities. Business is a process that customers, suppliers, employees, investors, community, and management interact to create value. Understanding the business is to know how this relationship works. The executives or entrepreneurs duties are managing and reformatting the relationships (Freeman et al., 2010). All stakeholders based on the Freeman theory. If presented with layers based on the proximity to the organization can be divided into two levels: primary and secondary stakeholders

Primary stakeholders or stakeholders in the inner loop are narrowly defined as the group that is the closest to the organization. The group would be impacted first

when there is an impact. This group included customers, suppliers, employees, investors, and community.

Secondary stakeholders or stakeholders in the outer loop are broadly defined as the subsequent group that is affected such as the government, competitor, consumers, special interest groups, and the media. It can be concluded that stakeholders in the broad definition and in the narrow definition are all stakeholders that organizations and executives need to focus on for management based on the stakeholder theory. (Freeman et al., 2010) If the group or individual stakeholders are roughly considered with the administration, it may compose of five parties: shareholders, employees, customers and suppliers with the executives being in the center. (Freeman, 1984). However, if stakeholders around the organization are considered, it can be said that all parties are involved in the organizations such as local organization, shareholders, customers, consumers, competitors, media, employees, financial institutions, environmentalist, suppliers, and government (Freeman, 1984). Freeman stated that when executives are thinking about creating value for all stakeholders of the business they are managing, the following step will be easy in order to begin the process of value creation that is related to values and ethics. The question of values and ethics are key question for management to be answered to stakeholders. For the initial stage of a process, managers need to clearly identify who the stakeholders are while the managers create value (Freeman, Harrison, & Wicks, 2007).

Principles or core belief in this theory is the belief that "business will yield result because the logic of value" (Freeman, Harrison, & Wicks, 2007), which the value must actually derived from the business. In the business world of the 21st century, the aim of the business is tied to value creation from all stakeholders. At this point, the leading executives of the world's such as Kotler called it "the administration for the soul of human being" (Kotler, Kartajaya, & Setiawan, 2010). We will understand the business better when we see the interaction of stakeholders in the business. The organization is only the vehicle open to all stakeholders to come together to create value for each other. This is the key of the stakeholder theory of Freeman (1984). Who are stakeholders in the opinion of Freeman? "Anyone, whether an individual or a group of individuals who can affect or be affected by the achievement of organizational objectives" (Freeman, Harrison, & Wicks, 2007).

From the presented stakeholder theory, it may be said that Stakeholder theory consists of three major parts:

- 1) Inside and outside stakeholder groups
- 2) The objective of the administration for stakeholders is "to create stakeholder shared value"
- 3) Ethical leaders are administrators that are appropriate for administration for stakeholders

Monthawadee Phlukoet (2010) conducted a study on the stakeholders in the development of the management model for sustainable community based tourism with the aims being: 1) To study the management of tourism to sustainable communities. 2) To develop a management model for sustainable tourism by the community. 3) To monitor and evaluate the effectiveness of the management model for sustainable tourism by the community by using technical analysis and assessment techniques based luminaire, seminar on how to check, and performance evaluation form, which forms management system for sustainable community based tourism input. Elements include the ability of the community. The incentives of the community, the potential of the community and participation in the investment process transformation, element management, participation in planning decisions and plan activities and participation in monitoring and evaluation. Output targets include travel arrangements. Control 3the Cattle processing tourist involvement, beneficiaries participation, engagement in responsible and involved in maintenance. The feedback Elements of control 6Variables related to the protection and promotion of tourism. The joint rules for determining the regulatory environment consists of stakeholders and engaging in exploitation. Performance management model for sustainable tourism system and the mean in the aspect of accuracy was 4.38, the possibility was 4.52 with the average was 4.71, benefit was 4.57, the total average on all aspects was 4.56.

Additionally, there were people that had conducted studies on role of stakeholders such as Ratthanaporn Chankratok (2009), the study showed that the role of the community in the management of Mae Rim municipal policy also as part of the government to set out from the common municipal development plan to arrange a meeting of the community to the board the proposed community problems. However, it held that the involvement of the community's contribution to the development of

sustainable communities in the future under the support of government agencies. It provides an opportunity for individuals to show their participation in community development. It is also cultivated fields to condition the public to participate in the audit practice. Although the study reveals that there are problems in the policy but the problem is mainly caused by regulators over the place of the person, so if municipalities to prioritize and promote participation, the public will also make a significant contribution in the future as part of nature, rather than government-set make the Mae Rim district is a development that is sustainable for the long term. It has a different opinion about the political role of local stakeholders as Aunchalee Lorka (2010) studied the role of the local political leaders who are not officially in the budget of the Ministry of Mae Hong Son. Given that the budget allocation of the Ministry of Mae Hong Son province, according to the budget is a major consideration of the needs of the public and use the funds to benefit and value even though some political groups use authority and a development plan for the community such as a document of the people's needs, the budget is a tool to meet the needs of specific groups of people who are their constituents over the budget and budgetary principles of accuracy. Local leaders unofficially did not have a role in budgeting truly is a benefit latent politic. This study may be linked to the fact that the budget of Maehongson province administration organization continues to allocate funds according to the needs of the people and taking into account the political base and so on.

Additionally, foreign scholars such as Aderhold (2011) stated that in the majority of stakeholders exploits private tour operators to generate revenue for the community, but the reality is that the benefits did not fall to the community or the tourism industry within the community and truly justified especially in today's changing nature of tourism. Such trips can manage travel on their own do not need to rely on management CBT Direct. The quality of visitors was increasing and causes the marketing of tourism by community needs to change urgently in order to cause an increase in the number of tourists to the quality management CBT. This is more consistent with FrenZel (2011) that stated that the provision of the power to decide on the host community with the stakeholders involved, whether it involves the awareness and recognition of the value of local resources. Life and Living Folk wisdom by

replacing these valuable assets are its benefits and programs to make money back to the community and stakeholders fairly. Empowering communities in the preliminary study stressed that the key will lead to real participation of the community. However, to progress to the goals of CBT, it must take place with the participation of all concerned stakeholders including government agencies, private business investment, private entrepreneurs, academics and members of every community. It refers to all levels of production and consumption as well.

Cuthill (2001) analyzed the answers to all questions related to research on the part of stakeholders who have information whether the data collected from surveys or focus groups or research in question. Found that community involvement is key in both philosophical and technical regulations in a way to generate sustainable income communities. And a study by Reid, Mair, and Taylor (2000) has studied and conducted research in four areas into communities of Ontario in Canada, said the findings support the conclusion. When development happens quickly, the thing that follows were both positive and negative effects on the community and the area. Suggestions for solving such problems in the long term depend on the support of most people. This means that the owner of the area consists of three phases:

- 1) The ability formed by the participation of relevant stakeholders
- 2) Belief and awareness of the true ownership of the community
- 3) Data, conversation, disclosure, and trust

Additionally, Reed (1977) pointed out that stakeholders can use in all forms of the improvements that are involved in every aspect of the tourism development within the community. However, some things may be possible but some may be different causing disputes that arise from the context of the communities. Therefore, the operation of all stakeholders must take into account the other effects that may occur. Okazaki (2008) found that in the process of cooperation among all stakeholders, the first step is the most important step in the development of cooperation in the development, stakeholders involved must understand and respect each other's ideas before proceeding to having the same idea of most people on the conclusion. The following important step is the first step in the implementation of joint tourism management plan. The current situation should be checked first. Then the dignity and

respect at all stages of the involvement of the local community before the actual implementation.

2.8 Creative Tourism Concept

Creative tourism has been alternative tourism for numerous years. The definition of creative tourism has been referred to by a various scholars. Richard and Raymond (2000) is a pioneer in the concept and definition of creative tourism to refer to tourism that provides an opportunity for visitors to develop their creative potential through participation in learning activities with real world experience that is based on specific characteristics of the target area to tourism (Sutdan Wisudhiluck, 2011). There are numerous activities such as cooking, Arts and Crafts, living a life by following the example of people living in the community to understand the unique culture of the people and the place through direct experience. There are also many agencies and both Thai and foreign scholars that have defined a creative tourism. The author suggests that creative tourism the tourism resources of cultural identity and the identity of the area continues to create value for the experience of learning to tourists through the participation of the local residents. Therefore, it can be seen that creative tourism is the new direction for today's world with the destinations being conversation, culture exchange, and beliefs that it will help tourism as a tool for understanding the value of diversity in culture. This will be reinforced with the awareness of the value of their own community. At the same time, it also promotes the development of creative experience to tourists to be applied to their lifestyle. Additionally, creative tourism also refers to tourism that offers opportunities for tourists to develop their creativity through participation in learning activities with real world experience that is based on the unique characteristics of the area ("Tourism which offer visitors the opportunities to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken") (Richards & Raymond, 2000). Creative tourism is a new form of tourism that has been officially defined in the international conference organized by the United Nations Educational, Scientific and Cultural Organization at Santa Fe, New Mexico The United States in 2008 that

"Creative Tourism" refers to tourism that focuses on learning about art, culture, and identity of the area through direct experience and involvement with the owners of the culture. Creative Tourism is tourism directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place (UNESCO, 2008). Additionally, UNESCO (2008) also defined culture tourism is tourism that is consistent with the development of the communities involved to achieve sustainability in the community lifestyle through harmonious activities and a chance to soak up the history, tradition, culture, and the community lifestyle in terms of learning and experimentation to get the experience of what actually exists in the community, as well as participation and interaction between tourists and community. The community will be able to use creative tourism management as a tool to maintain a balance between the changes that occur from the community tourism and the community will benefit in both the compensation based on capitalism and forms of sustainable community development. The creative tourism is not intended to replace other forms of tourism, but it is a new tourism that is consistent with the era in which people travel behavior in the search for meaning and want to participate with the other forms of tourism that tourists have a chance to do that is to change the culture of tourism today. Tourists who used to be interested in visiting the heritage constructions, museums, monuments, sandy beaches or mountains that have turned their attention to image, identity, lifestyles, atmosphere, narratives, creativity, and media, additionally, the old interest that used to be on the value of high culture such as castle, palace, and art museum was modified to increased focus on the everyday culture as restaurants, local markets home lifestyle community that will make travelers to meet and engage in real life of people from the former just observing it from afar. Moreover, tourists demand to have activity at the places they would stay long term. The said direction would result in creative tourism being the new trend in tourism today and at the same time "creative tourism" is the important tool that would support tourists to have an active understanding of the specific cultural features of a place in the spirit of The United Nations Educational, Scientific and Cultural Organization (UNESCO, 2008) that wants to encourage the exchange of learning, promote diversity and dialogue between diverse cultures. Additionally, creative tourism scholars have also provided creative tourism definitions and concepts to refer to tourism that focuses on learning

about art and culture and uniqueness of the place through direct experience and involvement with the culture owners (Pattarapong Intarakamnoet, 2010).

Creative tourism is to explore the opportunities available to learn and develop their creative potential through participation in learning activities with real world experience with the specific characteristics of the area (Suthep Keasang, 2013). The study conducted by Richards (2010) indicated that a significant change in the pattern of tourism namely the traditional tourism that takes tourists to visit and take pictures of places of interest that are naturally and culturally important whether it's a beach, cultural heritage, museums, monuments, but the new generation of tourists had no desire to take part in the cultural activities of the their own areas or to the overall identity of the other tourist areas in the. Tourism today is tourism with the interest that is different from the original i.e. of intangible cultural resources to be tangible cultural resources. (Sutsan Suttipisan, 2013a) commented that creative potential emphasized on tourist experience by using learning activities through joint ownership with local tourists, which can cause learning activities shared. Those activities must maintain the cultural authenticity emphasizing its uniqueness and the true identity of the area. While at the same time, the community was able to use the local resources as the capital to tourism to create benefits to the economy, society, culture, environment, politic, law, technology, and human capital to stakeholders of the management and fair tourism. The concept of creative tourism can be integrated with other forms of tourism such as creative community-based tourism, etc. The principle is that creative tourism uses local resources and other natural cultural resources including cultural landscape that will continue to create value and increase value with a distinct advantage because local uniqueness is difficult to counterfeit through the process of creative thinking aimed at creating a positive impact and reducing negative impact including the various actions with humility, not aggressive, and when any of the benefits arises, those benefits need to share equitably with stakeholders. The large benefits must be returned to local communities in order to be able to be used to conserve resources and reproduced again, which can be summarized as shown in the following diagram.

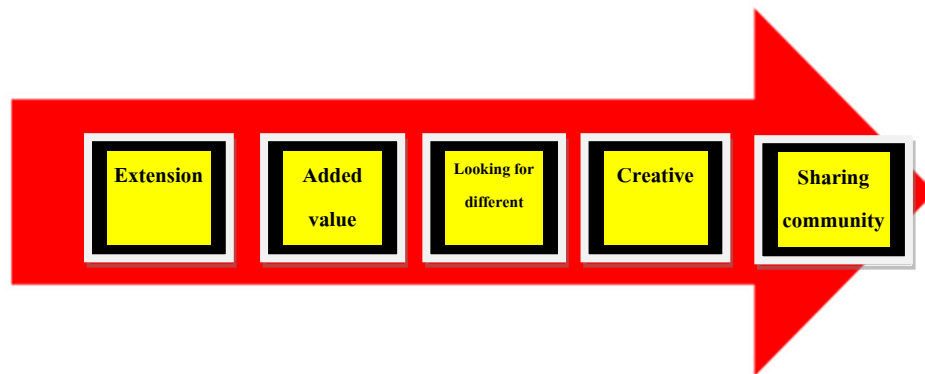


Figure 2.3 The Process of Creative Tourism Management

A study on the definition of tourism and creative is sufficiently suitable to execute the various features of creative tourism as follows:

- 1) Each engaging the other
- 2) Cross-cultural engagement/Cultural experience
- 3) Spirit of place/deep meaning/understanding of the specific cultural of the place
- 4) Hands-on experience
- 5) Exchange information/transformation and transformative experiences
- 6) More participants than observers
- 7) Co-creating tourism experience
- 8) Authentic both process and product / genuine experience
- 9) Memorable/I hear and I forget, I see and I remember, I do and I understand
- 10) Tailor-made approaches (Sutdan Wisuthiluck et al., 2013)

The properties of "Creative Tourism" must consist of properties in two ways: the area and process.

- 1) Properties in the area include:
 - (1) The cultural or natural diversity and outstanding
 - (2) Awareness of the value of cultural communities
- 2) Properties in the process include:
 - (1) The cross-cultural learning
 - (2) Direct experience with the culture's native.

- (3) Process that leads to a deep understanding of local tourism
- (4) No destroy the value of the community and it contributes to a balanced economic, social and cultural environment.

2.9 Creative Community Based Tourism Concept

Creative Community Based Tourism (C-CBT) is a combination of community based tourism and creative tourism. The tourism product is built on enriching differences constructively and sharing community. The principles of decentralization and focus on the involvement of the community entirely. Community Based Tourism Creative creates a mechanism for the accrual community participation in the tourist destination management, regeneration, and culture retain its and identity of the local area. The distribution of benefits allocated fairly. It is also a key tool to strengthen the community. The tourist active participation must have a constructive interaction between different channels and identity of the community by creating an experience of learning together, and culture knowledge exchange, which strengthens the positive results to both parties whether they are conscious conservation, impressive experience, equitable income distribution, Share experiences, etc. It also helps to balance all three aspects of the community: social, economic, and environmental. When the two ideas are combined, it can be well linked together causing creative community-based tourism that adds value to community-based tourism, bring benefits to the community, tour operators, government, and tourists. The community is satisfied to have had exchanged experience and learned different cultures together, communities income, sustainable economic, social and environmental development (Sutsan Suttiipisan, 2013b). From the said concept, it can be summarized as a creative community based tourism management approach with elements classified as follows.

Communities need to want tourism management to participate in tourism management, have knowledge about travel, love and cherish their tourism attraction, recognize the value of their local knowledge to benefit both the economy and the environment. Tourism contributes to a sustainable future. (Nalikatiphak Saengsanit, personal communication, September 28, 2012).

Associations such as both public and private travel agencies and tourism operators should be participate in introducing and guiding the direction of travel as well as be a consultant in planning the community tourism.

Community resources must know and understand their own resources and able to accurately and appropriately manage and deploy resources. The Resources must clearly reflect community identity and uniqueness. The cultural life of the community development must focus on conservation and sustainability.

Creative Community Based Tourism must bring resources to create value-added values to reduce the negative impact on economic, social and environmental sustainability. Tourism products create a product that can meet the needs of tourists, contributes to mutual learning between community and tourists, strengthens the knowledge and experience to the tourists, and creates awareness of resource conservation to local communities with economic development and community quality of life.

The tourist: to educate visitors before entering the area, the amount of tourists must not be too much to have any impact on the environment. During the trip, visitors will have to learn to participate with the community through various activities created and set up by the community. Sin Sarobol (2013a) stated that Ban Mae Kampong community is an example of successful management in creative community based tourism because studies have shown that is consistent with the academic concepts of and literatures related to the creative community-based tourism that had been available in accessible areas of the hotel, tourism activities to do throughout the year, community awareness and use of natural resources and local culture can be very valuable to the top search feature that is different is its unique herbal tea production wrapped through learning and practice, sharing experiences with travelers creatively and most important of which is the hallmark of this community is to share and distribute revenue back to society and stakeholders fairly. For example, some areas in the community that cannot manage the area as a tourist attraction, it will send someone in to cook or care facilities for tourists in infrastructure so communities would achieve unity help each other because everyone contribute share and revenues from tourism would be shared fairly and equally. For example, the activities of the different aspects of the local in term of cultural art impressws the tourists, welcoming

visitors to the community to formalize *baisrisukwan* blessing ceremony (Hong Kwan Mudmue), the identity of a community that likes the time with the sick and healed sick fever in order to reassure the culture. The Northeast Community festivals Royal tuff or philanthropy is a dance performance for celebration for building a temple, folk dance, which is popular in the Royal Festival strands like silk dance, fingernail dance, sword dance, watch dance, entertainment deity, folk concert (Salga stringed fiddle), the monks. The knife hit in many forms, such as a kitchen knife, forest knife, clearing knife grass. Additionally, health activities, such as watching and tasting herbs by the town doctor or herbs, Thai massage, or herbal compress massage. The activities during the period of the first night 2 days in a 2 night 3 day stay with a host family, lifestyle, community educational nature trails, remote, explore the scenery on the mountain bike million park, complementing the coffee is grown in harmony with the natural forest waterfall Maekampong, watching coffee production of tea leaves pillow, herbal tea production, visiting electricity generated by hydropower, practice cooking with homeowners. These activities allow visitors to learn and practice in order to be considered a real experience and increase the value and preservation of local cultural traditions. Maekampong is one example of a community that has the potential to do so. However, Maekampong community would still be wary of the problems that may occur in the future because the present is the village leader. Luang Por Prom Buri is a strong leader with a pillar in the community, administrator of tourism in the entire community, entrepreneurs who came to the community in need through community leaders. I think the question is whether or not the leadership of His Majesty the King and Prom Buri. Considered the consequences that may occur in the future to reduce the impact of such a community must have a system to manage tourism in a substantial strengthening of the community with various rules that must be placed decisively and community stakeholder community need strictly as To determine the number and volume of tourists coupled with the restoration and conservation of tourism in the area so they can be recycled again. Continuing the tradition, culture Development in the field of community awareness and learn to develop tourism within the community to be sustainable. Additionally, there is also the concept of creative tourism that takes place within the international research community. The Creative Tourism Business Model and Its Application in

Bulgaria" of Ohridska-Olson and Ivanov (2010). The concept is interesting that tourism creates a form of cultural tourism, using culture as a tourist attraction at the same time. It is a creative community development. However, with a difference of tourism, cultural tourism and creative differences that cultural tourism generates revenue through local taxes, attraction or show admission fee, and buying souvenirs. The profits are not directly distributed to the people in the community. Most of the revenue mainly remains at the travel agents. However, with creative tourism, visitors can access the community, be close to and assist the community directly, thus affecting the economic community including the development of infrastructure in the community over and affect the sustainability of the community.

2.10 Indicators of Thailand Sustainable Development

Agenda 21 of the United Nations is deemed to be the master plan that was signed by numerous countries at Brazil in June 1992 that defined sustainable development to refer to development that meet the needs of today's generation without interfering with the future generation development potential. The main elements of sustainability were divided into three dimensions: social, natural resources, and environment. The sustainable development should combine economic development, social and ecological balance together without causing conflict with each other. Thailand has embraced the concept of sustainable development based on Agenda 21 to be applied for determining the direction and developing country development strategy that responds to the concept of sustainable development by focusing on extinguishing a paradigm shift in the development of Thailand both by attitude, values and lifestyle concerning the balance in the 3 dimensions with the people being in the center or the goal being the development of Thai well-being for both present and future generations. Thailand context of sustainable development is based on the concept of sufficiency economy philosophy that gives the importance to the development of balanced society, economy, and environment. All 3 development dimensions must be complementary and not in conflict with each other. For the economy to grow with quality and competitiveness, it takes into account the limits of natural resources and the environment ability to be preserved for a long time. This can

be done by using all resource sparingly and effectively without any negative impact on people's needs both now and in the future in order to maintain the rich natural resources to contain biodiversity and environmental quality to be the manufacturing base of the economy and the quality of man life to continued. This must be done in conjunction with the thorough and fair development and enhancement of the quality of people's lives by managing the resources and benefits from development, thorough and fair protection, indoctrination of the values of Thais to be self-sufficient and self-reliant, and promotion the local wisdom and culture of Thai lifestyle to be in harmony with nature and able to knowingly adapt to changes the base on the society knowledge. When the development of the past was looked at, it was found that intensive economy growth is a major cause of the lavish use of natural resources resulting in a huge negative impact on the environment, sustainability of ecosystems, collective inappropriate behavior and economy system consumption. This resulted in Thai people way of living to lack the balance with valuable environment. This caused the accumulation of problems on natural capital and ecosystem in which people need to rely on and affect the quality of life of the society in Thailand, both present and future generations, development of concepts such as three-dimensional when integrated with the tourism community of Thailand. This is consistent with the concept of Therdchai Choibamroong (2015) that mentioned that community-based tourism is the answer to the question of managing tourism to be sustainable but it is necessary to develop the tourism community to learn, love, and care for the local resources available simultaneously with the development of tourism in all parts of the party to the relevant stakeholders to be strengthened. Tourism development should be viewed by the community in terms of adding value and creating value for the community in terms of adding value, increasing the number of tourists and maintaining control of resources to achieve sustainable tourism. The expansion of tourism increases, having a strong corporate travel community, better economy within the community including measures to cope with the potential impact on the value of such a way of life for the betterment of the community in terms of safety, health, public utilities to result in learning enhance their education locally. Reduce conflict are understood together more as a result of the participation of tourism, etc. although this may take some time to manage and may be a difficult proposition, but sustainability is the certain outcome.

2.11 Indicators of Factors Involved to Thailand Community-based Tourism Value Creation

Table 2.1 The Table Indicates the Key Indicators of Measuring the Factors Involved to and Affected Thailand Community Based Tourism Value Creation

No.	Researcher	<i>Collaboration and participation</i>	<i>Local tourism potential</i>	<i>Income and benefit management</i>	<i>Role and leadership</i>	<i>Local resident potential</i>
		1	2	3	4	5
1	Monthawadee Phlukoet (2010)	X	X	X		
2	Jarin Kantee (2005)	X	X			X
3	Wittaya Jitmart (2009)	X	X	X	X	
4	Prathansit Kamol (2007)		X			X
5	Chuchat Kerdpramote (2005)	X	X			X
6	Theepawitch (2010)	X			X	X
7	Rattanaporn Chankratok (2009)	X	X	X	X	
8	Sin Sarobon et al. (2004)	X	X	X		X
9	TAT. Summary Report (2001)	X	X			
10	Anchaleeporn (2007)			X	X	
11	Dachanee Emphandhu (2007)	X	X			X
12	Therdchai Choibamroong (2009)	X	X	X	X	X
13	Supol Chaithon (2007)	X	X	X	X	
14	Chalermchai Panyadee (2000)	X	X	X		

Table 2.1 (Continued)

No.	Researcher	<i>Collaboration and participation</i>	<i>Local tourism potential</i>	<i>Income and benefit management</i>	<i>Role and leadership</i>	<i>Local resident potential</i>
		1	2	3	4	5
15	Kassara Sukpatch (2006)	X		X	X	X
16	Thanom Suksangacharoen (1983)	X	X			
17	Suthep Keasang (2013)	X	X	X		
18	Jumlong Kamboonchu et al. (2000)	X	X			
19	Chavalit Sittilit et al. (2001)	X	X		X	X
20	Anurak Panyanuwat (1999)	X	X	X		
21	Patch Boonyarat (1974)	X	X			
22	Phairat Decharin (1984)	X	X			X
23	Saneh Chamarik (1984)	X	X			X
24	Kowit Chaimueang (2000)	X		X		X
25	Cholada Siddhivarn (2003)	X	X	X	X	X
26	Science Institute (1997)	X	X	X	X	X
27	Anothai Phiangkhongchon (1997)	X		X		X
28	Boonlert Jitangwattana (1999)	X	X	X		X
29	TAT. (1998)	X	X			
30	Tawithong Hongwiwat (1984)	X	X			
31	Jermsak Pinthong (1984)	X	X			

Table 2.1 (Continued)

No.	Researcher	<i>Collaboration and participation</i>	<i>Local tourism potential</i>	<i>Income and benefit management</i>	<i>Role and leadership</i>	<i>Local resident potential</i>
		1	2	3	4	5
32	Somchai Sananmueang (1998)	X	X	X		
33	Potjana Suansri (2003)	X	X	X		X
34	Pradech Phayakvichien (1996)	X	X	X		X
35	Rattitaya Hirunyahard (2001)	X	X	X		X
36	Science Institute (1999)		X	X		X
37	Aderhold (2011)	X	X	X	X	X
38	FrenZel (2011)	X	X	X		
39	D'Mello (2011)	X	X	X		X
40	Reed (1977)	X		X		
41	Okasaki (2008)	X	X			
42	Lapeyre (2010)	X	X		X	
43	Stewart (2003)		X		X	
44	Fiorello & Bo (2012)	X		X		
45	The Mountain Institute. (2000)	X		X		
46	UNWTO. (2004)	X		X	X	
47	Reed (1997)	X			X	
48	USAID. (2005)		X	X		

Table 2.1 (Continued)

No.	Researcher	<i>Collaboration and participation</i>	<i>Local tourism potential</i>	<i>Income and benefit management</i>	<i>Role and leadership</i>	<i>Local resident potential</i>
		1	2	3	4	5
49	Bovy (1982)		X	X		
50	Sanchez (2004)	X			X	
51	Cohan & Uphoff. (1977)	X		X		
52	Reid & Taylor. (2000)	X	X			X
53	Cuthill (2001)	X		X	X	
54	Ohridska-Olson & Ivanov (2010)		X	X		
55	Muganda, Sahli & Smith (2010).		X	X		
56	Buono, Pediaditi, & Carsjens (2012).		X	X		
57	Holloway (1983)	X	X			
	Total number of variables	48	45	35	17	23

Both domestic and international researches, articles, and other related documentation were gathered by the researcher to study the relationships of the variables observed from the table by using a number of indicators that have been cited as possible in the descending order as follows:

2.11.1 Variables:

2.11.1.1 Community Collaboration and Participation

- 1) Assigning the authority to make decisions to the community and stakeholders involved
- 2) Creating networks and partnerships in linking tourism
- 3) Conservation of resources, tourism, and culture.

2.11.1.2 Tourism Location Potential

- 1) A process to access resources in tourism (6As) consisting of:

- (1) Accessibility: there being easy access to attractions
- (2) Accommodations are managed for tourists
- (3) Attraction: resources to attract are managed
- (4) Amenity: tourist area facilities are managed
- (5) Activity: tourism activities are managed
- (6) Acceptance: tourism management is accepted by the community.

- 2) Restoring and enhancing the quality of tourism
- 3) Expanding network linking Attractions
- 4) Addition of natural and cultural asset values
- 5) Investment from the operators.

2.11.1.3 Income and Benefits Management

- 1) Extending and adding value to the product
- 2) Increasing the incentive for tourism support
- 3) Enhancing competitiveness
- 4) Equity in earnings management and benefits
- 5) Per capita income increased makes life better

2.11.1.4 Local Resident Potential:

- 1) Cross-cultural learning
- 2) Training and Development
- 3) Carrying on the tradition and culture
- 4) Learning resources to maintain
- 5) Capability to invest

2.11.1.5 Community Role and Leadership

- 1) Establishments of community organizations
- 2) Benefits management represent
- 3) Controlling the Community budget
- 4) The roles and ability of people to manage tourism are
- 5) Effect surveillance measures

defined

CHAPTER 3

RESEARCH FRAMEWORK AND METHODOLOGY

In this research with the topic of “Policy Recommendations for Thailand Community-based Tourism Value Creation”, the researcher has divided the presentation into 6 main steps. The details are as following:

- 3.1 Research Methodology
- 3.2 Theoretical Framework and Conceptual Framework
- 3.3 Population and Sample
- 3.4 Research Tools and Assessment
- 3.5 Data Collection
- 3.6 Table Representing Research Procedures

3.1 Research Methodology

According to research objective 1) To study the factors affecting Thailand community-based tourism value creation, 2) To study the causal relationship among factors affecting Thailand community-based tourism value creation, and 3) To propose policy recommendations for Thailand community-based tourism value creation, the steps of the research procedures were the development of the assessment tools by distributing the questionnaire surveys and the collection of data from leaders and members of community who were in tourism management area. Quantitative research method was employed in this study. The research analyzed the data by using Structural equation model: SEM. The analysis by using this model could be divided into 3 important steps that were Step1: the analysis with the aim to explore factors affecting Thailand community-based tourism value creation was done by using a technique called confirmatory factor analysis. This was done to check for construct validity of latent variable ensuring that it was in accordance with assessment theory that the research has set from other related theory and previous research done by other

researchers. Step 2: the analysis with the aim to explore causal relationship among factors affecting Thailand community-based tourism value creation was done by using path analysis as well as direct effects, indirect effects, and total effects of variables. This was to test the hypothesis about factors affecting Thailand community-based tourism value creation and to test for the goodness of fit of the type of causal relationship with empirical data. In addition, it was done to test for the reliability of the model that was created from other related theory and previous researches. Step 3 was to check the research result that got from the statistical testing by implementing Desk Research and conducting gap analysis to identify gap that might occur from both direct and indirect effects of the research result. This was to explore the most correctness and appropriateness that would lead to the community-based tourism that truly operate and manage by local community members. To do so, content analysis was implemented in order to be able to end up with the policy recommendations for Thailand community-based tourism value creation.

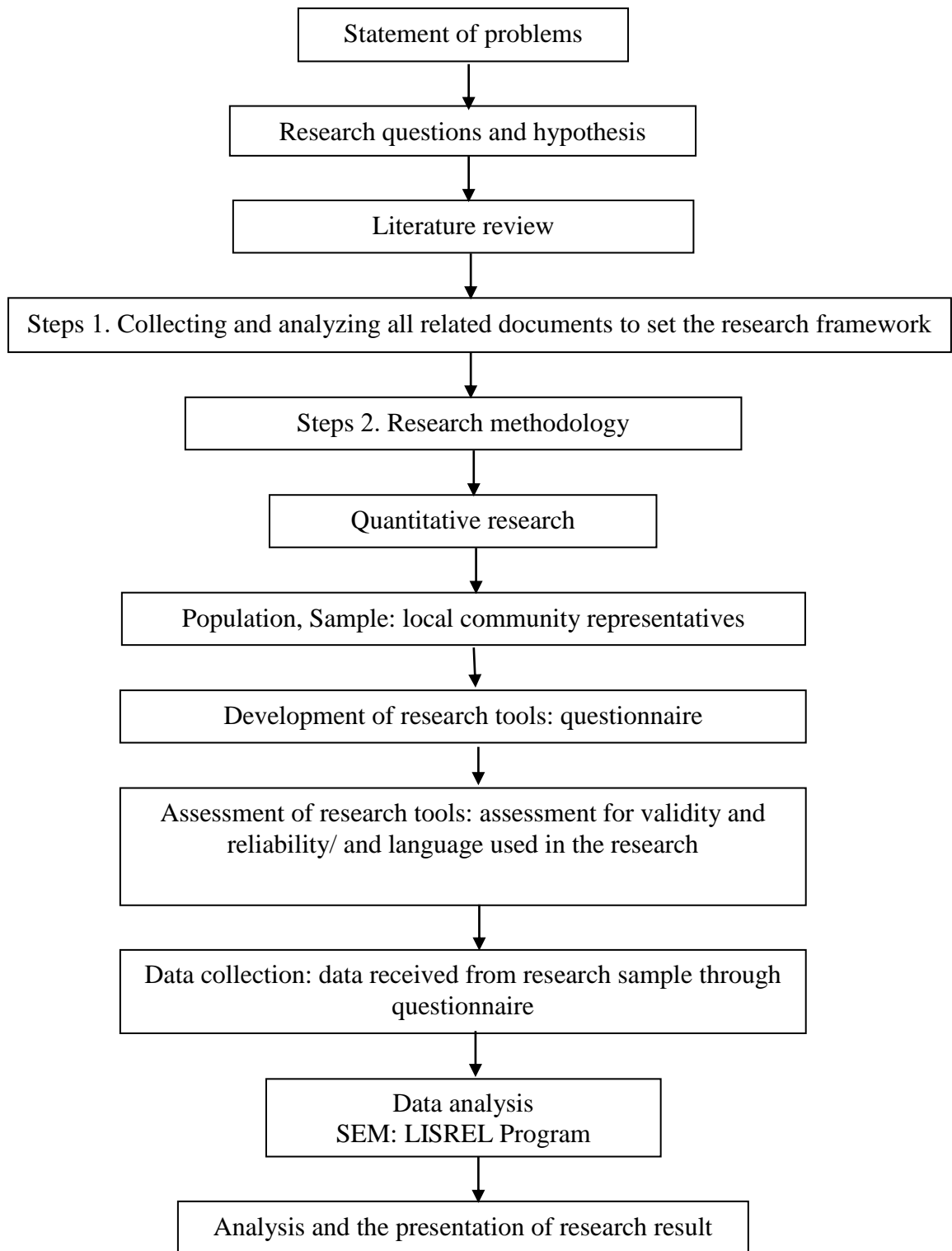


Figure 3.1 Research Methodology

3.1.1 Observed Variables that Can be Observed from Factors Affecting Thailand Community-based Tourism Value Creation, Ranging from the Degree of Significance - No.1:

According to other researches and literature reviews that are related to factors affecting Thailand community-based tourism value creation, the indicator that ranked the first and is often been referred was community participation and involvement that can lead to the specification of observable variable as shown in the figure (Monthawadee Phlukote, 2010; Jarin Kantee, 2005; Wittaya Jitmart, 2009; Chuchat Kerdpramote, 2005; Thipawit Thimsua, 2010; Rattanaporn Chankratok, 2009; Sin Sarobol et al., 2004; TAT, 2001; Dachanee Emphandhu, 2007; Therdchai Choibamroong, 2009; Supol Chaithon, 2007; Chalermchai Panyadee, 2000; Kassara Sukpathch, 2006; Thanom Suksabgacharoen, 1983; Suthep Suttipisan, 2013b; Jumlong Kamboonchu et al., 2000; Chavalit Sittilit et al., 2001; Anurak Panyanuwat, 1999; Patch Boonyarat, 1974; Phairat Decharin, 1984; Saneh Chamarik (1984); Kowit Chaimueang (2000); Cholada Siddhivarn (2003); Science Institute (1997); Anothai Phiangkhongchon, 1997; Boonlert Jittungvatana, 1999; TAT., 1998; Tawithong Hongwiwat, 1984; Jermsak Pinthong, 1984; Somchai Sananmueang, 1998; Potjana Suansri, 2003; Pradech Phayakvichien, 1996; Rattitya Hirunyahard, 2001; Anderhold, 2011; Frenzel, 2011; Reed, 1977; Okazaki, 2008; Lapeyre, 2010; Fiorello & Bo, 2012; The Mountain Institute, 2000; UNWTO, 2004; Reed, 1997; Sanchez, 2004; Cohen & Uphoff, 1977; Reid & Mair, 2000; Cuthill, 2010; Holloway, 1983).

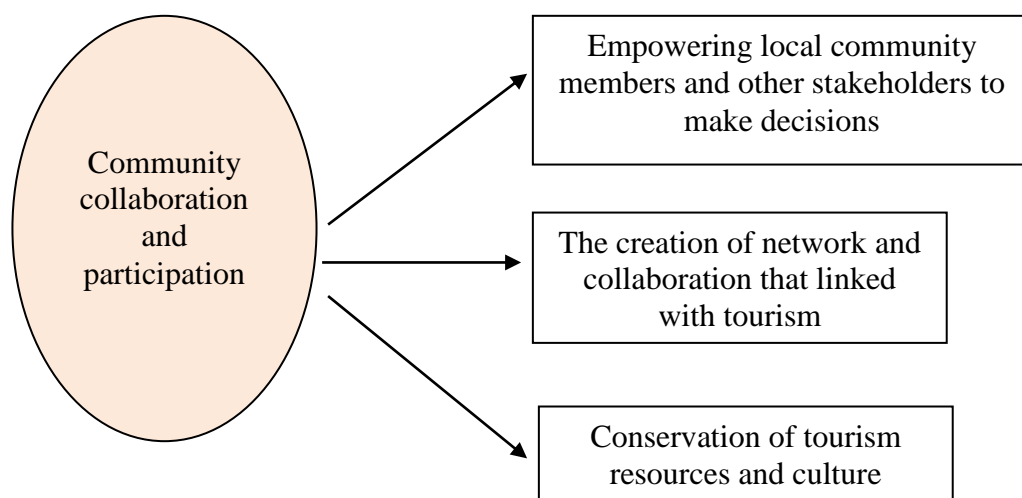


Figure 3.2 Observed Variables on Community Collaboration and Participation that were in Accordance with the Research Framework

3.1.2 Observed Variables from Factors Affecting Thailand Community-based Tourism Value Creation, Ranging from the Degree of Significance - No.2:

According to other researches and literature reviews that are related to factors affecting Thailand community-based tourism value creation. The indicator that ranked the second was the potential of the tourism sites that can lead to the specification of observable variable as shown in the figure Monthawadee Phlukote (2010); Jarin Kantee (2005); Wittaya Jitmart (2009); Prathansit Komol (2007); Chuchat Kerdpramote (2005); Rattnaporn Chankratok (2009); Thipawit Thimsua (2010); Rattanaorn Chankratok (2009); Sin Sarobol (2004); TAT (2001); Dachanee Emphandhu (2007); Therdchai Choibamroong (2009); Supol Chaithon (2007); Chalermchai Panyadee (2000); Thanom Suksabgacharoen (1983); Suthep Suttipisan, (2013b); Jumlong Kamboonchu et al. (2000); Chavalit Sittilit et al. (2001); Anurak Panyanuwat (1999); Patch Boonyarat (1974); Pairat Decharin (1984); Saneh Chamarik (1984); Cholada Siddhivarn (2003); Science Institute (1997); Boonlert Jittungvatana (1999); TAT (1998); Tawithong Hongwiwat (1984); Jermsak Pinthong (1984); Somchai Sananmueang (1998); Potjana Suansri (2003); Pradech Phayakvichien (1996); Rattiya Hirunyahard (2001); Anderhold (2011); Frenzel (2011); D'Mello (2011); Okazaki (2008); Lapeyre (2010); Stewart (2003); USAID (2005); Bov y (1982); Reid and Mair (2000); Muganda, Sahli, and Smith (2010); Buono, Pediaditi, and Carsjens (2012); Holloway (1983).

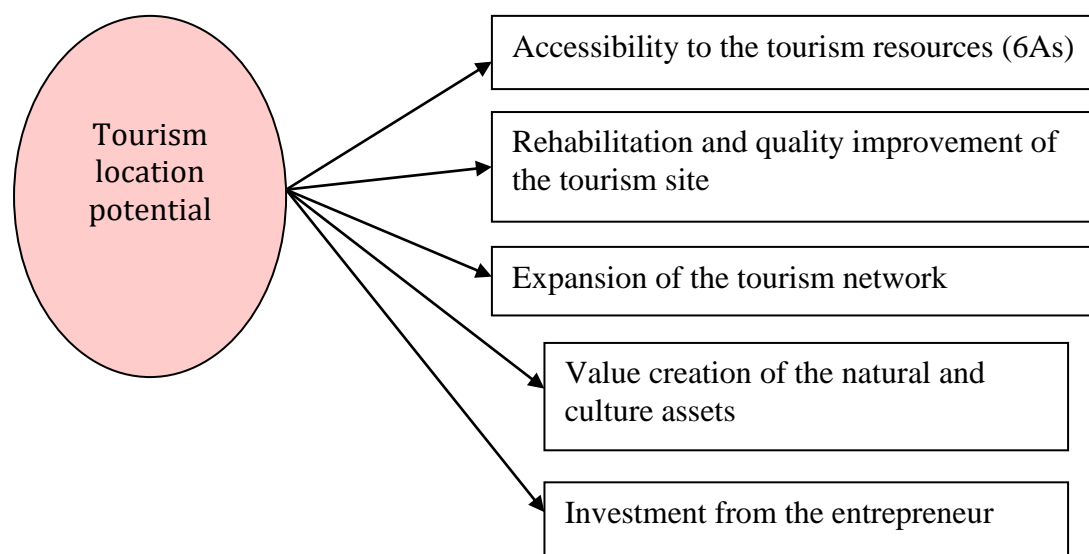


Figure 3.3 Observed Variables on Tourism Location Potential that were in Accordance with the Research Framework

3.1.3 Observed Variables from Factors Affecting Thailand Community-based Tourism Value Creation, Ranging from the Degree of Significance - No.3:

According to other researches and literature reviews that are related to factors affecting Thailand community-based tourism value creation. The indicator that ranked the third was income and benefits management that can lead to the specification of observable variable as shown in the figure (Monthawadee Phlukote, 2010; Wittaya Jitmart, 2009; Rattanaporn Chankratok, 2009; Sin Sarobol et al., 2004; Aunchalee Lorka, 2010; Dachanee Emphandhu, 2007; Terdchai Choibamroong, 2009; Chalermchai Panyadee, 2000; Kassara Sukpatch, 2006; Suthep Keasang, 2013; Anurak Panyanuwat, 1999; Kowit Chaimueang, 2000; Cholada Siddhivarn, 2003; Science Institute, 1997; Anothai Phiangkhongehon, 1997; Boonlert Jittungvatana, 1999; Somchai Sanamueang, 1998; Potjana Suansri, 2003; Pradech Phayakvichien, 1996; Rattiya Hirunyahard, 2001; Science Institute, 1999; Anderhold, 2011; Frenzel, 2011; D'Mello, 2011; Reed, 1977; Fiorello & Bo, 2012; The Mountain Institute, 2000; UNWTO, 2004; USAID, 2005; Bovy, 1982; Cohen & Uphoff, 1977; Cuthill, 2010; Muganda, 2010, Bouno et al., 2012).

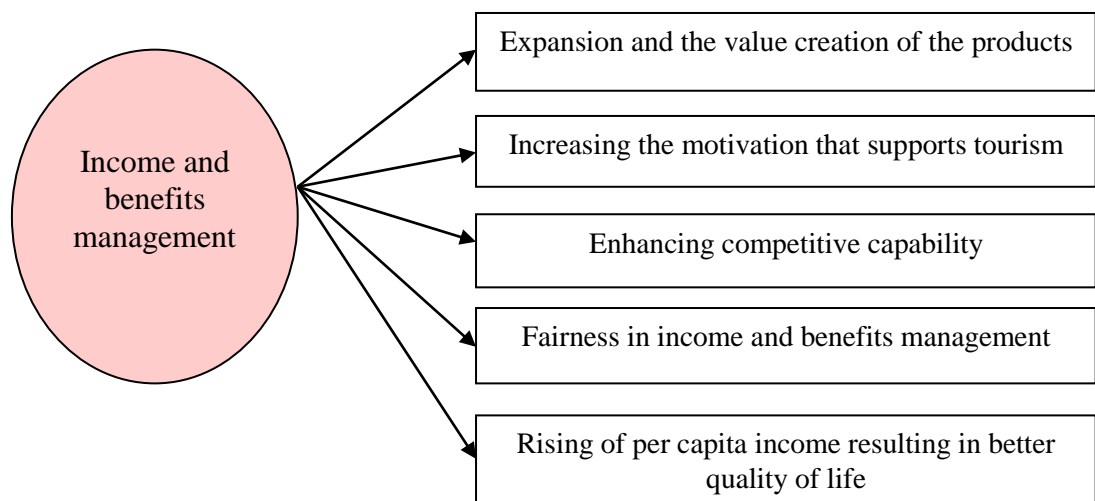


Figure 3.4 Observed Variables on Income and Benefits Management that were in Accordance with the Research Framework

3.1.4 Observed Variables from Factors Effecting Thailand Community-based Tourism Value Creation, Ranging from the Degree of Significance - No.4:

According to other researches and literature reviews that are related to factors affecting Thailand community-based tourism value creation. The indicator that ranked the fourth was potential of the people in the tourism sites that can lead to the specification of observable variable as shown in the figure Jarin Kantee (2005); Prathansit Kamol (2007); Chuchat Kerdpramote (2005); Thipawit Thimsua (2010); Sin Sarobol et al. (2004); Dachanee Emphandhu (2007); Terdchai Choibamroong (2009); Kassara Sukpatch (2006); Chavalit Sittilit et al. (2001); Pairat Decharin (1984); Saneh Chamarik (1984); Kowit Chaimueang (2000); Cholada Siddhivarn (2003) Science Institute (1997); Anothai Phiangkhongchon (1997); Boonlert Jittungvarttana (1999); Potjana Suansri (2003); Pradech Phayakvichien, (1996); Rattitya Hirunyahard (2001); Science Institute (1999); Anderhold (2011); D'Mello (2011); Reid et al (2000).

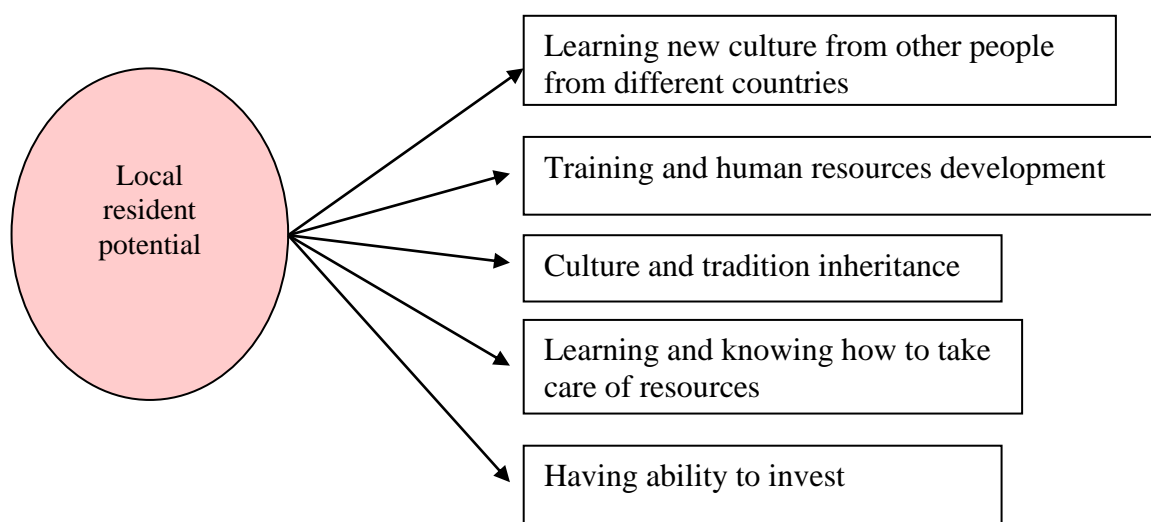


Figure 3.5 Observed Variables on Potential of the People in the Tourism Sites that were in Accordance with the Research Framework

3.1.5 Observed Variables from Factors Affecting Thailand Community-based Tourism Value Creation, Ranging from the Degree of Significance - No.5:

According to other researches and literature reviews that are related to factors affecting Thailand community-based tourism value creation. The indicator that ranked the fifth was roles and leadership of local community leader that can lead to the specification of observable variable as shown in the figure Wittaya Jitmart (2009); Thipawit Thimsua (2010); Rattanaporn Chankratok (2009); Aunchalee Lorka (2010); Dachanee Emphandhu (2007); Therdchai Choibamroong (2009); Supol Chaithon (2007); Kassara Sukpatch (2006); Chavalit Sittilit et al. (2001); Cholada Siddhivarn (2003); Science Institute (1997); Anderhold (2011); Lapeyre (2010); Stewart (2003); UNWTO (2004); Reed (1997); Sanchez (2004); Cuthill (2010).

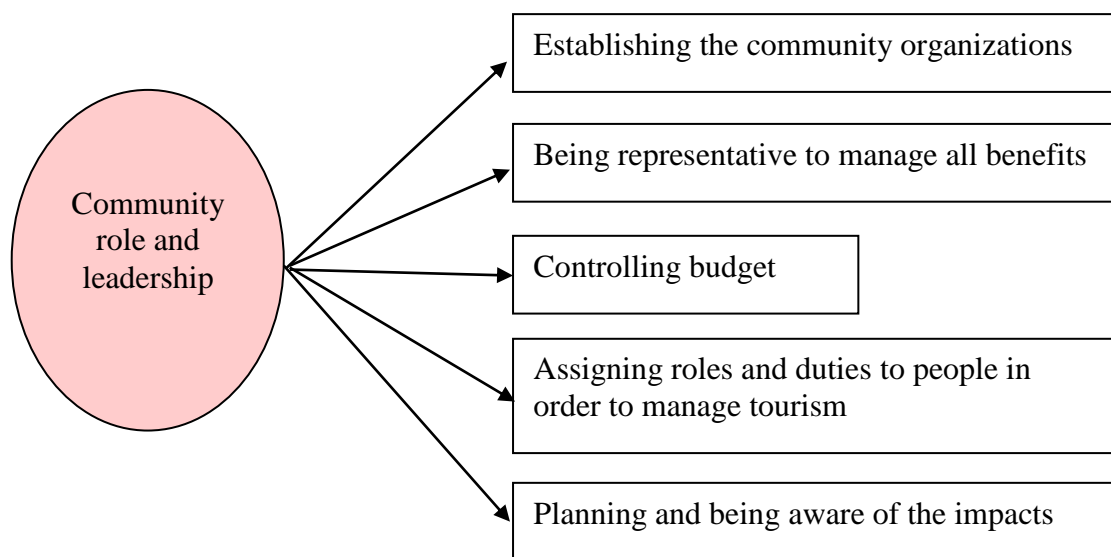


Figure 3.6 Observed Variables on Community Role and Leadership that were in Accordance with the Research Framework

3.2 Theoretical Framework and Conception Framework

From the observed variables in these 5 factors in combination with other researches done within and out of the countries, articles, and related documents, research tool was developed. This was to identify the result, conclusion, and propose policy recommendations for Thailand community-based tourism value creation. Therefore, the researcher has specified the observed variables that were in accordance with the theoretical framework of the research as shown in the following figure:

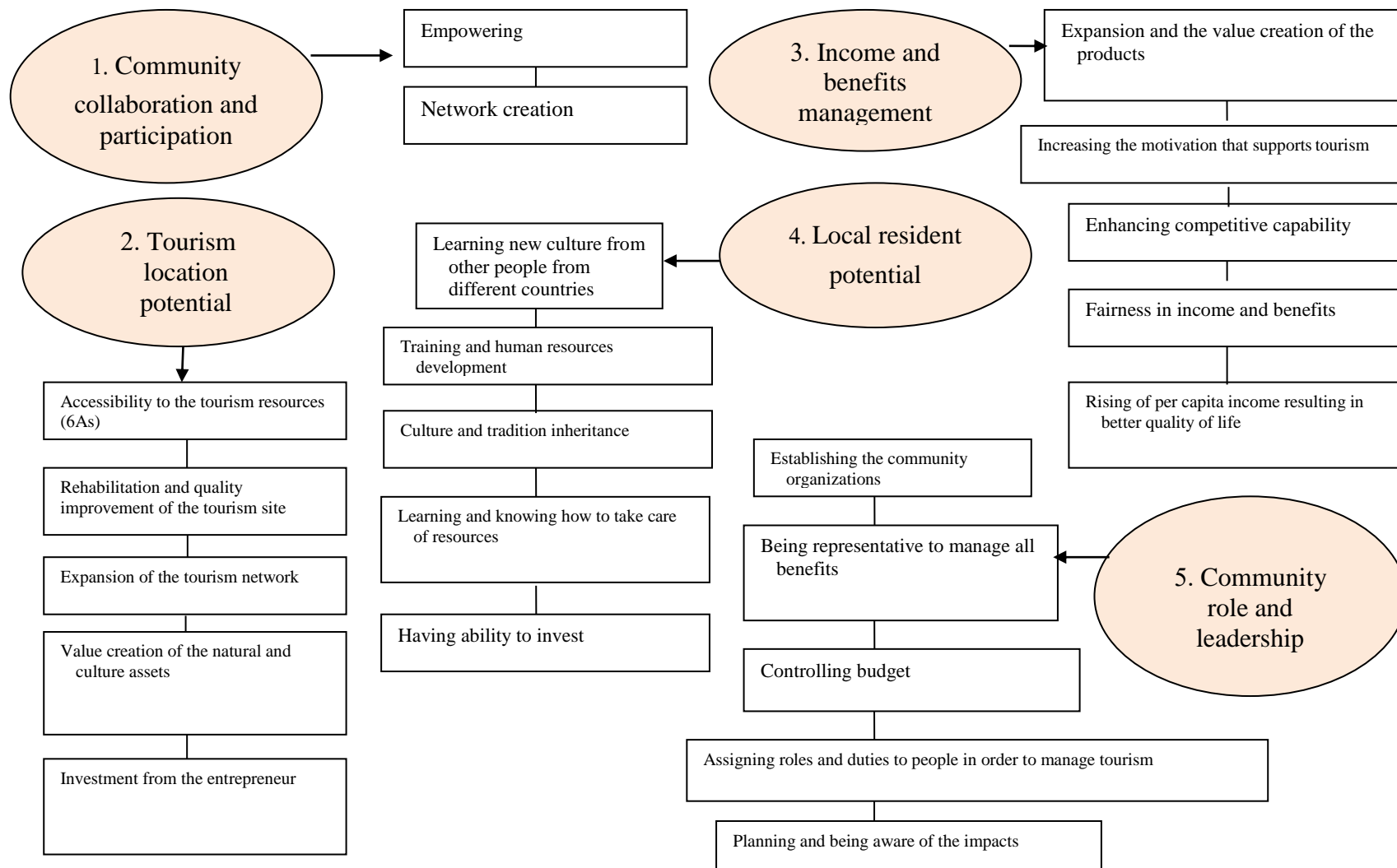


Figure 3.7 Observed Variables that were in Accordance with the Theoretical Framework

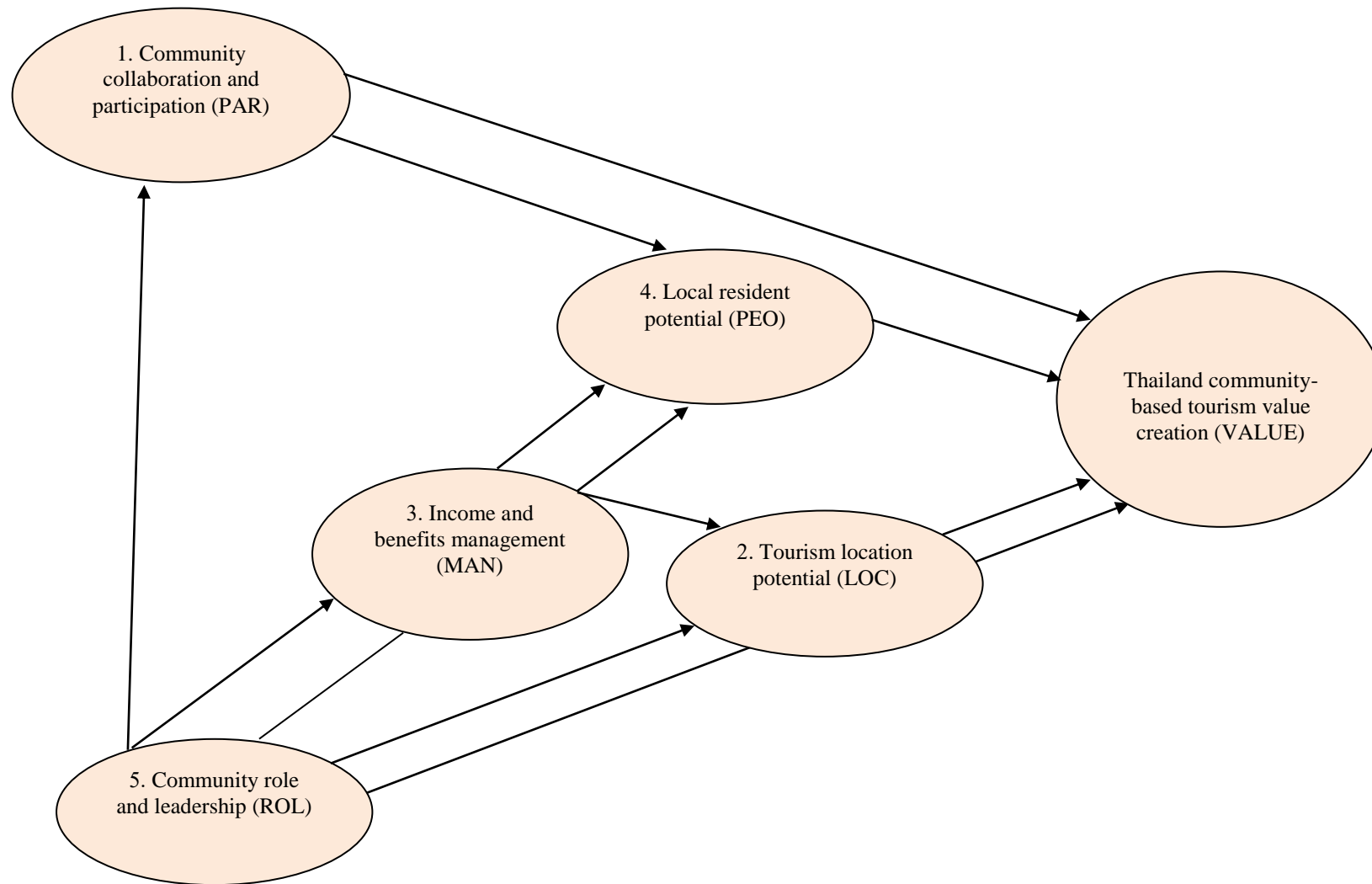


Figure 3.8 Conceptual Framework of Interrelated Factors

3.3 Population and Sample

In this research study, population and samples for each step in the research procedures were groups of local community leaders and members of the community organization who manage the community-based tourism in Thailand. They were from 4 regions across the country that included Northern, Central, North-eastern, and Southern region. 1 community whereby the tourism was managed by the local community members was counted to be 1 research sample (1 community per 1 unit of analysis). The database about the tourism in the community were received from the Thailand Research Fund (TRF), Department of Tourism, Ministry of Tourism and Sports, The Thailand Community Based Tourism Institute (CBT-I), and Designated Areas for Sustainable Tourism Administration. Sampling technique in this research was the technique of Cohen (1988) that used G* Power computer software to calculate number of samples. The calculation was performed by SPSS program by calculating the correlation among the set of variables. F-test in form of fixed effect was implemented. Then, the data was then processed by G*Power software. In all, the research samples included 151 communities whereby 60 communities were from the northern region, 40 communities from the Central region, 30 communities from the Northeastern region, and 21 communities from the Southern region. Moreover, the Purposive Quota sampling was performed.

3.4 Research Tools and Assessment

3.4.1 Objective 1

In this research, the research tool that was used was questionnaire survey with rating scale. It was developed from related theories and researches and used it as a guideline to develop questionnaire questions about factors affecting Thailand community-based tourism value creation. The researcher has studied on the concept of how to develop the survey and then set the issues and scope of the questions that wanted to explore by categorizing and ensuring that it was well-aligned with the research objectives. After that, the survey was presented to the advisor for consideration. The steps to assess the validity and reliability of the research tool included:

3.4.1.1 Assessment of Content Validity refers to the characteristic and features of the research tool that cover all the significant content and ability to completely represent all contents that are of necessary. The assessment of the content validity was done by inviting 5 professionals to help checking whether the questions were able to cover all important contents. This was to assess whether it was in accordance with the content indicated in the structure table or the definition of the variables. After that, the result from all professionals was then used to calculate the IOC (Item Objective Congruence). Rules of the calculation of IOC are as follows.

+1 means confident that the questions are congruent with the objectives

0 means not confident that the questions are congruent with the objectives

-1 means confident that the questions are not congruent with the objectives

The formula to calculate the IOC is

$$IOC = \frac{\sum R}{N}$$

IOC refers to the congruence between questions and objectives

$\sum R$ refers to the opinion of the professionals

N refers to the number of the professionals

The most appropriate value of IOC should greater than 0.50. The questions that did not pass the criteria were eliminated and edited based on the suggestions and recommendations from the professionals. This research should have the assessment of the content validity. Therefore, 5 professionals were invited to help checking whether the questions were able to cover all important contents. This was to assess whether it was in accordance with the content indicated in the structure table or the definition of the variables. After that, the result from all professionals was then used to calculate the IOC (Item Objective Congruence. According to the rules of the calculation of IOC, the result of IOC was equal to 0.90 or more than 0.50. As such, it means that the questions were passed the criteria. The questions that did not pass the criteria of 0.50 were eliminated.

3.4.1.2 Assessment of Reliability refers to the characteristic and features of the research tool that can produce stable and consistent results when using it several times. In this research, the method to assess reliability of the research tool included Measure of Internal Consistency which refers to a measure of reliability used to evaluate the degree to which different test items that probe the same construct produce similar results (Sirichai Kanjanawasee, 2001). This method allowed the researcher to use this single research tool with the research sample and then took the result to calculate the reliable by using Cronbach's Alpha Coefficient. This can be used in the case that rating scale was used in the survey and in the test in which the scores were given in from of 1, 0 (Nonglak Wiratchai, 2000). For this research study, Cronbach's Alpha Coefficient of the factor affecting Thailand community-based tourism value creation overall was equal to 0.9816. Cronbach's Alpha Coefficient for the factors about the community participation and involvement was equal to 0.9439. Cronbach's Alpha Coefficient for the factors about the potential of the tourism sites was equal to 0.9358. Cronbach's Alpha Coefficient for the factors about the income and benefits management was equal to 0.9053. Cronbach's Alpha Coefficient for the factors about the potential of the people in the tourism sites was equal to 0.8938. Cronbach's Alpha Coefficient for the factors about the roles and leadership of local community leader was equal to 0.954 whereas the Cronbach's Alpha Coefficient for the factors about the value creation of Thailand community-based tourism overall was equal to 0.9476. In the dimension of value adding to the community, the Cronbach's Alpha Coefficient was 0.9152, and was equal to 0.9117 for the dimension of the value creation for the community.

In conclusion, this research study was appropriate with the assessment of content validity in the quality of the questionnaire survey and the assessment of reliability. This was because the questions in the survey were appropriate to be used as the form to assess the reliability with the rating scale that consist of extremely high, high, neutral, low, extremely low in number 1-5. This is the formula to calculate reliability of the questionnaire survey that has been accepted and widely-used in general researches. After that, the questionnaire survey that has been successfully developed was then rechecked and rechecked again after the advisor has approved in order to find fault and ensure that it was truly completed before the actual use. The

researcher collected the data by herself. Last but not least, the data obtained was then being processed through the use of computer software.

3.4.1.3 Data Analysis to Fulfill Objective 1

Factor analysis was employed to collect the data got from the questionnaire survey. In this research, a technique called confirmatory factor analysis was used to check for construct validity of latent variable ensuring that it was in accordance with assessment theory that the research has set from other related theory and previous research done by other researchers. This was to confirm and check the structure of the set of variables and explain the least number of relationships among latent variable that cannot be observed from the samples.

3.4.1.4 Data Analysis to Fulfill Objective 2

This analysis was to explore causal relationship among factors affecting Thailand community-based tourism value creation. All the data got from the Confirmatory Factor Analysis in the first steps was then analyzed by using computer software following the procedure of the path analysis. This also included the direct effects, indirect effects, total effects of variables and the test of the hypothesis about factors affecting Thailand community-based tourism value creation.

3.4.1.5 Data Analysis to Fulfill Objective 3

The aim was to fulfill and find the answer for objective 3 which was to offer policy recommendations for Thailand community-based tourism value creation. In this step, the researcher checked the research result of step 1 and 2 that got from the statistical testing by implementing desk research and conducting gap analysis to identify gap that might occur from both direct and indirect effects of the research result. This was to explore the most correctness and appropriateness that would lead to the community-based tourism that truly operate and manage by local community members. To do so, content analysis was implemented in order to be able to end up with the policy recommendations for Thailand community-based tourism value creation.

3.5 Data Collection

The researcher has explored the factors that affect and the causal relationship among factors affecting Thailand community-based tourism value creation. The data collection was performed for 6 months, starting from January 2016 to June 2016.

3.6 Table Representing Research Procedures

The researcher has collected all steps in each procedure according to each research objective. It included the research methodology, the specification of research population and samples, sampling technique, research tool, and the data analysis. The detail was shown in Table form as following.

Table 3.1 Steps of the Research Methodology with the Topic of “Policy Recommendations for Thailand Community-based Tourism Value Creation”

Objective	Methodology	Population and Sample	Number of samples	Sampling techniques	Research tools	Data analysis
1. To study the factor affecting Thailand community-based tourism value creation.	Factor Analysis (Confirmatory) Quantitative	Local community leaders and members of the community organization who manage the community-based tourism in Thailand.	Cohen Technique (G*power) was used to find the correlation in order to identify the size of the research samples	Purposive Quota sampling	Questionnaire	Factor Analysis
2. To study the causal relationship among factors affecting Thailand community- based tourism value creation.	Path Analysis	Local community leaders and members of the community organization who manage the community-based tourism in Thailand.	Cohen Technique (G*power) was used to find the correlation in order to identify the size of the research samples	Purposive Quota sampling	Questionnaire	Path Analysis
3. To propose policy recommendations for Thailand community-based tourism value creation.					Desk Research Gap Analysis	Content Analysis

CHAPTER 4

RESULTS

In this research with the topic of “Policy Recommendations for Thailand Community-based Tourism Value Creation”, the objectives were to 1) To study the factors affecting Thailand community-based tourism value creation, objective 2) To study the causal relationship among factors affecting Thailand community-based tourism value creation, and objective 3) To propose policy recommendations for Thailand community-based tourism value creation.

In order to ensure that the presentation of the analysis result would be easy to understand, the researcher has set up the symbols to represent statistical value and variables as following:

4.1 Statistical Notation

MEAN	refers to	Arithmetic Mean
S.D.	refers to	Standard Deviation
Skewness	refers to	Value of Skewness
Kurtosis	refers to	Value of Kurtosis
R, r	refers to	Correlation Coefficient
R ²	refers to	Coefficient of Determination
B	refers to	Regression coefficient
Beta	refers to	Standardized regression coefficient
SEB	refers to	Standard error of regression coefficient
Tolerance	refers to	Tolerance value showing the ratio of variance in the unexplained variable
VIF	refers to	Inverse variance of tolerance
t, t-value	refers to	t-test statistics
F	refers to	F-test statistics

SE	refers to	Standard error
χ^2	refers to	Chi-Square
df	refers to	Degree of Freedom
Sig., p, p-value	refers to	Probability Level
AVE	refers to	Average Variance Extracted
CR	refers to	Composite Reliability
λ	refers to	Standardized Factor Loading
n	refers to	Number of items measuring variables
δ	refers to	Error Variance
GFI	refers to	Goodness of Fit Index
AGFI	refers to	Adjusted goodness of Fit Index
CFI	refers to	Comparative Fit Index
RMSEA	refers to	Root Mean Squared Error of Approximate
SRMR	refers to	Root Mean Squared Error of Approximate
RMR	refers to	Root Mean Square Residual
PGFI	refers to	Parsimony Goodness of Fit Index
NFI	refers to	Normal Fit Index
NNFI	refers to	Non-Normed Fit Index
PNFI	refers to	Parsimonious Normal Fit Index
IFI	refers to	Incremental Fit Index
RFI	refers to	Relative Fit Index
DE	refers to	Direct Effect
IE	refers to	Indirect Effect
TE	refers to	Total Effect

Symbolism

PAR	refers to	Community cooperation and participation
LOC	refers to	Tourism location potential
MAN	refers to	Income and benefits management
PEO	refers to	Local resident potential
ROL	refers to	Community role and leadership

VALUE	refers to	Thailand community-based tourism value creation
Observed Variables		
PAR1	refers to	Empowering local community members and other stakeholders to make decisions
PAR2	refers to	the creation of network and collaboration that linked with tourism
PAR 3	refers to	the conservation of tourism resources and culture
LOC 1	refers to	the procedure to access the tourism resources (6As)
LOC 2	refers to	the investment from the entrepreneur
LOC 3	refers to	the rehabilitation and quality improvement of the tourism site
LOC4	refers to	the expansion of the tourism network
LOC 5	refers to	the value creation of the natural and culture assets
MAN 1	refers to	the expansion and the value creation of the products
MAN 2	refers to	the increasing the motivation that supports tourism
MAN3	refers to	the enhancing of competitive capability
MAN4	refers to	impartiality in income and interest management
MAN5	refers to	the increase of individual income leading to a decent life
PEO1	refers to	intercultural learning
PEO4	refers to	human training and development
PEO3	refers to	cultural preservation.
PEO4	refers to	resource preservation learning
PEO4	refers to	the investment ability
ROL1	refers to	local organization development
ROL2	refers to	interest management representative

ROL3	refers to	budget management
ROL4	refers to	identify roles and ability in tourism management
ROL5	refers to	impact handling regulations
ADD	refers to	dimensions in value adding to the community
CREAT	refers to	dimensions in increasing values to the community

To present this research, the researcher divided the presentation into 7 sections as the following:

Section 1 individual characteristics of community tourism management

Section 2 factors that have an impact on value adding and value creation of Thai community tourism and the summary of 5 dimensions that value adding and value creation to the community

Section 3 initial validation of statistic information agreement.

It includes information validation in accordance with initial agreements in analyzing structural equation model by the lislen program. These agreements consist of normality, multicollinearity and the analysis result of the relation of observed variables.

Section 4 Confirmatory factor analysis of measurement model of latent variable to validate the construction

Section 5 The summary of influential direction analysis and the influential factors hypothesis test that they have an impact in value adding and value creation in tourism of Thai community.

Section 6 the research result to presents policy suggestions in order to value adding and value creation in tourism of Thai community.

Section 7 the result of the analysis of hypothesis justification.

4.1.1 Section 1 Personal Characteristics

To analysis this information, the presentation is divided into 2 sections: section 1 the result of the analysis from the examples regarding individual characteristics and section 2 the result of the analysis of tourism management.

Table 4.1 The Number and Percentage of Personal Characteristics

Characteristics	Number	Percentage
Gender		
Male	83	54.97
Female	67	44.37
N/A	1	0.66
Total	151	100.00
Age)Years(
Below 21	1	0.66
21-30	7	4.64
31-40	32	21.19
41-50	50	33.11
51-60	43	28.48
Over 60	12	7.95
N/A	6	3.97
Total	151	100.00
Marital status		
Single	23	15.23
Married	107	70.86
Separate	5	3.31
Divorced	4	2.65
unwilling to disclose information	3	1.99
N/A	9	5.96
Total	151	100.00
Education level		
Elementary education	15	9.93
High school education/ vocational certificate	46	30.46
High vocational certificate/diploma	20	13.25
Bachelor's degree	51	33.77

Table 4.1 (Continued)

Characteristics	Number	Percentage
Above bachelor's degree	16	10.60
N/A	3	1.99
Total	151	100.00
Status in organization		
Selected president or community leader	83	54.97
Members of community organization	49	32.45
N/A	19	12.58
Total	151	100.00
Years of working experience for community organization		
No prior experience	1	0.66
1-5years	51	33.77
6-10 years	41	27.15
11-15 years	10	6.62
16-20 years	15	9.93
Over 20 years	12	7.95
N/A	21	13.91
Total	151	100.00

Note: *Average age is 46.84 and average work experience is 9.48 years.

According to table 4.1, it shows that the majority of the examples are male composing 54.97 per cent and most of them are 41-50 years old composing 33.11 per cent. Secondly, 51-60 years old composing 28.48 per cent makes the average age as 46.84. Most of them are married composing 70.86 per cent, the rest are single which creates 15.23 per cent. The majority has a bachelor degree as the highest educational qualification forming 33.77 per cent. High school/vocational degree forms 30.46 per cent. Directors or community leaders that were selected in community organization

form 54.97 per cent of the total status in the community organization. 1-5 years of work experience has the majority of 33.77 per cent, 6-10 years if 27.15 per cent. The average work experience is 9.48 years.

Table 4.2 The Number and Percentage of Community Tourism Management

Characteristics	Number	Percentage
The duration of community tourism management (years)		
1-5	68	45.03
6-10	44	29.14
11-15	16	10.60
16-20	11	7.28
Over 20	1	0.66
N/A	11	7.28
Total	151	100.00
The existence of groups or community organization that in charge of tourism management		
Yes	124	82.12
No	25	16.56
N/A	2	1.32
Total	151	100.00
Clear tourism plans		
Yes	126	83.44
No	16	10.60
N/A	9	5.96
Total	151	100.00

Table 4.2 (Continued)

Characteristics	Number	Percentage
The increase or decrease of the tourist number within the past 3 years resulted from community tourism management		
The increase is 28.81 per cent	102	67.55
The decrease is 20.00 per cent	15	9.93
No change	28	18.54
No Answer	6	3.97
Total	151	100.00
Income from having the increase or decrease of the tourist number within the past 3 years resulted from community tourism management		
The increase is 27.58	106	70.20
The decrease is 22.00	15	9.93
No change	28	18.54
No Answer	2	1.32
Total	151	100.00

Note: * Community operates tourism management for 7.76 years.

According to table 4.2, it shows that the majority of the community examples has operated community tourism for 1-5 years forming 45.03 per cent, 6-10 years forming 29.14 per cent. The average year of tourism operation is 7.76 years. Most of them have groups or organization that operate the tourism management which is 82.12 per cent and have clear tourism plan forming 83.44 per cent within the past 3 years. Since the community has tourism management, the number of tourists increases composing 67.55 per cent. The increase is 28.81 per cent and no change is 18.54 per

cent. For the past 3 years that the community has tourism management leading to the income from tourism composing 70.20 per cent. The increase is 27.58 per cent and no change is 18.54 per cent.

4.1.2 Section 2 The Factors Affecting Thailand Community-based Tourism Value Creation and the Summary of These 5 Factors Regarding the Dimensions in Value Adding and Value Creation

1) Factors affecting Thailand community-based tourism value creation

The factors affecting Thailand community-based tourism value creation are shown in table 4.3-4.7

Table 4.3 The Degrees of Importance of Community Collaboration and Participation

No.	Variables/Indicators	Mean	Standard deviation	Interpret
Empowering decision making authority to the community and relevant stakeholders				
1.	The community has been a part of the planning stage	4.01	0.98	High
2.	The community is part in decision making	4.16	0.92	High
3.	The community is involved in operation activities/ following plans	4.08	0.92	High
4.	The community is able to gain the benefits.	4.36	0.83	Highest
	Total	4.15	0.79	High
Creating connection and collaboration in tourism network				
5.	The community is a part of tourism resource preservation	4.43	0.86	Highest
6.	The community is involved in making rules and regulations	4.26	0.98	Highest
7.	There is a corporation from nearby communities in term of tourism management	3.93	1.01	High
8.	The corporation and unity are formed between community, government and stakeholders.	3.88	1.02	High
	Total	4.12	0.82	High

Table 4.3 (Continued)

No.	Variables/Indicators	Mean	Standard deviation	Interpret
The tourism resource and cultural preservation				
9.	The community has a responsibility resulted from tourism	4.07	0.98	High
10.	The community is allowed to evaluate	3.91	0.94	High
11.	The community is able to use tourism resource	4.31	0.83	Highest
12.	The community is a part of cultural preservation.	4.48	0.74	Highest
	Total	4.19	0.73	High
	Grand total	4.16	0.72	High

According to table 4.3, it is found that community collaboration and participation factors are ranked as high (the average percentage is 4.16). When considering each factor, it is found that most factors have the high degree. The factor that is ranked as highest is community is a part of cultural preservation (the average percentage is 4.48), Community is a part of tourism resource preservation (the average percentage is 4.43) and Community is able to gain the benefits (the average percentage is 4.36) is ranked as highest on every factor). The factors that have the least agreement, but still are ranked as high are the corporation and unity is formed between community, government and stakeholders (the average percentage is 3.88).

Table 4.4 The Degree of Importance of Tourism Location Potential

No.	Variables/Indicators	Mean	Standard deviation	Interpret
The process of tourism resource accession				
1.	It is convenient to travel to tourist attractions	4.13	0.80	High
2.	The accommodation is provided for tourists	3.95	1.01	High
3.	There is a resource management to attract tourists	4.07	0.90	High

Table 4.4 (Continued)

No.	Variables/Indicators	Mean	Standard deviation	Interpret
4.	There are facilities provided in tourist attractions	3.97	0.85	High
5.	There are activities regarding tourism	4.08	0.87	High
6.	There is a community acceptance in tourism management.	4.13	0.94	High
	Total	4.05	0.70	High
Investment from service providers				
7.	There is a natural and cultural resource management.	4.15	0.85	High
	Total	4.15	0.85	High
Tourist attraction enhancement				
8.	Tourism resources are maintained and preserved	4.28	0.86	High
9.	There is an economic, social and environmental development	4.12	0.77	Highest
10.	There is capability management in tourism support	4.04	0.90	High
	Total	4.15	0.73	High
Tourism network expansion				
11.	There is a connection between nearby tourist attractions	4.09	0.86	High
12.	Public relations	4.09	0.94	High
	Total	4.09	0.79	High
Increase the values of natural and cultural resources				
13.	There is a security management in tourist attractions.	4.22	0.82	Highest
	Total	4.22	0.82	Highest
	Grand total	4.13	0.67	High

According to 4.4, it is found that the factor in connection with tourism location potential has the high degree of importance (the average percentage is 4.13). When considering each factor, it is found that most factors have the high degree. The most agreed factor is tourist attraction enhancement (the average percentage is 4.28), secondly, a security management in tourist attractions (the average percentage is 4.22) is ranked as highest, and natural and cultural resource management (the average percentage is 4.15) is ranked as high. The least agreed factor, but it is ranked as high is the factor of providing accommodation for tourists (the average percentage is 3.95).

Table 4.5 The Degrees of Importance of Income and Benefits Management

No.	Variables/Indicators	Mean	Standard deviation	Interpret
Product value expansion				
1.	There is an income from selling local souvenirs	3.92	1.06	High
	Total	3.92	1.06	High
Encouragement in tourism				
2.	People in the community gain income from tourism.	4.20	0.87	High
	Total	4.20	0.87	High
Increasing competition				
3.	People are hired for tourism	3.92	0.98	High
4.	There is a development in customer service skills.	4.03	0.80	High
	Total	3.97	0.77	High
Fairness in benefit distribution				
5.	Benefits are fairly distributed.	4.29	0.83	Highest
	Total	4.29	0.83	Highest
Increasing in individual income leads to a decent life				
6.	People in the community has a better life from tourism management	4.12	0.83	High
7.	People in the community has a better living standard.	3.92	0.82	High
	Total	4.02	0.76	High
	Grand total	4.08	0.72	High

According to table 4.5, it is found that the factors regarding income and benefits management have an overall rank as high (the average percentage is 4.08). When considering each factor, it is found that factors are mostly ranked as high. The factor that is ranked as highest is that benefits are fairly distributed (the average percentage is 4.20) and people in the community gain benefits from tourism (the average percentage is 4.12) is ranked as highest. The factor that has the least agreement, but is ranked as high is people in the community have a better living standard (the average percentage is 3.92).

Table 4.6 Local Resident Potential

No.	Variables/Indicators	Mean	Standard deviation	Interpret
Intercultural learning				
1.	There is intercultural learning.	3.90	0.85	High
	Total	3.90	0.85	High
Training and development				
2.	There is a training provided for local people to increase their abilities	4.06	0.91	High
3.	There is a foreign language development	3.01	1.20	Moderate
4.	There is a casual job for people such as a local guide.	3.47	1.18	High
	Total	3.51	0.92	High
Tradition and culture preservation				
5.	There are a tradition and culture preservation	4.46	0.80	Highest
6.	People are proud of their community identity.	4.51	0.72	Highest
	Total	4.48	0.69	Highest
Resource management learning				
7.	People realize and learn to preserve their tourism resources.	4.22	0.84	Highest
	Total	4.22	0.84	Highest

Table 4.6 (Continued)

No.	Variables/Indicators	Mean	Standard deviation	Interpret
Investment ability				
8.	People in the community has an ability to invest in tourism	3.68	0.87	Highest
9.	People have skills in tourism management.	3.92	0.93	Highest
	Total	3.80	0.81	Highest
	Grand total	3.98	0.67	Highest

According to table 4.6, it is found that the local resident potential factors have an overall result ranked as high (the average percentage is 3.98). When considering each factor, it is found that the factors are mostly ranked as high. The factor that has the highest agreement is people are proud of their community identity (the average percentage is 4.51). Secondly, there is a tradition and culture preservation (the average percentage is 4.46) and people realize and learn to preserve tourism resources (the average percentage is 4.22) which are ranked as high in every factor. The least agreed factor and is ranked as medium is there is a foreign language development (the average percentage is 3.01).

Table 4.7 The Importance of Community Role and Leadership

No.	Variables/Indicators	Mean	Standard deviation	Interpret
Community organization establishment				
1.	There are groups or community organization that is organized	4.18	0.86	High
2.	The organization is transparent	4.38	0.86	Highest
	Total	4.28	0.78	Highest
Benefit representative				
3.	There is a budget management for social, economic, cultural and environmental development	3.87	0.93	High

Table 4.7 (Continued)

No.	Variables/Indicators	Mean	Standard deviation	Interpret
4.	There is a benefits management for community	4.17	0.96	High
5.	The community is able to contact the government and stakeholders without hidden benefits	4.14	0.90	High
6.	There are a support and encouragement to travel in the region.	4.35	0.83	Highest
	Total	4.13	0.78	High
Budget management				
7.	The budget is monitored and controlled	4.05	0.95	High
8.	There is budget management for tourism development.	3.92	0.93	High
	Total	3.99	0.88	High
Identification of roles and abilities regarding tourism management				
9.	There is an identification of roles and abilities of people in the community.	4.05	0.81	High
	Total	4.05	0.81	High
Watch over impact standard				
10.	Stay alerted on impacts of society and culture	4.09	0.94	High
11.	There is a regulation to prevent the impacts resulted from tourism management.	4.07	0.95	High
	Total	4.08	0.91	High
	Grand total	4.11	0.74	High

According to table 4.7, it is found that the factors relating to community roles and leadership have an overall result as high (the average percentage is 4.11). When considering each factor, it is found that the factors are mostly ranked as high. The factor that has the most agreement is the community management is transparent (the average percentage is 4.38). There are a support and encouragement to travel in the region (the average percentage is 4.35) .Both factors are ranked as highest. There

is a benefits management for community factor is ranked as highest. There is a benefits management for the community (the average percentage is 4.17) is ranked as high. The factor that has the least agreement, but is ranked as high is there is a budget management for social, economic, cultural and environmental development (the average percentage is 3.87).

2) The 5 factors regarding the dimensions in community values adding and creation:

The significant level of the example groups in connection with the 5 factors regarding the dimensions in community value adding and creation are shown in table 4.8

Table 4.8 The Significant Level of Value Adding and Value Creation to the Community

No.	Variables/Indicators	Mean	Standard deviation	Interpret
Dimensions in value adding to the community				
1.	Tourism is expanded leading to tourism expansion	3.94	0.98	High
2.	Tourists are continuously increasing	3.91	0.88	High
3.	There are more expenses per tourists	3.81	0.94	High
4.	Tourism leads to better economy in the community	4.19	0.81	High
5.	The community understands to develop to sufficiency economy	4.27	0.80	Highest
6.	There are more members in tourism organizations in the community	4.10	0.80	High
7.	The ages of the community representatives are varied and there are meetings held consistently	3.92	0.89	High
8.	Tourism leads to community organization development that has 4 main elements namely natural and cultural resources, community organization, management and learning	4.30	0.88	Highest

Table 4.8 (Continued)

No.	Variables/Indicators	Mean	Standard deviation	Interpret
9.	There are regulations to prevent probable impacts caused by tourism; there are society, economy and environment including impacts caused by violating human rights	4.13	0.85	High
10.	Tourism leads to the decrease of corruption	3.54	1.07	High
11.	Tourism fixes the damages caused to the community benefits	3.72	0.98	High
12.	Tourism leads to the decrease of public debts	3.72	1.01	High
13.	Tourisms decreases poverty in the community.	3.81	0.77	High
Total		3.95	0.63	High
Dimensions in increasing values to the community				
14.	Tourism leads to sanitary management including the increase of security in the community	4.08	0.75	High
15.	Tourism improves people's learning and management capabilities	4.20	0.76	High
16.	Tourism enhances the importance of education among youths	4.18	0.78	High
17.	Tourism leads to management in natural and cultural resources sustainably	4.25	0.75	Highest
18.	Tourism leads people in the community to realise and tangibly preserve valuable cultures that are the community's identity	4.43	0.65	Highest
19.	Tourism leads to the decrease in arguments within the community because of connectedness in the community that everyone is a part of tourism management	3.98	0.96	High
20.	Tourism leads to a better environmental management in every aspect such as soil, water, air and waste resource management	4.12	0.84	High

Table 4.8 (Continued)

No.	Variables/Indicators	Mean	Standard deviation	Interpret
21.	Tourism leads to the use of sustainable natural energy	3.76	0.97	High
22.	Tourism leads to appropriate rules and regulations in tourism regarding the use of resources by people in the community and tourists.	4.27	0.75	Highest
	Total	4.14	0.62	High
	Grand total	4.05	0.59	High

According to table 4.8, it is found that value adding and value creation to the community is ranked as high (the average percentage is 4.05). The dimensions of creating values are ranked higher than the dimension of value adding accordingly.

When considering each factor in connection with the dimensions of value adding, it is found that tourism leads to organization development in 4 main elements of tourism management by the community; there are natural and cultural resources, community organization, management and learning (the average percentage is 4.27). Tourism leads to the community understanding to develop to sufficiency economy (the average percentage is 4.27) which both factors are ranked as high. Tourism leads to a better social economy (the average percentage is 4.19) which is ranked as high. The factor that has the least agreement, but is ranked as high is tourism leads to the decrease of corruption problems (the average percentage is 3.54).

When considering each factor in connection with the dimensions of increasing values, it is found that tourism leads to cultural realization and preservation which represents the community's identity (the average percentage is 4.43). Tourism leads to appropriate rules and regulations in tourism regarding the use of resources by people in the community and tourists (the average percentage is 4.27) is ranked as high in both factors. Tourism leads to management in natural and cultural resources sustainably (the average percentage is 4.25) is ranked as high in every factor. The factor that has the least agreement, but is ranked as high in tourism leads to the use of sustainable natural energy (the average percentage is 3.76).

4.1.3 Section 3 the Initial Validation in Statistic Information

Validating the information properties so it agrees with multivariate analysis for structural equation model; there are 1) missing information validation 2) Normality test of data and) 3) the analysis result of observed variables.

To validate the information with multivariate analysis in accordance with data and initial agreement of the statistics is essential because to analyse the information that has several variables, if a variable is not agreeable with initial agreement, the analysing result will hide the mismatched properties which resulting in a slight difference from the initial agreement that the researcher is not able to notice (Nonglak Wiratchai, 1999). Therefore, the initial agreement of multivariate for structural equation model is needed to be validated that the data is agreed accordingly by the following:

1) Missing Information Validation

If it is found that there are some missing data because the responders forget to answer the questions, the researcher will use replacement of missing data method by using the average percentage of that variable as a point to calculate the missing data. This solution does not change the mean and standard deviation of that variable.

2) Data Distribution Validation (Normality)

Checking the initial data if it has a normal distribution. This validation is done by considering value of skewness and value of kurtosis that Kline (2011) mentioned that if the value of skewness is more than 3 or the value of kurtosis is more than 10, this means the data distribution is not normal and should not be used in structural equation model

Table 4.9 Mean, Standard Deviation, Skewness, and Kurtosis of Observed Variables

Variables	Mean	S.D.	Skewness	Kurtosis
PAR1	4.15	0.79	-1.17	1.54
PAR2	4.12	0.82	-1.27	1.37
PAR3	4.19	0.73	-1.34	2.44

Table 4.9 (Continued)

Variables	Mean	S.D.	Skewness	Kurtosis
LOC1	4.05	0.70	-0.89	0.42
LOC2	4.15	0.85	-0.62	-0.54
LOC3	4.15	0.73	-0.91	0.65
LOC4	4.09	0.79	-0.90	1.02
LOC5	4.22	0.82	-0.95	0.52
MAN1	3.92	1.06	-0.84	0.20
MAN2	4.20	0.87	-1.01	1.02
MAN3	3.97	0.77	-0.89	1.15
MAN4	4.29	0.83	-1.09	1.01
MAN5	4.02	0.76	-0.87	1.08
PEO1	3.90	0.85	-0.34	-0.54
PEO2	3.51	0.92	-0.36	-0.53
PEO3	4.48	0.69	-1.42	1.71
PEO4	4.22	0.84	-1.20	1.90
PEO5	3.80	0.81	-0.52	-0.05
ROL1	4.28	0.78	-1.56	2.96
ROL2	4.13	0.78	-1.42	2.70
ROL3	3.99	0.88	-1.17	1.64
ROL4	4.05	0.81	-0.64	0.07
ROL5	4.08	0.91	-1.19	1.35
ADD	3.95	0.63	-0.68	0.67
CREAT	4.14	0.62	-0.74	0.30

According to table 4.9, the skewness ranged from -1.56 to -0.34 and the kurtosis ranged from -0.54 to 2.96. The skewness is less than 3.00 and the kurtosis is less than 10.00, indicating a normal distribution of variables data which can be analyzed by structural equation model.

3) Multicollinearity Validation

Multicollinearity means a state where a variable in the research is an effect variable that has a significant relation and results in regression analysis in

multicollinearity validation by considering the value of tolerance and value of VIF (Variance Inflation Factors) of each independent variable. Variables will not have an issue in multicollinearity or do not have a significant relation if the value of tolerance is more than 0.1 (Foxall & Yani-de-Soriano, 2005) and value of VIF is less than 10 (Belsley, 1991).

Table 4.10 Coefficient Regression Analysis that Explains Thailand Community-based Tourism Value Creation and Multicollinearity

Variables	B	SEB	Beta	t	Sig.	Tolerance	VIF
Constant	1.18	0.21	-	5.66**	0.00	-	-
PAR1	0.01	0.06	0.01	0.09	0.92	0.30	3.30
PAR2	-0.11	0.08	-0.15	-1.34	0.18	0.16	6.11
PAR3	0.39	0.09	0.48	4.31**	0.00	0.17	5.90
LOC1	-0.09	0.08	-0.11	-1.14	0.26	0.22	4.57
LOC2	-0.02	0.08	-0.03	-0.29	0.77	0.25	4.05
LOC3	0.05	0.08	0.07	0.64	0.53	0.18	5.67
LOC4	-0.02	0.07	-0.02	-0.23	0.82	0.25	4.01
LOC5	0.11	0.07	0.15	1.71	0.09	0.26	3.81
MAN1	0.01	0.04	0.02	0.29	0.77	0.34	2.95
MAN2	-0.02	0.06	-0.03	-0.36	0.72	0.27	3.69
MAN3	0.07	0.08	0.10	0.97	0.33	0.22	4.59
MAN4	-0.17	0.06	-0.23	-2.79*	0.01	0.31	3.19
MAN5	0.09	0.07	0.12	1.23	0.22	0.24	4.24
PEO1	-0.06	0.05	-0.08	-1.14	0.26	0.38	2.60
PEO2	0.05	0.05	0.08	1.11	0.27	0.37	2.73
PEO3	-0.04	0.07	-0.05	-0.54	0.59	0.29	3.41
PEO4	0.01	0.07	0.01	0.10	0.92	0.25	4.02
PEO5	0.13	0.06	0.18	2.11*	0.04	0.29	3.50
ROL1	0.01	0.10	0.01	0.09	0.93	0.13	7.94
ROL2	0.16	0.10	0.21	1.58	0.12	0.12	8.53
ROL3	-0.06	0.07	-0.08	-0.77	0.45	0.18	5.42
ROL4	0.12	0.06	0.17	2.14*	0.03	0.35	2.88
ROL5	0.07	0.06	0.11	1.16	0.25	0.25	4.08
R = 0.854 R ² = 0.729 F = 14.846**							

Note: *p < 0.05, **p < 0.01

According to table 4.10, it is found that there is a relation between independent variables and tourism management for increasing values of tourism by Thai community which is ranked as high ($R = 0.854$) and all independent variables can predict the effectiveness of tourism management for increasing values of tourism by Thai community that is 72.9 per cent ($R^2 = 0.729$) which is considered high where differences are statistically significant at 0.01 ($F = 14.846$). It shows that that factors that are used in the study can be used to determine the values.

Besides, the table also shows that the least value of tolerance is 0.12 and the highest is 0.38 which the least value is less than the standard which is Tolerance > 0.1 . The least value of VIF is 2.50 and the highest is 8.53 which the highest value is less than 10. This shows that each variable is not duplicated. Therefore, all variables do not have multicollinearity or have a significant relation, so they can be used in structural equation model.

4) The Result of Observed Variable Analysis

It is a study of the relation between all observed variables that they have a close relation that results in multicollinearity including the direction of variables and the size of relation by using Pearson's product moment correlation including testing if all observed variables are identity matrix as the following:

The analysis of the relation of 25 observed variables in table 4.11, it is found that the relation between all 300 pairs of variables has values different from 0 with a significant statistic at 0.01 in all pairs. Coefficient correlation between observed variables in a positive relation and has the size of relation from 0.32 to 0.88 which means the level of relation is rather low to high. This shows that correlation between each pair of observed variables do not have close relations because there is no value more than ± 0.90 . It means there is no issue in multicollinearity (Suwimon Tirakanant, 2010).

When considering coefficient correlation between observed variables that used the same latent variables, it is found that every pair of variables has significant relations in statistics at 0.01 and there are 9 pairs that have the size of relation as medium ($0.2 < r < 0.4$), 31 pairs have the size of relation as rather high ($0.4 < r < 0.6$), and 4 pairs that have the size as high ($r > 0.8$). The variables that have the highest relation is community organisation establishment (ROL1) and the variables as

benefits management representative (ROL2) ($r = 0.88$). The variables that have the least relation is the variables as expanding and increasing product values (MAN1) and the variables as the impartiality in income and interest management (MAN4) ($r = 0.48$). The relations of every variable pair have the same direction.

When considering the coefficient correlation between observed variables that used the different latent variables, it is found that every variable pair has a significant relation in statistics as 0.01 and there are 5 pairs that have the size of relation is rather low ($0.2 < r < 0.4$). 108 pairs have the medium size ($0.4 < r < 0.6$) and 143 pairs have the rather high size ($0.6 < r < 0.8$). The variables that have the highest relation is creating a connection (PAR2) and variables as accessing to tourism resources (6As) (LO1) ($r = 0.78$). The variables that have the lowest relation is variables as expanding and increasing product values (MAN1) and variables as watching over the impacts (ROL5) ($r = 0.32$). The relation of every variable pair has the same direction.

When considering Barlet's Test of Sphericity statistics, it is found that the values are 3905.470, $df = 300$, $p = 0.00$. This shows that correlation matrix and identity matrix have a significant different in statistics at 0.01 in accordance with Kaiser-Mayer-Olkin analysis that the value is 0.955 that KMO value is close to 1 which means observed variables have a close relation and are appropriate to be used to validate the consistency of the research model and correlation data (Supamas Angsuchoti, Somtawin Wijitwanna, & Ratchanee Pinyopanuwat, 2011). The reason to validate the statistic value is because if the variables do not have any relation and are the identity matrix, they cannot be used in Factor Analysis.

Table 4.11 Coefficient Correlation, Mean and Standard Deviation of Observed Variables

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13
1. PAR1	1.00												
2. PAR2	0.75**	1.00											
3. PAR3	0.73**	0.86**	1.00										
4. LOC1	0.60**	0.78**	0.75**	1.00									
5. LOC2	0.66**	0.70**	0.68**	0.65**	1.00								
6. LOC3	0.65**	0.71**	0.72**	0.70**	0.75**	1.00							
7. LOC4	0.58**	0.64**	0.67**	0.70**	0.67**	0.76**	1.00						
8. LOC5	0.60**	0.74**	0.71**	0.68**	0.65**	0.73**	0.71**	1.00					
9. MAN1	0.41**	0.45**	0.47**	0.54**	0.59**	0.38**	0.51**	0.39**	1.00				
10. MAN2	0.57**	0.57**	0.58**	0.66**	0.60**	0.56**	0.56**	0.50**	0.69**	1.00			
11. MAN3	0.57**	0.67**	0.69**	0.77**	0.67**	0.70**	0.74**	0.58**	0.60**	0.71**	1.00		
12. MAN4	0.59**	0.61**	0.65**	0.60**	0.65**	0.66**	0.61**	0.62**	0.48**	0.59**	0.65**	1.00	
13. MAN5	0.62**	0.63**	0.62**	0.62**	0.72**	0.60**	0.63**	0.63**	0.66**	0.69**	0.70**	0.65**	1.00
14. PEO1	0.50**	0.51**	0.52**	0.45**	0.64**	0.58**	0.60**	0.57**	0.46**	0.44**	0.50**	0.55**	0.62**
15. PEO2	0.53**	0.59**	0.55**	0.65**	0.60**	0.65**	0.63**	0.59**	0.42**	0.49**	0.60**	0.56**	0.56**
16. PEO3	0.61**	0.67**	0.70**	0.63**	0.62**	0.66**	0.64**	0.57**	0.53**	0.62**	0.66**	0.67**	0.61**
17. PEO4	0.68**	0.64**	0.66**	0.59**	0.63**	0.73**	0.60**	0.62**	0.48**	0.65**	0.60**	0.66**	0.68**
18. PEO5	0.60**	0.65**	0.58**	0.65**	0.64**	0.64**	0.66**	0.66**	0.44**	0.53**	0.64**	0.63**	0.69**
19. ROL1	0.69**	0.74**	0.71**	0.66**	0.73**	0.69**	0.68**	0.71**	0.49**	0.60**	0.63**	0.76**	0.74**

Table 4.11 (Continued)

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13
20. ROL2	0.71**	0.75**	0.73**	0.65**	0.73**	0.68**	0.64**	0.66**	0.49**	0.67**	0.67**	0.75**	0.75**
21. ROL3	0.64**	0.69**	0.62**	0.62**	0.68**	0.64**	0.63**	0.66**	0.39**	0.46**	0.57**	0.66**	0.64**
22. ROL4	0.58**	0.62**	0.66**	0.54**	0.62**	0.51**	0.51**	0.62**	0.47**	0.49**	0.52**	0.57**	0.62**
23. ROL5	0.56**	0.65**	0.69**	0.52**	0.61**	0.67**	0.55**	0.68**	0.32**	0.42**	0.48**	0.66**	0.57**
24. ADD	0.62**	0.68**	0.71**	0.58**	0.62**	0.60**	0.57**	0.66**	0.42**	0.49**	0.59**	0.49**	0.63**
25. CREAT	0.56**	0.62**	0.74**	0.58**	0.57**	0.62**	0.59**	0.64**	0.39**	0.51**	0.58**	0.54**	0.60**
MEAN	4.15	4.12	4.19	4.05	4.13	4.16	4.09	4.22	3.92	4.20	3.97	4.29	4.02
S.D.	0.79	0.82	0.73	0.70	0.73	0.80	0.79	0.82	1.06	0.87	0.77	0.83	0.76

Note: *p< 0.05, ** p < 0.01

Table 4.11 (Continued)

Variables	14	15	16	17	18	19	20	21	22	23	24	25
14. PEO1	1.00											
15. PEO2	0.49**	1.00										
16. PEO3	0.56**	0.49**	1.00									
17. PEO4	0.64**	0.57**	0.70**	1.00								
18. PEO5	0.56**	0.70**	0.57**	0.63**	1.00							
19. ROL1	0.67**	0.57**	0.74**	0.71**	0.69**	1.00						
20. ROL2	0.61**	0.58**	0.75**	0.75**	0.68**	0.88**	1.00					
21. ROL3	0.67**	0.56**	0.59**	0.65**	0.72**	0.85**	0.81**	1.00				
22. ROL4	0.53**	0.48**	0.57**	0.60**	0.59**	0.70**	0.73**	0.66**	1.00			
23. ROL5	0.56**	0.60**	0.59**	0.68**	0.56**	0.72**	0.75**	0.67**	0.67**	1.00		
24. ADD	0.48**	0.55**	0.55**	0.58**	0.62**	0.65**	0.67**	0.61**	0.67**	0.58**	1.00	
25. CREAT	0.44**	0.57**	0.57**	0.62**	0.61**	0.61**	0.68**	0.54**	0.64**	0.70**	0.80**	1.00
MEAN	3.90	3.51	4.48	4.22	3.80	4.28	4.13	3.99	4.05	4.08	3.95	4.14
S.D.	0.85	0.92	0.69	0.84	0.81	0.78	0.78	0.88	0.81	0.91	0.63	0.62
Barlet's Test of Sphericity Chi Square = 3905.470, df = 300, p = 0.000, KMO = 0.955												

Note: *p< 0.05, ** p < 0.01

4.1.4 Section 4 Confirmatory Factor Analysis

The Confirmatory Factor Analysis is intended to examine the Construct Validity of latent variables caused by the measurement via Construct Variable in order to conform to the researcher's determined theory of measurement from the empirical data related theories and researches. The construct validity analysis ensured that the measurement of value of the variables obtained from samples can represent the reality existing in the population (Hair, Black, Babin, Anderson, & Tatham, 2006). Determination of the construct validity can be done via confirmatory factor analysis by verifying the Convergent Validity. This analysis was done using LISREL Program.

The researcher studied a causal model of factors influencing the increase in value of community based tourism of Thailand, which had abstract latent variables that cannot be measured directly, including community collaboration and participation (PAR), tourism location potential (LOC), income and benefits management (MAN), local resident potential (PEO), community role and leadership (ROL), and Thailand community-based tourism value creation (VALUE). From the questionnaire with 74 questions and 151 samples, the results of confirmatory factor analysis shown in Measurement Model consisted of measurement models as presented in Figure 4.4 and Table 4.12, respectively. On the other hand, the measured results of Convergent Validity, which was monitored the Construct Reliability and Average Variance Extracted was shown in Table 4.13.

The analysis of model measuring variables of community collaboration and participation (PAR) by using the confirmatory factor analysis (CFA) consisted of observed variables, including authorizing all steps of decisions making to communities (PAR1), creating a network of tourism (PAR2), and conserving natural resources and culture (PAR3).

The analysis of model measuring variables of tourism location potential (LOC) by using the confirmatory factor analysis (CFA) consisted of observed variables, including process of accessing tourism resources (6As) (LOC1), investment from service entrepreneurs (LOC2), restoring and upgrading tourism attractions (LOC3), expanding neighboring tourism networks (LOC4), and increasing the value of natural and cultural properties (LOC5).

The analysis of model measuring variables of income and benefits management (MAN) by using the confirmatory factor analysis (CFA) consisted of observed variables, including extending and increasing product value (MAN1), enhancing tourism supported motivation (MAN2), empowering abilities in competitiveness (MAN3), fairness in profit allocation (MAN4), and increased per capita income leading to the better lifestyle (MAN5).

The analysis of model measuring variables of local resident potential (PEO) by using the confirmatory factor analysis (CFA) consisted of observed variables, including cross-national learning (PEO1), training and human development (PEO2), cultural heritage (PEO3), learning resources conservation (PEO4), and abilities to invest (PEO5).

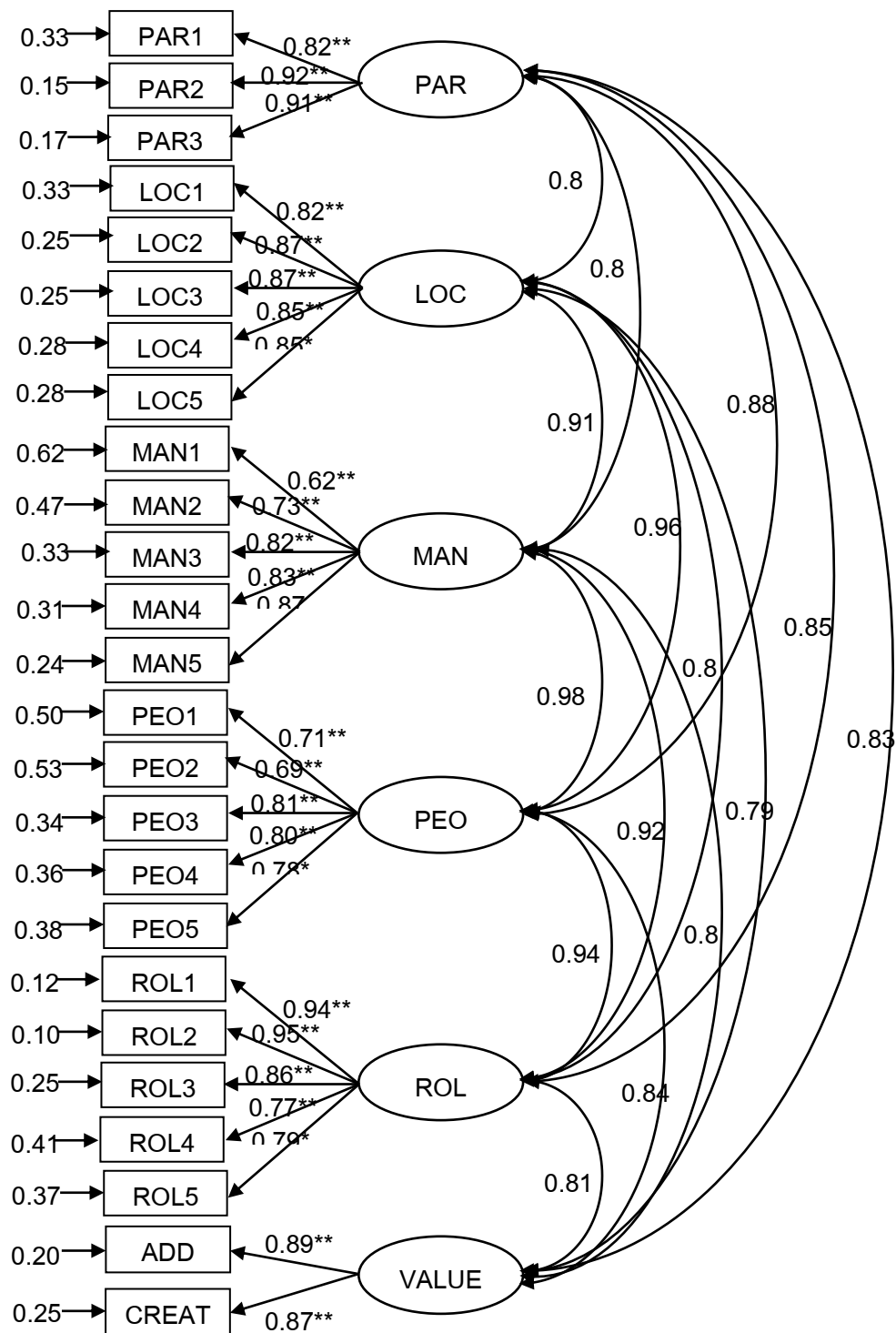
The analysis of model measuring variables community role and leadership (ROL) by using the confirmatory factor analysis (CFA) consisted of observed variables, including establishing community-based organizations (ROL1), being the representative for benefits management (ROL2), budget control (ROL3), defining the roles and abilities of people in tourism management (ROL4), and surveillance measure for impact (ROL5).

The analysis of model measuring variables of Thailand community-based tourism value creation (VALUE) by using the confirmatory factor analysis (CFA) consisted of observed variables, including dimension of adding value to the community (ADD) and dimension of creating value to the community (CREAT).

There was an agreement of the confirmatory factor analysis using LISREL that allows reality related errors. The criteria to prove the consistency of measuring model and empirical data was considering the Relative Chi-square from the equation χ^2/df , which must be less than 2.00 (Bollen, 1989, p. 278; Diamantopoulos & Siguaw, 2000, p. 98). The probability (p-value) must not have any statistically significant, where the value must be greater than .05. The index of error in the variable estimation, including RMSEA value must be less than 0.05, and SRMR must be less than 0.05 (Diamantopoulos & Siguaw, 2000). The index measuring the complete consistency, including the accepted GFI must be 0.90 or more (Diamantopoulos & Siguaw, 2000), and the accepted AGFI must be 0.85 or more (Schemelleh-Engel, Moosbrugger, & Müller, 2003). The index measuring comparable consistency,

including the CFI and NFI must be 0.90 or more (Diamantopoulos & Siguaw, 2000). The results of confirmatory factor analysis found that the result was consistent with the empirical data, by Chi-Square (χ^2) equals to 193.75, degree of freedom (df) value equals to 197, relative Chi-Square (χ^2/df) equals to 0.984, p-value equals to 0.552, RMSEA value equals 0.000, SRMR value equals to 0.030, GFI value equals to 0.91, AGFI value equals to 0.85, CFI value equals to 1.00, and NFI value equals to 0.99.

When considering the Factor Loading, the standard factor loading of each variable could be observed by the defined criteria, which must be 0.5 or more. The Average Variance Extracted (AVE) must be from 0.5, and the Composite Reliability (CR) must be from 0.6 (Hair, Black, Babin, Anderson, & Tatham, 2006, 2010). The results showed that every variables passed the criteria by each observed variable had 0.5 standard factor loading, 0.5 or more Average Variance Extracted (AVE), and 0.6 or more Composite Reliability (CR) as shown in Figure 4.1 and Table 4.12.



Chi-Square=193.75, df=197, P-value=0.55218, RMSEA=0

Figure 4.1 The Confirmatory Factor Analysis

Table 4.12 Results of the Factor Loading Analysis of Observed Variables

Observed variables	Standard factor loading	Standard depreciation	t-value	Reliability (R²)
PAR				
PAR1	0.82**	0.05	12.25	0.67
PAR2	0.92**	0.05	14.76	0.85
PAR3	0.91**	0.05	14.53	0.83
LOC				
LOC1	0.82**	0.05	12.19	0.67
LOC2	0.87**	0.05	13.18	0.75
LOC3	0.87**	0.05	13.43	0.75
LOC4	0.85**	0.05	12.81	0.72
LOC5	0.85**	0.05	12.75	0.72
MAN				
MAN1	0.62**	0.08	8.17	0.38
MAN2	0.73**	0.06	10.16	0.53
MAN3	0.82**	0.05	12.14	0.67
MAN4	0.83**	0.06	12.24	0.69
MAN5	0.87**	0.05	13.19	0.76
PEO				
PEO1	0.71**	0.06	9.92	0.50
PEO2	0.69**	0.07	9.57	0.47
PEO3	0.81**	0.05	11.97	0.66
PEO4	0.80**	0.06	11.82	0.64
PEO5	0.78**	0.06	11.46	0.62
ROL				
ROL1	0.94**	0.05	15.17	0.88
ROL2	0.95**	0.05	15.56	0.90
ROL3	0.86**	0.06	13.22	0.75
ROL4	0.77**	0.06	11.11	0.59
ROL5	0.79**	0.06	11.75	0.63

Table 4.12 (Continued)

Observed variables	Standard factor loading	Standard depreciation	t-value	Reliability (R²)
VALUE				
ADD	0.89**	0.04	13.59	0.80
CREAT	0.87**	0.04	13.00	0.75
$\chi^2 = 193.75$ df = 197 $\chi^2/\text{df} = 0.984$ p-value = 0.552 GFI = 0.91 AGFI = 0.85 CFI = 1.00 NFI = 0.99 RMSEA = 0.000 SRMR = 0.030				

Note: * statistically significant level of .05 ($1.96 \leq t\text{-value} < 2.58$)

** statistically significant level of .01 ($t\text{-value} \geq 2.58$)

According to Figure 4.1 and Table 4.12, model measuring collaboration and participation of communities (PAR) found that all Factor Loading passed the defined criteria, which is greater than 0.5; by creating a network and collaboration of tourism (PAR2) had the highest factor loading as 0.92, following by conserving tourism resources and culture (PAR3) as 0.91, and authorizing all steps of decisions making to communities and stakeholders (PAR1) as 0.82. When considering the standard error (SE) and the t statistic value, it was found that each factor loading differs in statistically significant at the level of 0.01. Meanwhile, the reliability (R²) indicating the proportion of variance between the observed variables and communalities found that creating a network and collaboration of tourism (PAR2) had the highest reliability (R²) as 0.85, following by conserving tourism resources and culture (PAR3) as 0.83, and authorizing all steps of decisions making to communities and stakeholders (PAR1) as 0.67.

Model measuring variables of tourism location potential (LOC) found that all Factor Loading passed the criteria, which is greater than 0.5; by investment from service entrepreneurs (LOC2) and restoring and upgrading tourism attractions (LOC3) had the highest factor loading as 0.87, following by expanding tourism networks (LOC4) and increasing the value of natural and cultural properties (LOC5) as 0.85, and process of accessing tourism resources (6As) (LOC1) as 0.82. When considering

the standard error (SE) and the t statistic value, it was found that each factor loading differs in statistically significant at the level of 0.01. Meanwhile, the reliability (R^2) indicating the proportion of variance between the observed variables and communalities found that investment from service entrepreneurs (LOC2) and restoring and upgrading tourism attractions (LOC3) had the highest reliability (R^2) as 0.75, following by expanding tourism networks (LOC4) and increasing the value of natural and cultural properties (LOC5) as 0.72, and process of accessing tourism resources (6As) (LOC1) as 0.67.

Model measuring variables of income and benefits management (MAN) found that all Factor Loading passed the criteria, which is greater than 0.5; by increased per capita income leading to the better lifestyle (MAN5) had the highest factor loading as weight 0.87, following by fairness in profit allocation (MAN4) as 0.83, and extending and increasing product value (MAN1) as 0.62. When considering the standard error (SE) and the t statistic value, it was found that each factor loading differs in statistically significant at the level of 0.01. Meanwhile, the reliability (R^2) indicating the proportion of variance between the observed variables and communalities found that increased per capita income leading to the better lifestyle (MAN5) had the highest reliability (R^2) as 0.76, following by fairness in profit allocation (MAN4) as 0.69, and extending and increasing product value (MAN1) as 0.38.

Model measuring variables of local resident potential (PEO) found that all Factor Loading passed the criteria, which is greater than 0.5; by cultural heritage (PEO3) had the highest factor loading as 0.87, following by learning resources conservation (PEO4) as 0.80, and training and human development (PEO2) as 0.69. When considering the standard error (SE) and the t statistic value, it was found that each factor loading differs in statistically significant at the level of 0.01. Meanwhile, the reliability (R^2) indicating the proportion of variance between the observed variables and communalities found that cultural heritage (PEO3) had the reliability (R^2) as 0.66, following by learning resources conservation (PEO4) as 0.64, and training and human development (PEO2) as 0.47.

Model measuring variables of community role and leadership (ROL) found that all Factor Loading passed the criteria, which is greater than 0.5; by being the representative for benefits management (ROL2) had the highest factor loading as

0.95, following by establishing community-based organizations (ROL1) as 0.94, and defining the roles and abilities of people in tourism management (ROL4) as 0.77. When considering the standard error (SE) and the t statistic value, it was found that each factor loading differs in statistically significant at the level of 0.01. Meanwhile, the reliability (R^2) indicating the proportion of variance between the observed variables and communalities found that being the representative for benefits management (ROL2) had the highest reliability (R^2) as 0.90, following by establishing community-based organizations (ROL1) as 0.88, and defining the roles and abilities of people in tourism management (ROL4) as 0.59.

Model measuring variables of Thailand community-based tourism value creation (VALUE) found that all Factor Loading passed the criteria, which is greater than 0.5; by dimension of adding value to the community (ADD) had higher factor loading than dimension of creating value to the community (CREAT) as equal to 0.89 and 0.87, respectively. When considering the standard error (SE) and the t statistic value, it was found that each factor loading differs in statistically significant at the level of 0.01. Meanwhile, the reliability (R^2) indicating the proportion of variance between the observed variables and communalities found that dimension of adding value to the community (ADD) had higher reliability (R^2) than dimension of creating value to the community (CREAT) as equal to 0.80 and 0.75, respectively.

4.1.4.1 Convergent Validity Determination

The Convergent Validity was the list or indicator with common variance to determine lists or indicators for measuring the same variables. The Convergent Validity measurement could be divided into 3 kinds as follows (Hair, et al., 2006) and (Knight & Cavusgil, 2004).

1) Factor Loading - High factor loading demonstrated high chance of similarities. The standard factor loading should be greater than 0.5.

2) Average Variance Extracted (AVE) - The accepted AVE should be 0.5 or higher. The value could be calculated from the equation (Diamantopoulos & Siguaw, 2000, p. 91).

$$AVE = \frac{\left(\sum_{i=1}^n \lambda_i^2 \right)}{\left(\sum_{i=1}^n \lambda_i^2 \right) + \left(\sum_{i=1}^n \delta_i \right)}$$

AVE = Average Variance Extracted

λ_i = Standardized Factor Loading

n = number of variables measuring questions

δ_i = Error Variance

3) Composite Reliability - The accepted composite reliability should be 0.6 or higher. It could be calculated from the equation (Diamantopoulos and Siguaw, 2000: 90-91)

$$CR = \frac{\left(\sum_{i=1}^n \lambda_i \right)^2}{\left(\sum_{i=1}^n \lambda_i \right)^2 + \left(\sum_{i=1}^n \delta_i \right)}$$

CR = Composite Reliability

λ_i = Standardized Factor Loading

n = number of variables measuring questions

δ_i = Error Variance.

In overview summary, the convergent validity determination should pass the defined criteria as follows. Factor loading must be equal to 0.5 or higher. Average Variance Extracted must be equal to 0.5 or higher. Also, composite reliability should be equal to 0.6 or higher (Hair, et al., 2006, pp. 777-779). The analyzed results showed that all latent variables had 0.5 or higher average variance extracted, 0.6 or higher Composite Reliability, while all observed variables had 0.5 or higher factor loading. Details of the standard factor loading, average variance extracted (AVE) and the composite reliability (CR) were presented in Table 4.13.

Table 4.13 Analyzed Results of Convergent Validity

Variables	Indicators	Standard factor loading (λ)	Error of variance (δ)	Average variance extracted (AVE)	Combined reliability (CR)
PAR				0.79	0.92
	PAR1	0.82	0.33		
	PAR2	0.92	0.15		
	PAR3	0.91	0.17		
LOC				0.73	0.93
	LOC1	0.82	0.33		
	LOC2	0.87	0.25		
	LOC3	0.87	0.25		
	LOC4	0.85	0.28		
	LOC5	0.85	0.28		
MAN				0.62	0.89
	MAN1	0.62	0.62		
	MAN2	0.73	0.47		
	MAN3	0.82	0.33		
	MAN4	0.83	0.31		
	MAN5	0.87	0.24		
PEO				0.57	0.87
	PEO1	0.71	0.50		
	PEO2	0.69	0.53		
	PEO3	0.81	0.34		
	PEO4	0.80	0.36		
	PEO5	0.87	0.38		
ROL				0.75	0.94
	ROL1	0.94	0.12		
	ROL2	0.95	0.10		
	ROL3	0.86	0.25		
	ROL4	0.77	0.41		
	ROL5	0.79	0.37		

Table 4.13 (Continued)

Variables	Indicators	Standard factor loading (λ)	Error of variance (δ)	Average variance extracted (AVE)	Combined reliability (CR)
VALUE				0.78	0.88
	ADD	0.89	0.20		
	CREAT	0.87	0.25		

4.1.5 Section 5 Results of Path Analysis of Factors Influencing Thailand Community-based Tourism Value Creation

- 1) Examining the Consistency of Causal Relationship According to the Hypothesis and Empirical Data (before model adjustment)

The examination of the consistency of causal relationship according to the hypothesis and empirical data before model adjustment was conducted to verify the accuracy of the model created from theoretical concepts and related researches. The results were as shown in Table 4.14 and Figure 4.2.

Table 4.14 Consistency Index/index Used to Consider the Consistency of the Model and Empirical Data (before model adjustment)

Consistency Index/harmony index	Index considering criteria	Analyzed results	The considered results
1. Absolute fit index			
1.1 Chi-square (χ^2 -test) or P value of χ^2	$p > 0.05$	0.000	Pass the criteria
1.2 Relative χ^2 (χ^2/df)	< 2.00	2.785	Fail the criteria
1.1 GFI (goodness of fit index)	≥ 0.90	0.72	Fail the criteria
1.2 AGFI (adjusted goodness of fit index)	≥ 0.90	0.65	Fail the criteria
1.3 PGFI (parsimony goodness of fit index)	≥ 0.50	0.58	Pass the criteria

Table 4.14 (Continued)

Consistency Index/harmony index	Index considering criteria	Analyzed results	The considered results
2. Relative fit index			
2.1 NFI (normal fit index)	>0.90	0.96	Pass the criteria
2.2 NNFI (non-normed fit index)	>0.90	0.97	Pass the criteria
2.3 PNFI (parsimonious normal fit index)	<0.90	0.84	Pass the criteria
2.4 CFI (comparative fit index)	>0.90	0.97	Pass the criteria
2.5 IFI (incremental fit index)	>0.90	0.97	Pass the criteria
2.6 RFI (relative fit index)	>0.90	0.95	Pass the criteria
3. Consistency Index of Error			
3.1 RMSEA (root mean square error of approximation)	<0.05	0.109	Fail the criteria
3.2 RMR (root mean square residual)	<0.05	0.035	Pass the criteria
3.3 Standardized RMR	<0.05	0.050	Fail the criteria

Source: Diamantopoulos & Siguaw, 2000, pp. 83-98.

From Table 4.14, it was found that the Chi-square (χ^2) statistic of the construct relationship model before adjusting the relationship model was equal to 732.40 with a significant level of .000, indicating that the causal relationship was not consistent with the empirical data. However, the Chi-Square values varied according to the size of the sample. For a large sized sample, the Chi-Square would likely to have statistically significant. Thus, the ratio of chi-square and number of degrees of freedom (χ^2/df) should be considered together. The analysis showed that the ratio of chi-square and degrees of freedom equals to 2.785, which is higher than the defined criteria, which is 2. Furthermore, when considering other areas of harmony index, it could be seen that these index did not pass the defined criteria as described below; GFI was equal to 0.72 and AGFI was equal to 0.65, which did not pass the defined threshold (≥ 0.90). RMSEA was equal to 0.109 and SRMR was equal to 0.050, which did not pass the threshold (< 0.05). When considering the index measuring relative

harmony, it was found that NFI was equal to 0.96, and index measuring relative consistency CFI was equal to 0.97, which passed the threshold (>0.90). Meanwhile, the index measuring economic harmony level PGFI was equal to 0.58, which passed the defined criteria (≥ 0.50). PNFI was equal to 0.84, which passed the threshold (<0.90). To conclude, from all statistics and indicators, the researcher could not ensure that the model as assumption is consistent with empirical data. Therefore, it was necessary to adjust the relationship model for more harmony. The researcher adjusted the error of observed variables to be more related in order to obtain data that corresponds to the reality where various variables can be related. During the model relationship adjustment, the suggested value from program or Model Modification Indices (MI) would be considered, and then further consider the Standardized Expected Parameter Change (SEPC) until obtain the causal relationship that is in harmony with the empirical data.

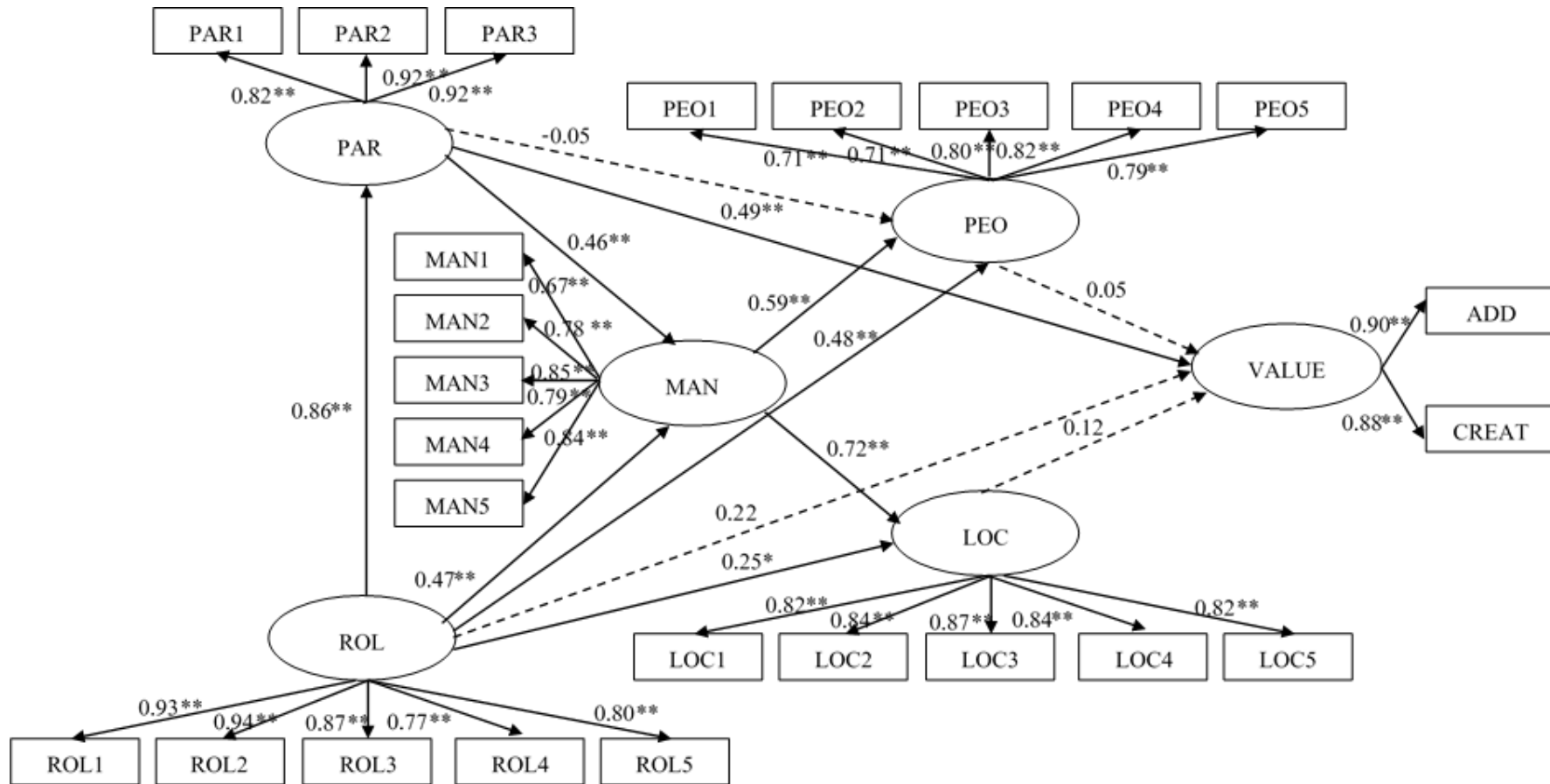


Figure 4.2 The Analyzed Results of a Causal Model of Factors Influencing Thailand Community-based Tourism Value Creation (before Model Adjustment)

2) Investigation of correspondence of causal relationship structure based on an assumption of research and empirical data (after model modification)

After model modification via drawing the line according to the suggestion obtained by the recently modified model, the correspondence between the model and empirical data was improved, and also the statistic values were suited with the determined values. For analyzing results after model modification were shown in Figure 4.15 and 4.3.

Table 4.15 Relative Index/indices Used to Consider the Harmony of Model and Empirical Data (after Model Modification)

Consistency Index/harmony index	Index considering criteria	Analyzed results	The considered results
1. Absolute fit index			
1.1 Chi-square (χ^2 -test) or P value of χ^2	$p > 0.05$	0.062	Pass the criteria
1.2 Relative χ^2 (χ^2/df)	< 2.00	1.154	Pass the criteria
1.3 GFI (goodness of fit index)	≥ 0.90	0.90	Pass the criteria
1.4 AGFI (adjusted goodness of fit index)	≥ 0.90	0.85	Fail the criteria
1.5 PGFI (parsimony goodness of fit index)	≥ 0.50	0.58	Pass the criteria
2. Relative fit index			
2.1 NFI (normal fit index)	> 0.90	0.99	Pass the criteria
2.2 NNFI (non-normed fit index)	> 0.90	1.00	Pass the criteria
2.3 PNFI (parsimonious normal fit index)	< 0.90	0.70	Pass the criteria
2.4 CFI (comparative fit index)	> 0.90	1.00	Pass the criteria
2.5 IFI (incremental fit index)	> 0.90	1.00	Pass the criteria
2.6 RFI (relative fit index)	> 0.90	0.98	Pass the criteria
3. Variance fit index			
3.1 RMSEA (root mean square error of approximation)	< 0.05	0.032	Pass the criteria

Table 4.15 (Continued)

Consistency Index/harmony index	Index considering criteria	Analyzed results	The considered results
3.2 RMR (root mean square residual)	<0.05	0.024	Pass the criteria
3.3 Standardized RMR	<0.05	0.035	Pass the criteria

Source: Diamantopoulos & Siguaw, 2000, pp. 83-98.

According to Table 4.15, the analyzing results showed that the modified model was corresponded with the empirical data after model modification, meaning that the theoretical assumption was in agreement with the empirical data. Considering on the chi-square (χ^2) was equal to 245.71, degree of freedom (df) was 213, p-value was equal to 0.062, which passed the standard (>0.05). The relative chi-square (χ^2/df) was equal to 1.154, where the standard was lower than 2. In the case of goodness of fit index (GFI), it was equal to 0.90, where the standard was determined that the value should be higher or equal to 0.90. AGFI was 0.85, which was considered lower than the standard which determined that any value that can be satisfied should be higher than or equal to 0.90, but the satisfied value was higher than 0.85) Schemelleh-Engel, Moosbrugger, & Müller, 2003, p. 52). PGFI was 0.58, where the standard value was higher than 0.05. NFI was equal to 0.99. NNFI, CFI, and IFI were 1, and RFI was equal to 0.98, where the standard value was higher than 0.90. SRMR was 0.035, RMSEA was 0.032, where the standard value was lower than 0.05. Considering on the whole picture, it was found that most of indices were in the standard values, so it could be implied that the model was in agreement with the empirical data, as shown in Figure 4.3.

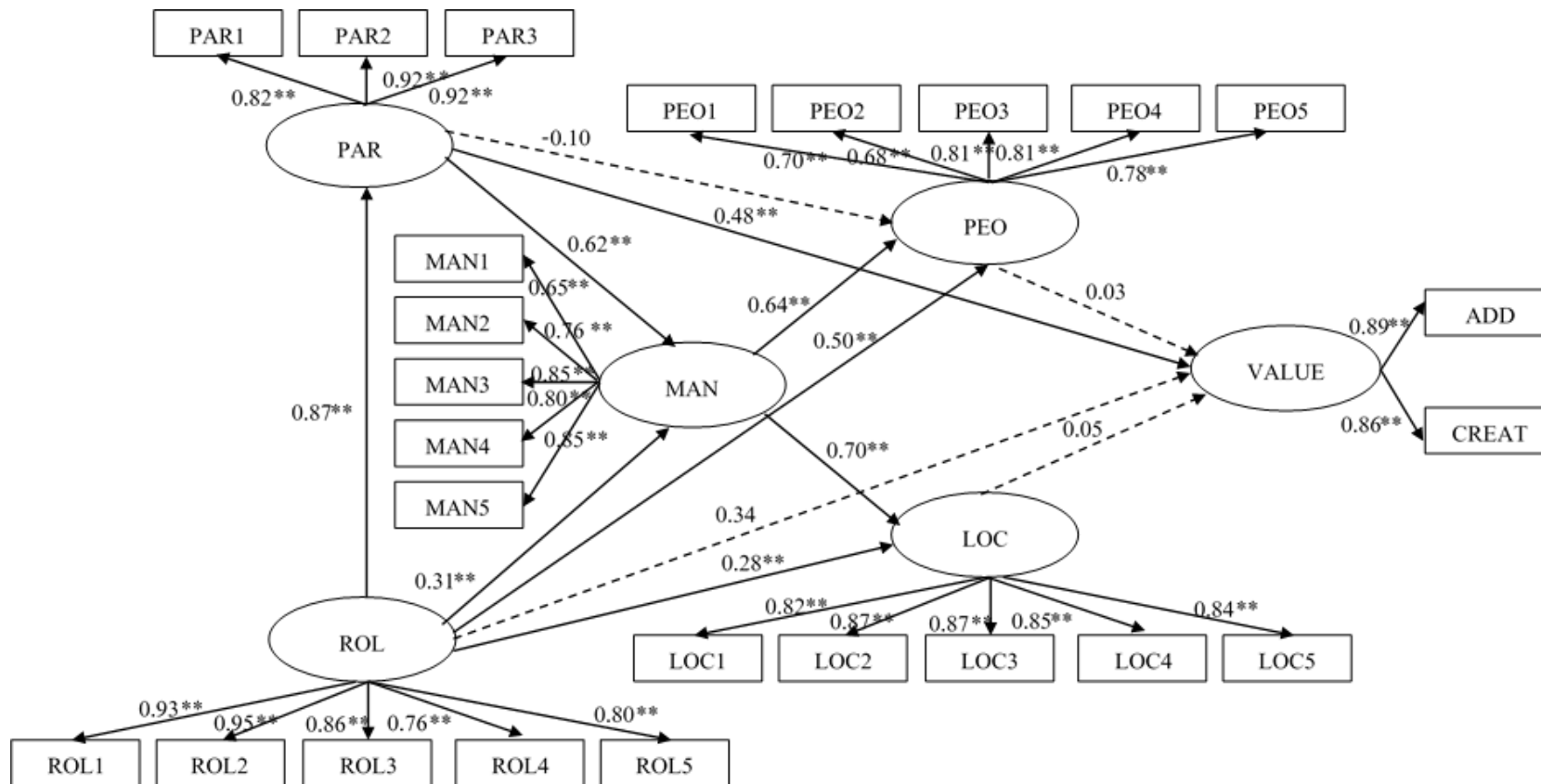


Figure 4.3 Analyzing Results of the Causal Model of Factors Affecting Thailand Community-based Tourism Value Creation

Table 4.16 Statistical Data of Analyzing Results of the Influences of Factors in the Causal

Effect variables	Relationship results	Causal variables				
		PAR	LOC	MAN	PEO	ROL
PAR	DE	-	-	-	-	0.87**
	IE	-	-	-	-	-
	TE	-	-	-	-	0.87**
LOC	DE	-	-	0.70**	-	0.28**
	IE	0.44**	-	-	-	0.59**
	TE	0.44**	-	0.70**	-	0.87**
MAN	DE	0.62**	-	-	-	0.31**
	IE	-	-	-	-	0.54**
	TE	0.62**	-	-	-	0.84**
PEO	DE	-0.10	-	0.64**	-	0.50**
	IE	0.40**	-	-	-	0.45**
	TE	0.30**	-	0.64**	-	0.95**
VALUE	DE	0.48**	0.05	-	0.03	0.34
	IE	0.03	-	0.05	-	0.49**
	TE	0.51**	0.05	0.05	0.03	0.83**

Statistics

Chi-Square (χ^2) = 245.71 df = 213 χ^2/df = 1.154 P = 0.062 GFI = 0.90 AGFI = 0.85

CFI = 1.00 SRMR = 0.035 RMSEA = 0.032

Causal variables ROL1 ROL2 ROL3 ROL4 ROL5

Reliability 0.86 0.90 0.74 0.58 0.64

Effect variables PAR1 PAR2 PAR3 LOC1 LOC2 LOC3 LOC4 LOC5

Reliability 0.67 0.84 0.84 0.67 0.76 0.76 0.72 0.70

Effect variables MAN1 MAN2 MAN3 MAN4 MAN5 PEO1 PEO2 PEO3 PEO4

PEO5

Reliability 0.42 0.58 0.72 0.64 0.72 0.49 0.47 0.66 0.65 0.61

Effect variables ADD CREAT

Reliability 0.80 0.74

Structural equation PAR LOC MAN PEO VALUE

R² 0.75 0.90 0.81 1.00 0.75

Table 4.16 (Continued)

Effect variables	Relationship results	Causal variables				
		PAR	LOC	MAN	PEO	ROL
		Matrix of latent variable relationship				
Latent variable	PAR	LOC	MAN	PEO	ROL	VALUE
PAR	1.00					
LOC	0.86	1.00				
MAN	0.89	0.94	1.00			
PEO	0.90	0.95	0.97	1.00		
ROL	0.87	0.87	0.84	0.95	1.00	
VALUE	0.85	0.79	0.79	0.83	0.83	1.00

Note: * $p < .05$ ** $p < .01$, DE = Direct Effect, IE = Indirect Effect, TE = Total Effect

3) Direct Influence, Indirect Influence, and Total Influence of Factors Affecting Thailand Community-based Tourism Value Creation

The analyzing results of direct and indirect influences of PAR, LOC, MAN, PEO, ROL, and VALUE were shown in Figure 4.3 and Table 4.16.

When considering on the variables of Thailand community-based tourism value creation (VALUE), it was found that VALUE was highly affected by the role and the leadership of community leader (ROL), next the second influence relied on the collaboration and participation of community (PAR) which were equal to 0.83 and 0.51, respectively. These values had the statistically significant level at 0.1, and the mentioned variables were positively influenced by the community collaboration and participation (PAR), which was equal to 0.48 with the statistically significant level at 0.1. Besides, the value creation (VALUE) was indirectly influenced by the role and the community role and leadership (ROL) via the community cooperation and participation (PAR), tourism location potential (LOC), income and benefits management (MAG), and local resident potential (PEO) which was equal to 0.49 with the statistically significant level at 0.1. When considering on the coefficient of prediction (R^2), it was found that both independent variables in this

study could be used to explained the variation of Thailand community-based tourism value creation (VALUE), which was equal to 75.

When considering on the tourism location potential (LOC), it was found that the variable relating to tourism location potential (LOC) was highly influenced by the role and the community role and leadership (ROL), followed by the income and benefits management (MAN), and the collaboration and participation of communities, which were equal to 0.87, 0.70, and 0.44, respectively. The statistically significant levels of these variables were 0.01. The mentioned variables were directly influenced by the income and benefits management (MAN) and the community role and leadership (ROL), which were 0.70 and 0.28, respectively. The statistically significant level was 0.01. Besides, it was indirectly influenced by the community collaboration and participation (PAR) via the income and benefits management (MAN), which was 0.44 with the statistically significant level of 0.01. In the case of coefficient of prediction (R^2), it was found that those three independent variables used in this study could explain the variation of tourism location potential (LOC), which was equal to 90%.

In the case of the management of income and benefits (MAN), it was found that the management of income and benefits (MAN) was mostly influenced by the role and the leadership of community leader (ROL), followed by community cooperation and participation (PAR), which were 0.84, and 0.62, respectively. The statistically significant levels of these variables were 0.01. The mentioned variables were directly received the positive influences from the collaboration and participation of community (PAR) and the role and the leadership of community leader (ROL), which were 0.62, and 0.31, respectively. The statistically significant level was 0.01. Besides, it was also indirectly affected by the positive influences from and the role and the leadership of community leader (ROL) through the collaboration and participation of community (PAR), which was equal to 0.54 with the statistically significant level of 0.01. When considering on the coefficient of prediction (R^2), it was found that those two independent variables in this study can use to explain the variation of efficiencies of tourist locations (LOC), which was equal to 81%.

When considering on the proficiency of local people (PEO) in the tourist attractions, it was found that the proficiencies of local people (PEO) were

mostly influenced the role and the leadership of community leader (ROL), followed by the management of income and benefits (MAN) and the collaboration and participation of community (PAR), which were equal to 0.95, 0.64, and 0.30, respectively. The statistically significant level was 0.01. These variables were directly affected by the management of income and benefits (MAN) and the role and the leadership of community leader (ROL), which they were 0.64, and 0.50, respectively. The statistically significant level was 0.01. Besides, these variables were indirectly influenced by the positive factors, which were referred to the collaboration and participation of community (PAR) through the by the management of income and benefits (MAN), where the influencing size was 0.40 with 0.01 of statistically significant level. When considering on the coefficient of prediction (R^2), it was found that those three variables studied in this research can explain the variation of efficiencies of tourist locations (LOC), which was calculated as 100%.

In the case of correlation matrix of latent variables, it was found that the coefficient of correlation matrix of latent variables was in the range of 0.79-0.97. The proficiencies of local people (PEO) with the management of income and benefits (MAN) were the factor having the highest correlation coefficient, which was equal to 0.97. The following factors were the proficiencies of local people (PEO) with the efficiencies of tourist locations (LOC), and the proficiencies of local people (PEO) with the role and the leadership of community leader (ROL), in which the correlative coefficient was 0.95. The third one was the management of income and benefits (MAN) with the efficiencies of tourist locations (LOC), in which the correlative coefficient was 0.94.

According to the development of causal model affecting the value creation by Thai community, it was found that the role and the leadership of community leader (ROL) was considered as the most important factor influencing tourism to increase the value by Thai community (VALUE), followed by the collaboration and the participation of community (PAR).

4) Analyzing Results of Factor Loading of Each Latent Factor in the Causal Model of the Value Creation by Thai Community

Table 4.17 Analyzing Results of Factor Loading of Factors

Latent variables	Standard factor	Standard	t-value	Reliability
Observed variables	loading	error		(R²)
PAR				
PAR1	0.82	-	-	0.67
PAR2	0.92**	0.05	14.33	0.84
PAR3	0.92**	0.05	14.22	0.84
LOC				
LOC1	0.82	-	-	0.67
LOC2	0.87**	0.05	12.15	0.76
LOC3	0.87**	0.05	13.38	0.76
LOC4	0.85**	0.05	12.69	0.72
LOC5	0.84**	0.06	12.47	0.70
MAN				
MAN1	0.65	-	-	0.42
MAN2	0.76**	0.07	10.09	0.58
MAN3	0.85**	0.07	8.98	0.72
MAN4	0.80**	0.08	8.57	0.64
MAN5	0.85**	0.06	9.97	0.72
PEO				
PEO1	0.70	-	-	0.49
PEO2	0.68**	0.08	8.21	0.47
PEO3	0.81**	0.06	9.73	0.66
PEO4	0.81**	0.06	10.75	0.65
PEO5	0.78**	0.07	9.33	0.61
ROL				
ROL1	0.93**	0.05	14.97	0.86
ROL2	0.95**	0.05	15.67	0.90
ROL3	0.86**	0.06	13.22	0.74
ROL4	0.76**	0.06	11.08	0.58
ROL5	0.80**	0.06	11.93	0.64

Table 4.17 (Continued)

Latent variables	Standard factor	Standard	t-value	Reliability
Observed variables	loading	error		(R ²)
VALUE				
ADD	0.89	-	-	0.80
CREAT	0.86**	0.04	13.45	0.74

Note: *statistically significant level of 0.05 ($1.96 \leq t\text{-value} < 2.58$)

** Statistically significant level of 0.01 ($t\text{-value} \geq 2.58$)

When considering on the factor loading of observed factor, they were all positive, and had the statistically significant level at 0.01. The highest factor loading of the collaboration and the participation of community (PAR) relied on the creation of connection and the collaboration of tourist connection (PAR2) and preservation of tourist resources (PAR3), in which the standard element was equal to 0.92. In the case of lowest observed factor, it was the authority of community to make a decision (PAR1), in which the standard element was equal to 0.82.

The highest factor loading of the management of income and benefits (MAN) was increasing a competition level (MAN3) and increasing per capita income (MAN5), in which the standard element was equal to 0.85. The following one was fairness of benefit management (MAN4), in which the standard element was equal to 0.80. The lowest factor loading was product distribution and value creation for products (Man1), which the standard element was equal to 0.65.

The highest factor loading of observed factor of the efficiency of local people (PEO) was the culture preservation (PEO3) and learning how to preserve cultures (PEO4), which the standard element was equal to 0.81. The following one was the ability of investment (PEO5), in which the standard element was equal to 0.78. The observed factor with the lowest factor loading was training and developing people (PEO2), which the standard element was equal to 0.68.

The observed factor with the highest factor loading of the role and the leadership of community leadership (ROL) was the representative for benefit management (ROL2), which the standard element was equal to 0.95. The following one was founding of community organization (ROL1), in which the standard element was equal to 0.93. In the case of observed factor with the lowest factor loading, it referred to the determination of roles and abilities of people for tourist management (ROL4), in which the standard element was equal to 0.76.

Besides, the observed factor with the highest factor loading of tourist compositions to create value to tourism by Thai community (VALUE) was the dimension of value creation to community (ADD), in which the standard element was equal to 0.89. In the case of the observed factor with the lowest factor loading was the dimension to create values to community (CREAT), the standard element was equal to 0.86.

When considering on the accuracy of observed factors or the coefficient of prediction, which were the values determining the fluctuation ratio between observed factors and joined compositions, it was found that the accuracy of observed factors was in the range of 0.42-0.90. The factor containing the highest accuracy was the representative for benefit management (ROL2), in which the accuracy was equal to 0.90, meaning that the factors had the fluctuation with the roles and the leadership of community leader (ROL) equal to 90%. In the case of the factor with the lowest accuracy, it was the product distribution and value creation of products (MAN1), in which the accuracy was 0.42, meaning that the factor had the fluctuation with the compositions of the management of income and benefits (MAN) equal to 42%.

4.1.6 Section 6 Results of Examination of Value Creation of Tourism by Thai Community

According to Figure 4.3 and Table 4.16 reflected the direct and indirect influences of the relationship between the collaboration and the participation of communities, efficiency of tourist locations, management of income and benefits, proficiencies of local people, roles and leadership of community leader to add values to tourism by Thai community. For details of analysis, the researcher showed the relationship between causal factors in each way, and the assumption was listed as followed

Table 4.18 Results of Examination of Research Results

Hypotheses	Results of hypothesis testing	Level of statistical significance
The community collaboration and participation positively affected Thailand community-based tourism value creation in both direct and indirect ways through the tourism location potential, the income and benefits management, and the local resident potential	The community collaboration and participation, directly and positively, affected Thailand community-based tourism value creation. The community collaboration and participation indirectly affected Thailand community-based tourism value creation in the positive manner via the tourism location potential, the income and benefits management, and the local resident potential.	$P < 0.01$ (significant) $P > 0.05$ (not significant)
The community collaboration and participation indirectly affected the tourism location potential in the positive manner via the income and benefits management.	The community collaboration and participation directly influenced on the local resident potential in the positive way.	$P < 0.01$ (significant)
The community collaboration and participation directly influenced on the management of income and benefits in the positive way.	The community collaboration and participation directly influenced on the income and benefits management in the positive way.	$P < 0.01$ (significant)
The community collaboration and participation positively influenced on the local resident potential and tourism location potential in both direct and indirect manner via the income and benefits management.	The community collaboration and participation directly influenced on the local resident potential in the positive way. The community collaboration and participation indirectly	$P > 0.05$ (not significant) directly negative relationship $P < 0.01$ (significant)

Table 4.18 (Continued)

Hypotheses	Results of hypothesis testing	Level of statistical significance
	influenced on the local resident potential in the positive way via the income and benefits management.	
The tourism location potential positively affected Thailand community-based tourism value creation.	The tourism location potential, positively and directly, affected Thailand community-based tourism value creation.	$P > 0.05$ (not significant)
The income and benefits management indirectly affected Thailand community-based tourism value creation in the positive way through the tourism location potential and the local resident potential.	The income and benefits management positively affected Thailand community-based tourism value creation in both direct and indirect ways through the tourism location potential and the local resident potential.	$P > 0.05$ (not significant)
The income and benefits management directly influenced on the tourism location potential in the positive way.	The income and benefits management positively affected the tourism location potential.	$P < 0.01$ (significant)
The income and benefits management directly affected the local resident potential in the positive way.	The income and benefits management positively affected the local resident potential.	$P < 0.01$ (significant)
The local resident potential directly affected Thailand community-based tourism value creation in the positive way.	The local resident potential positively affected Thailand community-based tourism value creation.	$P > 0.05$ (not significant)

Table 4.18 (Continued)

Hypotheses	Results of hypothesis testing	Level of statistical significance
The roles and the leadership of community leader positively affected tourism to increase values of tourism by Thai community in both direct and indirect ways through the collaboration and the participation of communities, efficiencies of tourist locations, the management of income and benefits, and the proficiencies of local people.	The roles and the leadership of community leader positively affected tourism to add values to tourism by Thai community The roles and the leadership of community leader indirectly affected tourism to add values to tourism by Thai community in the positive way via the collaboration and the participation of communities, the proficiencies of local people, the management of income and benefits, and the proficiencies of local people.	$P > 0.05$ (not significant) $P < 0.01$ (significant)
The roles and the leadership of community leader positively affected the collaboration and the participation of communities in the direct manner.	The roles and the leadership of community leader positively affected the collaboration and the participation of communities.	$P < 0.01$ (significant)
The roles and the leadership of community leader positively affected the efficiencies of tourist locations in both direct and indirect manners through the collaboration and the participation of communities.	The roles and the leadership of community leader, positively and directly, affected the efficiencies of tourist locations. The roles and the leadership of community leader positively affected the efficiencies of tourist locations in the indirect way via the collaboration and the participation of communities.	$P < 0.01$ (significant) $P < 0.01$ (significant)

Table 4.18 (Continued)

Hypotheses	Results of hypothesis testing	Level of statistical significance
The roles and the leadership of community leader positively affected the management of income and benefits in both direct and indirect manners via the collaboration and the participation of communities.	The roles and the leadership of community leader, positively and directly, affected the management of income and benefits. The roles and the leadership of community leader indirectly affected the management of income and benefits in the positive manner via the collaboration and the participation of communities.	P < 0.01 (significant) P < 0.01 (significant)
The roles and the leadership of community leader positively affected the local resident potential in both direct and indirect manners via the collaboration and the participation of communities and the income and benefits management.	The roles and the leadership of community leader, positively and directly, affected the proficiencies of local people. The roles and the leadership of community leader indirectly affected the proficiencies of local people in the positive manner via the collaboration and the participation of communities and the management of income and benefits.	P < 0.01 (significant) P < 0.01 (significant)

4.1.7 Section 7 Results of Hypothetical Model Consistency

According to the results of analysis of relationships of assumption with empirical data, it was found that the statistical values obtained by the analysis can pass the standard, meaning that the causal model of factors affecting Thailand community-based tourism value creation consisting of five main factors including the community cooperation and participation, tourism location potential, income and benefits management, local resident potential, and community role and leadership. Besides, it was also found that Thailand community-based tourism value creation was mostly affected by the community role and the leadership and the community collaboration and the participation with the statistical significance level at 0.01. Furthermore, it was also directly affected by the community collaboration and the participation with the statistical significance level at 0.01, which meant the high community cooperation and the participation led to the high Thailand community-based tourism value creation. Thailand community-based tourism value creation was indirectly affected by the community roles and the leadership, the community collaboration and the participation, the tourist location potential, the income and benefits management, and the local resident potential with the statistical significance level at 0.01 through the collaboration and the participation of communities, which was considered as the most influencing factor, meaning that the high level of the community role and the leadership resulted in the increase in community collaboration and the participation, as a result that the Thailand community-based tourism value creation will be improved. According to those causal factors, it could be used to explain the variation in Thailand community-based tourism value creation equal to 75%. It could be clearly seen that the influences of the community roles and the leadership affected Thailand community-based tourism value creation via the community collaboration and the participation and the observed factor with the highest factor loading to identify the community role and the leadership affecting Thailand community-based tourism value creation, i.e. representative for benefit management and founding of community organization. In the case of the most important observed factors to identify the community cooperation and the participation, including the creation of connection and the collaboration of tourist connection and preservation of tourist resources. Therefore, being representative for

benefit management and founding of community organization, the creation of connection and the collaboration of tourist connection and preservation of tourist resources were the important factors that affected Thailand community-based tourism value creation, as reflected in the dimension of the community-based value adding and creation.

CHAPTER 5

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This researcher aimed to present the proposed policy for Thailand community-based tourism value creation. The objectives of this work were as follows;

- 1) To study the factors affecting Thailand community-based tourism value creation.
- 2) To study the causal relationships of factors affecting Thailand community-based tourism value creation.
- 3) To propose policy recommendations for Thailand community-based tourism value creation.

In the case of experiment, the researcher, herein, used the analysis principles called “Structural equation model (SEM)” which could be divided into three simple steps. Step 1 was to analyze to determine the compositions of factors affecting Thailand community-based tourism value creation via confirmatory factor analysis to investigate the construct validity of latent variables caused by construct variables to be suited with the theory proposed by the researcher using theories and research about empirical data. Step 2 was to analyze to study the causal relationships of factors affecting Thailand community-based tourism value creation by path analysis, and also to study the direct, indirect, and total influences of factors to test hypotheses relating to the factors affecting Thailand community-based tourism value creation to investigate the harmony of the relationship between causal model with empirical data in order to determine the accuracy of proposed model. Step 3 was about statistical analysis of obtained data using desk research and gap analysis to find any find gap that might occur from the research in both direct and indirect ways using content analysis to determine facts, accuracy, precision, and relationship to eventually obtain the proposed policy of Thailand community-based tourism value creation.

5.1 Conclusion

5.1.1 According to Those Five Factors and Compositions,

The researcher studied theories and relating research, and then analyzed information leading to the dimension of value addition and creation to suggest the proposed policy for Thailand community-based tourism value creation.

5.1.1.1 Factor 1 Community Collaboration and Participation:

- 1) Giving the right to make a decision to community and also participants
- 2) Creating the network and the collaboration for tourism connection

- 3) Preservation of tourism and culture resources

5.1.1.2 Factor 2 Tourism Location Potential

- 1) Accessibility process for tourist resources (6As)
- 2) Improvement and elevation of tourist location qualities
- 3) Extension of tourist location networks
- 4) Value creation of natural and culture resources
- 5) Investment of entrepreneur

5.1.1.3 Factor 3 Income and Benefits Management:

- 1) Distribution of products and value creation of products
- 2) Increasing in attractions of tourist locations
- 3) Improving of competitive ability
- 4) Fairness of income and benefit management
- 5) Increasing of per capita income

5.1.1.4 Factor 4 Local Resident Potential

- 1) Creation of cross-culture learning
- 2) Training and developing local people
- 3) Preserving cultures
- 4) Learning to preserve natural resources
- 5) Community having abilities for investment

5.1.1.5 Factor 5 Community Roles and Leadership

- 1) Founding of community organization

- 2) Being representative for benefit management
- 3) Budget management
- 4) Determining roles of people for management of tourism
- 5) Having the standard for taking care of consecutive events

5.2 Discussion

According to the results, there were 3 factors containing the relationships with causal factors with the statistical significance level of 0.01, and it could be discussed as following details;

5.2.1 In Terms of the Community Collaboration and Participation,

The results of this research exhibited that the community thought the factors affecting the internal relationships were in order; participation of culture preservation, participation of natural resource preservation, participation of receiving benefits and the collaboration occurring between government official, communities, and participants, with the statistical significance level at 0.01 that directly and positively influenced the value creation of tourism by Thai community and the management of income and benefits, meaning that the collaboration and the exact participation of communities will reach the highest efficiency, when every single part need to have the same opinions relating to the idea of preservative (B.E. 2542), including studying, brainstorming, determining directions and working plans, being participated in making a decision, administration, and evaluation to obtain the benefits for the whole, which was corresponded with the idea of Cohen and Uphoff (1977), giving the meaning of participation as it should be consisting of decision making, implementation, benefits, evaluation as well. This idea was in agreement with Sin (2002), who stated that every local people has the right in tourism resources, including nature, history, cultures, way of life, also development of proficiencies of local people for sustainable aspects. The idea was also corresponded with Fiorello and Bo. (2012), stating that the factor leading to the success of tourism by community was giving the right of management to community in every single step. Cholada Siddhivarn (2003) stated that the factor making tourism of community success was

the government supporting in terms of policy, budgets, technicians, effective using of local resources, participation of entire organization from both government and private official, fairness of benefit management, strength of local people and organization, connection between local and national levels, expertise in communities at which the development of tourism was needed, by using appreciative participation planning and action (APPA) theory, in which focused on participation, i.e. economic outcomes, participation in planning, operating, making a decision and management. This idea was in agreement with Boonlert Jitangwattana (1999) stated that the government officers needed to practice about being accepted problems and needs from communities, this will make the communities be able to be participated in planning and management steps, that would make them being motivated to preserve natural resources. Besides, the processes should be opened for everybody to be participated leading to the development and preserve tourist locations afterwards. In the case of the directions for participant, it should be come from good conscience focusing on the preservation of tourist locations.

5.2.2 In Terms of the Income and Benefits Management

It was found that the factors affecting the internal relationship were as listed; fairness of income management, local people getting higher income and also quality of life from tourism, with the statistically significant level at 0.01 that directly influenced on the proficiencies of local people in the positive way, meaning that Fairness of income and benefit management did not only improve the income of families in the communities, but also improve the quality of life of people, which was corresponded with the statement of Muganda, Sahli, and Smith. (2010) explaining that the local people may feel that tourism had an influence on their life, such as monetization for poor people in communities, creation of facilities in communities, for example transportation, or communication. Besides, this idea was in agreement with the idea of Tourism Authority of Thailand (1996), defined that the sustainable tourism was tourism aiming at the sustainable development concerning about the limitation of nature, communities, cultures, ways of life, by giving the chances for communities for being participated in benefits, Boonlert Jitangwattana (1999) described tourism business needed developing to have fairness about the management

of profits, local communities must be fairly obtained the benefits, and tourism needed to have no severe effects on environments. This idea was as close as the idea of Eber (1992, as cited by Applied Scientific Research Corporation of Thailand, B.E. 1999), explaining that the communities must receive the fair income management and must follow the objectives of people and local communities. Anyway, Aderhold (2011) argued that the investment of private sector did not give any benefit to people or tourism industry, which was in agreement with the opinion of FrenZel (2011) stating that what needed to be fixed was the decision of communities, the local communities should be participated in recognizing natural resources in communities, ways of life and indigenous knowledge, by changing worth resources to become benefits and projects to create the income to communities and also participants.

5.2.3 Roles and Leaderships of Communities Leader

According to the results, it was found that the factors affecting the internal relationship were as listed; transparent management of benefits and rights to communities, supporting tourism in tourist locations, and distribute benefits and rights to communities, and the statistically significant level at 0.01 that positive and directly affected the collaboration and the participation of communities, the efficiencies of tourist locations, and the management of income and benefits. It meant that the roles and the leaderships of community leader was correspond with the idea of Wittaya Jitmart (2009) stating that the leaders that the local people believed in them can bring the success to communities. The example was the research from the UK, Stewart (2003) claimed that it was necessary that in tourism, the local people should be participated in the direct and indirect development, but another important thing was that the leader was considered relevant to be the center of management, meaning that the tourism provided by communities were in the responsibility of community leader. Likewise, Lapeyre (2010) studied and explained that nowadays, the operation and the process of making a decision were overwhelmed by an entrepreneur. Therefore, the entrepreneur might use these rights in the wrong ways, i.e. making advantages. Hence, in order to solve the mentioned problems, it relied on the creation of sustainable internal structure of communities before giving the rights to make a decision and management to communities. Positively, the roles and the leaderships of

community leader, directly and indirectly, influenced on the management of income and benefits and proficiencies of local people via the collaboration o communities, which was in agreement with the idea stated by Aunchalee Lorka (2010) describing that the utilization of budgets should be done in the way that considered on the needs of people, and also should be used in the most effective way. Some political parties used their rights to make advantages for only the people in their electorates, instead of using the rights for creating benefits for all people. To this end, the community must be in charge of management of budgets, and must not be the person who will get any benefit from the budget management. Plus, the roles and the leaderships positively affected the management of tourism to add values of tourism by Thai community and also proficiencies of local people thorough the collaboration and the participation of communities and the management of income and benefits. This idea was corresponded with the idea of Freeman et al. (2010) claiming that every single part was related to the whole organization, the communities, herein, were alike local organization, shareholders, customers, consumers, competitors, mass media, officers, monetary institute, environmentalists, material producers, as well as government. Freeman stated that when an executive though that the business in their hand was considered creative, so the next step will be easier. Meanwhile, if the local people in communities believed that they were one of the parts in tourism industry, they will be participated to make benefits and worth together. This reason was also in agreement with the opinion of Therdchai Choibamroong (2009) stating that it was necessary to make the local communities strong before making the development. To this end, the resources management, social capital, cultures, indigenous knowledge, techniques to create network and communication to accelerate the preservation of environment and indigenous knowledge, these will make the communities turning into the sustainable tourist locations and the proficiencies of local people will be elevated, at the same time. This was suited with the 6th policy to support the proficiencies of people by giving them knowledge and skills in terms of tourism management, preservation of cultures and environment (Tourism Authority of Thailand and Applied Scientific Research Corporation of Thailand, 1997). Besides, For determination of the regulations and the compositions of sustainable tourism in Title 8,8, it was written that training staff was a training course for staff in communities in all levels, and the

details were about the directions to obtain the development and the operation to create administrative executive standard relating to tourism (Eber, 1992).

5.2.4 According to the Results of Research of Those Five Factors

It was found that the factors affecting the Thailand community-based tourism value creation reflected in terms of the value addition. Kotler and Keller (2012) explained the idea about the value addition, which was in agreement with the idea of Pairach Piboonrungraj (2013). For the view of a marketing man, the most important thing about value addition was the product had to be unique, the worth was not only the creation of remarkable images, but also unique properties, service styles, assurance, leading to the value proposition overwhelming another brand. That is to say, the contents should be come first. This idea can be applied for tourism of communities as well. Apart from the brand, product appearances, prices, quality, availability, selection, function, features, relationships, services, and partnerships were also necessary. Therefore, the driving force to be suited with the results of research and the mentioned ideas was the development of united communities in terms of four components of tourism. Rattanaporn Chankratok (2009) stated that the role of community committee was considered important that led to the sustainable development of communities. In the cases of the management and learning processes, the process providing knowledge to communities was relevant. For an economic aspect, the communities must create income taking place in communities through providing a chance for people in communities to an investment relating to tourism in communities or the investment of entrepreneur who will fairly return advantages to communities. Besides, the works for local people was also necessary to elevate the proficiencies of local people, such as guide, etc. Therefore, it would lead to the development of communities, if economic in communities is getting developed. Anyway, the advancement of tourism would possibly deteriorate the core and environments of societies (D'Mello, 2008), which was corresponded with the related ideas, including the development of tourism of community and regional levels. The inter development of tourism should be firstly developed before the development of international tourism to suit with the available resources and amounts of tourists. Besides, before making the developments, the participation of people in a project

affecting their ways of life should be carried out, and the carrying capacity should be taken into account, also the participation of tourists to elevate economic should be done (Rattitya Hirunyahard, 2001), this idea was in agreement with the idea of Reed (1997) claiming that some could be possible, but others might be opposite with the context of communities which were different, so the operation of participants, in this case, should aware of the effects that might happen to communities. As a result, the development of fundamental structures of communities was important. In the cases of incomes obtained by accommodations, showing, or souvenirs, these incomes should be taken into account for creating the advantages to communities, as they directly affected the communities (Ohridska-Olson & Ivanov, 2010). These should be concerned and operated to add values to communities to propose the causal policy for value creation and worth of tourism in community by Thai community. In the cases of factors affecting the value creation, those were in agreement with the idea of Wittaya Jitmart (2009), who defined the meaning of “value” as it was not tangible products or services, but it was referred to “benefits” which was the process of creating worth to meet the requirement of customers, especially for the changes of needed. The perspectives of human towards worth were beneficial things corresponding with the research results and the idea of Somchai Sananmueang (1998), claiming that tourism by communities created the benefits to participants including tourists, local people, and responsible people in the developing plan. These people would differently see the obtained benefits. In the case of tourists, they might want to see varieties of tourist locations, including characteristics of each location, ways of life of local people, environment in tourist locations. For local people, they might expect to have another relaxing place, more convenient and comfortable transportation, comfortable accommodations, exchanging knowledge with tourists about the ways to preserve environments, supporting environment and culture preserving processes. Besides, in the research of Montawadee Phlukoet (2010), it was in agreement with the theory of worth creation towards tourism, which was the process that communities getting developed in many dimensions, including participating in investment, management, planning, making a decision, benefits, responsibilities and preservation, determinations of regulations about environment, and processes of follow up and evaluation. This idea was also corresponded with the idea of creative tourism, stating that tourism was

considered as a tool to make understanding relating to the worth of varieties of cultures,, this was not only the reinforcing process to know the worth of communities, but also was the process to support the development of creativities for tourists. Besides, the communities would have the proud of their locations, and the people would be learning about the worth creations to communities, leading to the elevation of economy, societies, and environment leading to sustainable tourism afterwards (Nalikotiphak Saengsanit, personal communication, May 18, 2012), which was in agreement with the idea of Sutsan Suttipisan (2013b) claiming that the worth in communities would occur, if the resources need to be used to create worth, values, and also to reduce the effects that might occur to environment for creating the sustainable economic, societies, and environments. Another thing was the products of tourism, and these products should meet the requirement of tourist leading to concomitant learning between communities and tourists and the creation of conscious to preserve environments together with the development of knowledge and experiences to tourists, and to create conscious of environment preservation towards communities in terms of economy and ways of life of people in communities.

5.3 Recommendations

This chapter was separated into 2 parts:

- 1) Recommendations from research and academic knowledge
- 2) Recommendations for future research

5.3.1 Recommendations from Research and Academic Knowledge,

According to the analyzing results of causal model and results obtained by the research, it was found that the important factors affecting Thailand community-based tourism value creation was mainly from the community collaboration and the participation, which could be observed by all factors did not directly influence the processes of value enhancement, including value addition and value creation to tourism by Thai community that can be witnessed by the observed factor with the highest factor loading to identify factors affecting the value and worth creation to tourism by Thai community, including creation of connection and the collaboration of

tourist connection and preservation of tourist resources, being representative for benefit management and founding of community organization. Therefore, the right directions for tourism by communities should have a strong structural organization in all aspects. As a result, the solution would be the supporting processes to create the collaboration and the participation of communities through the administrative tourism, including learning processes and exchange knowledge, administrative skills, accessibility for indigenous knowledge and preservation of knowledge, creation of relationships between entrepreneur and related offices, benefits management in communities, creation of works available and development of skills of local people, and creation of evaluating process to manage tourism leading to the investigating process to find some fault. In the case of academic knowledge obtained by the research, it was found that the roles and the leaderships were considered relevant for value and worth creation to tourism by Thai community, followed by the collaboration and the participation of communities, which were directly and positively influenced. Besides, the value and worth creation to tourism by Thai community were also, indirectly and positively, affected by the roles and the leaderships, the participation of communities, proficiencies of local people, and the management of income and benefits, meaning that the roles and the leaderships of community leader were essential for the tourism management. On the other hand, the mentioned management did not directly affect the value and worth creation to tourism by Thai community, the collaboration and the participation of communities were needed for preservation of cultures and creation of collaboration and participation of communities, these processes were considered as an only way to directly improve the creation of values and worth of tourism by Thai community. Therefore, in this research, it gave novel academic knowledge in term of the management of value enhancement to manage tourism in any community, which can create using the collaboration and the participation of communities. Besides, the results showed that the process of a novel leader creation of community was also important in order to have the person who could be a next generation leader for bringing success to communities afterwards.

5.3.2 For the Recommendation for Future Research

This research was the structural equation model (SEM) using confirmatory factor analysis and path analysis to confirm empirical data that whether it was in agreement with the study and the literature reviews relating to the proposed policy to elevate value and worth to tourism by Thai community. The results could be used to confirm and to create academic knowledge in terms of administrative management and solutions. Plus, this research was also used to extent academic knowledge for studying an indicator for components for Thailand community-based tourism value creation afterwards.

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APPENDICES

APPENDIX A

QUESTIONNAIRE ON POLICY RECOMMENDATIONS FOR THAILAND COMMUNITY-BASED TOURISM VALUE CREATION

This Questionnaire is part of the Doctor of Philosophy Program in Integrated Tourism Management, NIDA titled Policy Recommendations for Thailand Community-Based Tourism Value Creation. The study aimed to identify the factors affecting Thailand community-based tourism value creation and causal factors in Thailand community-based tourism value creation, to offer policy recommendations for Thailand community-based tourism value creation. This questionnaire consists of nine pages divided into three parts detailed as follows below.

Part 1 / Personal and community characteristics

Part2 / Opinions towards factors affecting Thailand community-based tourism value creation

Part 3 / Conclusions of the five factors in terms of community-based tourism value creation

Therefore, the researcher would like to ask for the respondents' assistance and cooperation to fill the questionnaire. For perfect and accurate research, the researcher will keep your meaningful and valuable information confidential. The information is used for research purposes only and without any impact on your organization. The researcher would like to thank all of you who devoted your precious time.

Mr. Nontlachatara Viranuvatti

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The 1st part of the questionnaire asked respondents to please mark ✓ over the □ in front of the text and the numbers based on your honest opinions.

- ### Community Based Tourism Management Characteristics:

1. Your community has implemented community based tourism management for a period of.years.
2. Does your community have community group or organization that oversees community based tourism? ☐ Yes ☐ No
3. Does the community has clear community based tourism plans ☐ Yes ☐ No
4. How has community based tourism management increased the numbers tourists in the past 3 years.
☐ Increased by..... percent ☐ Decreasedby..... percent ☐ Unchanged

5. How has community based tourism management increased the income from tourism in the past 3 years?

☐ Increased by..... percent ☐ Decreasedby..... percent ☐ Unchanged

Part 2 Opinions Towards Factors Affecting Thailand Community-based Tourism Value Creation

Part 3 Conclusions of the Five Factors in Terms of Community-based Tourism Value Creation

Part 3 Questionnaire to Study the Conclusions of the Five Dimensions of Thailand Community-based Tourism Value Creation

Statement the 1st, 2nd, 3rd parts of the questionnaire asked the respondents to please consider each question and ○ circle the answer that expresses their attitude with the scoring as follows:

5 points refers to highest agreement

4 refers to high agreement

3 refers to moderate agreement

2 refers to low agreement

1 refers to lowest agreement

Example

Item	Factor	Highest	→			Lowest
		5	4	3	2	1
Community collaboration and participation						
1	Community is involved since the planning began	5	④	3	2	1

Part 2 Questionnaire to Determine the Factors Affecting Thailand Community-based Tourism Value Creation

Item	Factor	Highest	→			Lowest
		5	4	3	2	1
Community collaboration and participation						
1.	Community is involved since the start of the study and planning.	5	4	3	2	1
2.	Community is involved in the decision.	5	4	3	2	1
3.	Community is involved in activities / plans.	5	4	3	2	1
4.	Community is involved in the benefits.	5	4	3	2	1
5.	Community is involved in being responsible for problems caused by tourism.	5	4	3	2	1
6.	Community is involved in monitoring and evaluation.	5	4	3	2	1
7.	Community is involved in the exploitation of tourism resources.	5	4	3	2	1
8.	Community is involved in the maintenance of cultural traditions.	5	4	3	2	1
9.	Community is involved in the maintenance of tourism resources.	5	4	3	2	1

Item	Factor	Highest	→			Lowest
		5	4	3	2	1
10.	Community is involved in the Community Rules Rule	5	4	3	2	1
11.	There being collaborations with tourism area nearby community.	5	4	3	2	1
12.	There being collaborations and harmony between communities, government, and stakeholders	5	4	3	2	1
Tourism location potential						
13.	There being easy access to tourism areas.	5	4	3	2	1
14.	There being management of hotels to accommodate tourists.	5	4	3	2	1
15.	There being management of resources to attract tourists.	5	4	3	2	1
16.	There being management of tourist facilities.	5	4	3	2	1
17.	There being tourism management.	5	4	3	2	1
18.	There being adoption of community tourism management.	5	4	3	2	1
19.	There being management of security in tourist areas.	5	4	3	2	1
20.	There being restoration and preservation of tourism resources.	5	4	3	2	1
21.	There being expansion of network with nearby attractions.	5	4	3	2	1
22.	There being tourism promotion.	5	4	3	2	1
23.	There being management of natural and cultural assets.	5	4	3	2	1
24.	There being economic, social, and environmental development.	5	4	3	2	1

Item	Factor	Highest	→			Lowest
		5	4	3	2	1
25.	There being capacity management to accommodate tourists	5	4	3	2	1
Income and benefits management						
26.	Incomes are being made from the handcrafted souvenirs.	5	4	3	2	1
27.	People in the community have increased revenues from tourism.	5	4	3	2	1
28.	There being employment within the tourism area.	5	4	3	2	1
29.	There being income management thoroughly and fairly.	5	4	3	2	1
30.	People in the community have improved the lives of tourism management.	5	4	3	2	1
31.	There being development of capabilities and services.	5	4	3	2	1
32.	The standard of living of people in the community is improved.	5	4	3	2	1
Local resident potential						
33.	There being studies on foreign culture.	5	4	3	2	1
34.	There being awareness and studies on ways to take care of tourist resources.	5	4	3	2	1
35.	The local culture is being passed on.	5	4	3	2	1
36.	There being local personnel empowerment training.	5	4	3	2	1
37.	People in the community have the ability to invest in tourism.	5	4	3	2	1
38.	There being tourism management skills.	5	4	3	2	1
39.	There being development of foreign language proficiency.	5	4	3	2	1

Item	Factor	Highest	→			Lowest
		5	4	3	2	1
40.	There being a career as a community such as local guide	5	4	3	2	1
41.	There being pride on the community's identity	5	4	3	2	1
The community role and leadership						
42.	There being the establishment of a community group or organization with systemic administration.	5	4	3	2	1
43.	The Community budget is control and supervision.	5	4	3	2	1
44.	There being allocation of budgets to take care of tourism development.	5	4	3	2	1
45.	There being allocation of budgets for social economic, cultural, and environment care.	5	4	3	2	1
46.	There being management of the community benefits.	5	4	3	2	1
47.	There being coordination with the community in dealing with the public and relevant stakeholders with no hidden benefits.	5	4	3	2	1
48.	There being transparent community management	5	4	3	2	1
49.	There being promotion and encouragement on tourism in the area.	5	4	3	2	1
50.	The roles of people in the area are assigned.	5	4	3	2	1
51.	There being protection, surveillance, social and cultural impact.	5	4	3	2	1
52.	There are measures to prevent the impact of tourism management.	5	4	3	2	1

**Part 3 Questionnaire to Ask the Concluded Feedback of the 5 Dimensions of
Thailand Community-based Tourism Value Creation**

Item	Thailand community-based tourism value creation , source: Handbook of indicators of sustainable development of Thailand (Office of National Economic and Social Development, 2004).	Highest	→			Lowest
		5	4	3	2	1
Dimensions of community value addition						
53.	Tourism causes the expansion of tourism	5	4	3	2	1
54.	The number of tourist arrivals increased steadily.	5	4	3	2	1
55.	The tour costs per capita of tourists increased.	5	4	3	2	1
56.	The tourism community to make the community a better economy.	5	4	3	2	1
57.	Tourism community insight to deploy lives by the philosophy of sufficiency economy properly	5	4	3	2	1
58.	Corporate travel, tourism makes up by local community members.	5	4	3	2	1
59.	Communities representing all ages and are held regularly travel community	5	4	3	2	1
60.	Tourism enables community organizations to develop a core component of the community based tourism in all four areas of natural and cultural resources. The community organization, management, and learning	5	4	3	2	1
61.	Tourism has the potential to mitigate the impacts of tourism management in three areas: social, economic and environmental impacts that may result from the violation of human rights	5	4	3	2	1

Item	Thailand community-based tourism value creation , source: Handbook of indicators of sustainable development of Thailand (Office of National Economic and Social Development, 2004).	Highest	→			Lowest
		5	4	3	2	1
62.	Tourism reduced the number of corruption	5	4	3	2	1
63.	Tourism causes solution to damage to the various benefits of the community fairly.	5	4	3	2	1
64.	Tourism revenue increased resulting in a lower ratio of public debt to the community.	5	4	3	2	1
65.	Tourism reduces poverty within the community.	5	4	3	2	1
Dimension of community value creation						
66.	Tourism has caused health care management as well as security of life and property of the growing community.	5	4	3	2	1
67.	Tourism caused development of potential and quality of community learning and management.	5	4	3	2	1
68.	Tourism results in raising and more attention to better the education of youth in the community.	5	4	3	2	1
69.	Tourism causes quality and quantity, as well as learning to use natural and cultural resources sustainably	5	4	3	2	1
70.	Travel causes community an awareness and continue the tradition with a unique community with a substantial	5	4	3	2	1
71.	Tourism reduces the rate of conflicts within the community resulting from understanding and unity of the processes involved in tourism management.	5	4	3	2	1

Item	Thailand community-based tourism value creation , source: Handbook of indicators of sustainable development of Thailand (Office of National Economic and Social Development, 2004).	Highest	→			Lowest
		5	4	3	2	1
72.	Tourism has an environmental management system that is good and decent in all aspects. As the use and management of soil, water, air, waste, etc.	5	4	3	2	1
73..	Tour makes use of renewable energy from nature.	5	4	3	2	1
74.	Tourism causes tourism rules. Policy Tour is right and proper to share the resources of the community and visitors very seriously.	5	4	3	2	1

Recommendations and opinions

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The researcher would like to thank the respondents very much for completing the questionnaire.

Mr. Nontlachata Viranuvatti Ph.D. student
Integrated Tourism Management, Faculty of Tourism Management NIDA

APPENDIX B

THE EXPERTS' ASSESSMENT IN DETERMINING CONTENT VALIDITY SUBJECT

The Policy Recommendations for Thailand Community-based Tourism Value Creation

Name of expert

.....

Highest education level

.....

Professional qualifications

.....

.....

Instruction

Please express your opinions to determine the degree of content validity considering the accuracy of information on personal characteristics and observed variables: five factors, 1) Community collaboration and participation, 2) Tourism location potential, 3. Income and benefits management, 4. Local resident potential, 5. Community role and leadership in order to draw the conclusions of how five factors affect community-based tourism value creation by studying database of the Handbook of Thailand Sustainable Development Indicators(Office of the National Economics and Social Development Board, 2004) to develop the questionnaire. The data collected from the questionnaire would be used to develop the model of Thailand community-based tourism value creation and determine its content validity. Please mark ✓ into the box based on your honest comments as well as give your helpful suggestions for further improvement.

The Opinion Level

+ 1 refers to the item that is appropriate or meets the content validity.

0 refers to the item that may or may not be appropriate and does or does not meet the content validity.

- 1 refers to the item that is not appropriate or does not meet the content validity.

Part 1 Comments on a Questionnaire About Personal Characteristics

Item	Personal characteristics	Level of Agreement		
		+1	0	1
1.	Gender 1. <input type="checkbox"/> Male 2. <input type="checkbox"/> Female			
2.	Ageyears			
3.	Marital status 1. <input type="checkbox"/> Single 2. <input type="checkbox"/> Married 3. <input type="checkbox"/> Separated 4. <input type="checkbox"/> Divorced 5. <input type="checkbox"/> Undisclosed			
4.	Highest education 1. <input type="checkbox"/> Below secondary education 2. <input type="checkbox"/> secondary education/vocational certificate 3. <input type="checkbox"/> High vocational certificate/diploma 4. <input type="checkbox"/> Bachelor's degree 5. <input type="checkbox"/> Higher Bachelor's degree			
5.	Work positions 1. <input type="checkbox"/> The president or a community leader in community enterprise 2. <input type="checkbox"/> Membership in the organization's community			
6.	Experience in the organization's community year			

Recommendations and Opinions

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Part 2 Comments on a Questionnaire About the Observed Variables by all 5 Factors and the Affected Relationships

Item	Factors and observed variables	Level of agreement		
		+1	0	1
Community collarboration and participation				
1.	Community is involved since the start of the study and planning.			
2.	Community is involved in this decision.			
3.	Community is involved in community activities / plans			
4.	Community is involved in the benefits			
5.	Community is involved in the responsibilities			
6.	Community is involved in monitoring and evaluation			
7.	Community is involved in the exploitation of tourism resources			
8.	Community is involved in the maintenance of cultural traditions			
9.	Community is involved in the maintenance. Tourism resources cure			
10.	Community is involved in the Community Rules Rule			

Item	Factors and observed variables	Level of agreement		
		+1	0	1
11.	Community is involved with the community tourism management			
12.	Cooperation and harmony between communities, government, and stakeholders			
Tourism location potential				
13.	There being better management on the well-being, lifestyle and, cultural property improvement			
14.	There being easy access to attractions			
15.	There being management on the property to accommodate visitors			
16.	There being better management on resources to attract tourists			
17.	There being management on facilities in tourist destinations			
18.	There being activities and tourist routes			
19.	Tourism management is accepted by the community			
20.	There being management on security for tourists			
21.	There being restoration and preservation of tourism resources			
22.	There being networks linking sites nearby			
23.	There being tourism advertisement			
24.	There being investment from local tourism operator			
25.	There being management on natural and cultural assets			
26.	There being management on development of the economic, social and environmental			
27.	There being management on capacity to accommodate tourists			

Item	Factors and observed variables	Level of agreement		
		+1	0	1
Income and benefits management				
28.	Income is being made from the sales of handicraft souvenir			
29.	The per capita income is increased from tourism management			
30.	There being employment within the tourist area			
31.	Management is implemented more thoroughly and fairly			
32.	There being a positive attitude in support of tourism management			
33.	The way of life and living is better from tourism			
34.	The development of capabilities and services			
35.	The standard of living of the people in the community is raised			
Local resident potential				
36.	There being studies on foreign culture			
37.	There being awareness and studies on ways to take care of tourism resources			
38.	The local tradition and culture are passed on			
39.	There being development and training for local personnel			
40.	There being the ability to invest in tourism			
41.	There being the skills and ability to manage tourism			
42.	There being development of language skills			
42.	There being supplement occupation for communities such as local tour guides, etc.			
44.	There being pride of the community's identity			

Item	Factors and observed variables	Level of agreement		
		+1	0	1
Community role and leadership				
45.	There being community organization systemically established and administered			
46.	The community budget is controlled and supervised			
47.	There being allocation of budgets to take care of tourism development			
48.	There being allocation of budgets for social, economic, cultural, and environment care			
49.	There being community benefits management			
50.	There being coordination for the community in dealing with the public and relevant stakeholders with no hidden benefits			
51.	The community management is transparent			
52.	Tourism in the area is promoted and encouraged			
53.	The role and competency of personnel in the area is defined			
54.	There being surveillance for protection against social and cultural impact			
55.	There being measures to prevent the impacts from tourism management			

**Part 3 Questionnaire to Study the Conclusions of the 5 Dimensions of Factors
Affecting Thailand Community based Tourism Value Creation**

Item	Thailand community-based tourism value creation, Source: Guide to indicators of Thailand sustainable development. (Office of the National Economics and Social Development Board, 2004)	Level of agreement		
		+1	0	1
The community based tourism resulted in community value creation as follows				
56.	There being management on the expansion in proportion to increase tourism			
57.	There being continuous increasing number of tourists from tourism management			
58.	The community economy is a better and community lives by the philosophy of sufficiency economy			
59.	The number of tourism clubs and community members has increased. Community has representatives at all ages and the tourism community meetings are regularly held			
60.	The environmental management system is good and decent in all 4 aspects such as the use and management of soil, water, air, waste and so on			
61.	Community organizations have developed key components of tourism management by all four areas: community resource fair, national and cultural. The community organization management and learning			

Item	Thailand community-based tourism value creation, Source: Guide to indicators of Thailand sustainable development. (Office of the National Economics and Social Development Board, 2004)	Level of agreement		
		+1	0	1
62.	There being measures to prevent the potential of tourism management in three areas: social, economic and environmental impacts that may result from the violation of human rights			
63.	There being lower rates of friction within communities are the result of understanding and unity of the processes involved in travel management			
64.	There being a lower number of core issues, corruption and fixing the damage to the benefit of the community fairly			
65.	The ratio of public debt to the community is decrease resulting in poverty reduction within the community			
66.	The use of renewable energy from nature is increased			
The community based tourism resulted in community value creation as follows				
67.	There being management on health care as well as the security of life and property of the growing community			
68.	There being development of the community and the quality of learning and the management of the tourism			
69.	The education of youth in the community is elevated, and paid attention to more			

Item	Thailand community-based tourism value creation, Source: Guide to indicators of Thailand sustainable development. (Office of the National Economics and Social Development Board, 2004)	Level of agreement		
		+1	0	1
70.	There being management on quality and quantity, as well as learning and culture, sustainable use of natural resources			
71.	The rules and regulations on tourism management are right and proper to share the resources of the community and visitors very seriously			
72.	The community is aware and carry on the traditions that are unique in a community concretely			

Recommendations and Opinions

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The researcher would like to thank the respondents very much for completing the questionnaire.

Mr. Nontlachatara Viranuvatti. Ph.D. student
Integrated Tourism Management, Faculty of Tourism Management NIDA

APPENDIX C

A LIST OF EXPERTS TO MONITOR AND ASSESS THE IOC (Index of item-Objective Congruency) OF THE QUESTIONNAIRE AND THE RESULTS

A list of 5 experts to monitor and assess the IOC, to determine the content validity and construct for the questions to be academically correct based on the index of item-Objective Congruency (IOC) is shown as follows:

Name	Educational institution
Professor. Pantyp Ramasoota, Ph.D.	International College, Mahidol University counselors
Associate Professor Saovakon Sudsawasd, Ph.D.	Social Development Kasetsart University
Assistant Professor Jittasak Putjorn	Tourism Management, Silpakorn University, Phetchaburi Campus
Chalermkiart Feongkeaw, Ph.D.	Tourism Industry Management, Kasembundit University
Supawadee songphonwanich	Faculty of Forestry, Kasetsart University

Index of item-Objective Congruency

A	B	C	D	E	F	G
ทำผิดผู้ทรง						
จุดประสงค์การเรียนรู้	1	2	3	4	5	
	1	1	1	1	1	1
	1	1	1	1	1	1
	1	1	1	1	0	0.8
	1	1	1	1	1	1
	0	1	1	1	1	0.8
	1	1	1	1	1	1
ผลรวม	5	6	6	6	5	
ทำผิดผู้ทรง						
จุดประสงค์การเรียนรู้	1	2	3	4	5	
	1	1	1	1	1	1
	1	1	0	1	1	0.8
	1	1	0	1	0	0.6
	1	1	0	0	1	0.6
	1	1	0	0	1	0.6
ผลรวม	5	5	1	3	4	
ทำผิดผู้ทรง						
ความเข้าใจ และการสื่อสาร	1	2	3	4	5	
1	1	1	1	1	1	1
2	1	1	1	1	1	1
3	1	1	1	1	1	1
4	0	1	1	1	1	0.8
5	0	1	1	1	1	0.8
6	0	1	1	1	1	0.8
7		1	1	1	1	0.8
8	1	1	1	1	1	1
9	1	1	1	1	1	1
10	1	1	1	1	1	1
11	-1	1	1	1	1	0.6
12	0	1	1	1	1	0.8
ผลรวม	5	12	12	12	12	
ทำผิดผู้ทรง						
ศึกษาหาประโยชน์ของสิ่งมีชีวิต	1	2	3	4	5	
13	-1	1	1	0	0	0.2
14	1	1	0	1	1	0.8
15	1	1	1	1	1	1
16	1	1	1	1	1	1
17	1	1	1	1	1	1
18	1	1	1	1	1	1
19	-1	1	1	1	0	0.4
20	1	1	1	1	1	1
21	1	1	1	1	1	1
22	1	1	1	1	1	1
23	1	1	0	1	0	0.6
24	1	0	-1	1	-1	0
25	1	1	1	1	0	0.8
26	0	1	1	1	1	0.8
27	1	1	1	1	1	1
	10	14	11	14	9	

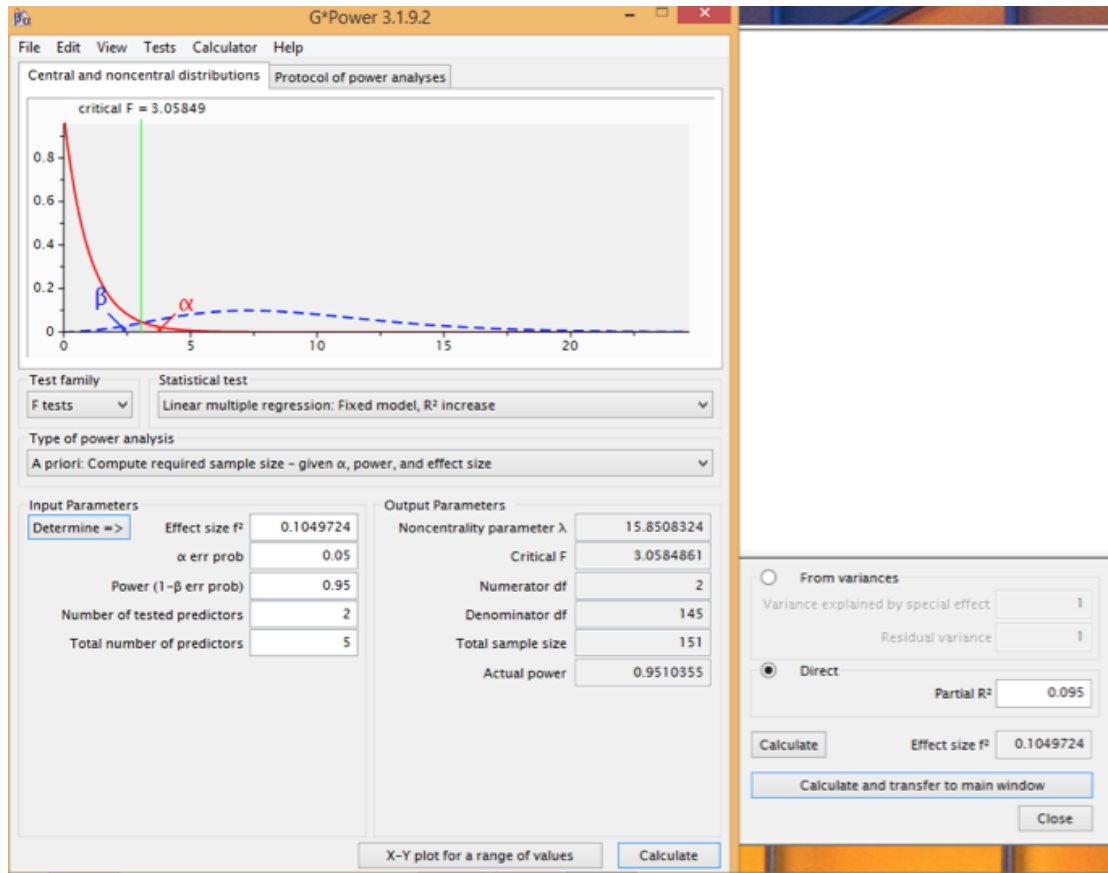
การพิจารณาการดำเนินงาน	ผลการดำเนินงาน					
	1	2	3	4	5	
28	1	1	1	0	1	0.8
29	1	1	1	1	0	0.8
30	1	1	1	1	1	1
31	1	1	1	1	1	1
32	-1	0	1	1	1	0.4
33	0	1	1	1	0	0.6
34	1	1	1	1	1	1
35	0	1	1	1	0	0.6
รวม	4	7	8	7	5	
ศึกษาภาพของงานในชั้นนี้	ค่าสัมฤทธิ์					
	1	2	3	4	5	
36	1	1	1	1	1	1
37	1	1	1	1	1	1
38	1	1	1	1	1	1
39	1	1	1	1	1	1
40	1	1	1	1	0	0.8
41	1	1	1	1	1	1
42	1	1	1	0	1	0.8
43	1	1	1	1	1	1
44	1	1	1	1	1	1
รวม	9	9	9	8	8	
บทบาทของงานในชั้นนี้	ค่าสัมฤทธิ์					
	1	2	3	4	5	
45	1	1	1	0	1	0.8
46	1	1	1	0	1	0.8
47	1	1	1		1	0.8
48	1	1	1		1	0.8
49	1	1	1	1	1	1
50	1	1	1	1	1	1
51	1	1	1	1	1	1
52	1	1	1	1	0	0.8
53	1	1	1	0	0	0.6
54	1	1	1	1	1	1
55	1	1	1	1	1	1
รวม	11	11	11	6	9	

มิติของการประเมินคุณค่าในชุมชน	ลำดับผู้ทรง					
	1	2	3	4	5	
56	1	1	0	1	0	0.6
57	1	1	0	1	1	0.8
58	1	1	1	1	1	1
59	1	1	1	0	1	0.8
60	1	1	1	1	1	1
61	1	1	1	1	1	1
62	1	1	1	1	1	1
63	1	1	0	1	1	0.8
64	1	1	1	1	1	1
รวม	9	9	6	8	8	
มิติของการสร้างคุณค่าในชุมชน	ลำดับผู้ทรง					
	1	2	3	4	5	
65	1	1	1	1	1	1
66	1		1	1	1	0.8
67	1		1	1	0	0.6
68	1		1	1	1	0.8
69	1		1	1	1	0.8
70	1	1	1	1	1	1
71	1	1	1	1	1	1
72	1	0	1	0	0	0.4
รวม	8	3	8	7	6	
รวมทั้งหมด	66	76	72	71	66	0.975

APPENDIX D

THE CALCULATION METHOD TO DETERMINE THE SAMPLE WITH G * POWER PROGRAM AND A LIST OF THE COMMUNITIES WITH COMMUNITY BASED TOURISM MANAGEMENT

The calculation was performed by using G * POWER to determine the sample and list of community with community based tourism management. The sample of 151 communities was separated to 60 communities in the north, 40 in the central region, 30 in the northeastern, and 21 in the south. This is done by defining the locations with the community tourism in the four regions across the country such as the North, Central, Northeast and South from the database of Thailand Research Fund (TRF), Department of Tourism, Ministry of Tourism and Sports, Thailand Community Based Tourism Institute (CBT-I), and the Designated Areas for Sustainable Tourism Administration (Public Organization) (as shown in the table indicating the calculation and name list as follows:



List of 151 Communities with Community Based Tourism Management

60 Communities in the North

No.	List	Location
1.	Ban Ja Bu See Community	Chiang Rai
2.	Pong Nam Ron Community	Chiang Rai
3.	Ban Huay Kee Lek Community	Chiang Rai
4.	Ban Nongmo Community	Chiang Rai
5.	Ban San Kor Dan Community	Chiang Rai
6.	Ban Satan Community	Chiang Rai
7.	Ban Pa Lan Community	Chiang Rai
8.	Ban Tha Jhun Thong Community	Chiang Rai
9.	Ban Wiang Tong Community	Chiang Rai

No.	List	Location
10.	Ban Mae Lad Community	Chiang Rai
11.	Ban Mai Community	Chiang Rai
12.	Ban Pa Sak Tong Community	Chiang Rai
13.	Ban Huai Bong Community	Chiang Rai
14.	Ban Rong Plakhao Community	Chiang Rai
15.	Ban Nong Phak Hueat Community	Chiang Rai
16.	Ban San Thang Luang Community	Chiang Rai
17.	Ban Rong Plaina Community	Chiang Rai
18.	Ban Muang Kam Community	Chiang Rai
19.	Ban Wiang Hom Community	Chiang Rai
20.	Ban San Ton Nae Community	Chiang Rai
21.	Ban San yao Community	Chiang Rai
22.	Ban Huay Khrai Homestay Community	Chiang Rai
23.	Ban Saeo Community	Chiang Rai
24.	Ban Kao Deer Community	Chiang Rai
25.	Ban Tham Community	Chiang Mai
26.	Ban Hua Tung Community	Chiang Mai
27.	Mae Kampong Community	Chiang Mai
28.	Ban Mae Klang luang Community	Chiang Mai
29.	Ban Pha Mon Community	Chiang Mai
30.	Ban Doi Pui Community	Chiang Mai
31.	Ban Pha Teak Community	Chiang Mai
32.	Ban Wiang Haeng Community	Chiang Mai
33.	Tham Chiang Dao Community	Chiang Mai
34.	Ban Pong Community	Chiang Mai
35.	Ban Sun Lom Joy Community	Chiang Mai
36.	Ban Rai Kong Khing Community	Chiang Mai
37.	Ban Saen Chai Phatthana Community	Chiang Mai
38.	Ban San Sai Community	Chiang Mai
39.	Phra Bat Huai Tom Community	Chiang Mai

No.	List	Location
40.	Ban Sao Dang Community	Chiang Mai
41.	Ban Ja Bo Community	Mae Hong Son
42.	Ban Tan Klang Community	Mae Hong Son
43.	Ban Roong Aroon Community	Mae Hong Son
44.	Ban Tong Kor Community	Mae Hong Son
45.	Ban Mae Lana Community	Mae Hong Son
46.	Ban Huay He Community	Mae Hong Son
47.	Ban Pha Mon Community	Mae Hong Son
48.	Ban Huay Kaew Bon Community	Mae Hong Son
49.	Ban Huay Ham Community	Mae Hong Son
50.	Ban Muang Paem Community	Mae Hong Son
51.	Ban Muang Pon Community	Mae Hong Son
52.	Ban Pha Charoen Community	Mae Hong Son
53.	Pong Sanook Community	Lampang
54.	Ban Samkha Community	Lampang
55.	Ban Huai Tom Community	Lamphun
56.	Ban Rong Hai Community	Phayao
57.	Ban Viang Bua Community	Phayao
58.	Ban Rong Kla Community	Phitsanulok
59.	Nong Mae Na Community	Phetchabun
60.	Ban Ma Tu Lee Community	Phetchabun

40 Communities in the Central

No.	List	Location
61.	Takhian Tia Community	Chonburi
62.	Naklua Beach Preservation Community	Chonburi
63.	Chak Ngaeo Community	Chonburi
64.	Bang Nam Pheung Community	Samutprakan
65.	Song Ka Nong Community	Samutprakan

No.	List	Location
66.	Sainoy Home Stay Community	Ayutthaya
67.	Ban Rim Kong Community	Ayutthaya
68.	Ta Kala Community	Ayutthaya
69.	Ban Sa Rai Community	Ayutthaya
70.	Rang Jorakae Home Stay Community	Ayutthaya
71.	Phai Luang Community	Ayutthaya
72.	Ban Kang Don Kai Dee Community	Samutsakhon
73.	Ban Tha Kham Community	Singburi
74.	Ban Mae La Community	Singburi
75.	Samchuk Market Community	Suphanburi
76.	Rak Ha Community	Ratchaburi
77.	Ban Khlong Khun Community	Angthong
78.	Bang Sadej Community	Angthong
79.	Phunean Kaset Community	Angthong
80.	Ban Nong Khao Community	Kanchanaburi
81.	Ban Kluay Community	Kanchanaburi
82.	Ban Lai Nam Community	Kanchanaburi
83.	Ban Wang Ka Community	Kanchanaburi
84.	Ban don Ta Phet Community	Kanchanaburi
85.	Ban Thung Samo Community	Kanchanaburi
86.	Ban Don Chedi Community	Kanchanaburi
87.	Ban Huai Saphan Community	Kanchanaburi
88.	Bang Chan Community	Chanthaburi
89.	Rak Khao Bai Sri Community	Chanthaburi
90.	Tha Chalaeb Community	Chanthaburi
91.	Khao Soi Dao Tai Community	Chanthaburi
92.	Ta Pon Community	Chanthaburi
93.	Prasae Tourism Community	Rayong
94.	Suan Panan Community	Rayong

No.	List	Location
95.	Ban Jum Rung Home Stay Community	Rayong
96.	Ban Sa Lak Khok Community	Trad
97.	Sa Lak Phet Community	Trad
98.	Huay Rang Community	Trad
99.	Nanm Cheaw Community	Trad
100.	Rak Klong Bangpra Community	Trad

30 Communities in the Northeast

No.	List	Location
101.	Ban Phu Community	Mukdahan
102.	Ban Nong Lom Community	Mukdahan
103.	Ban Pao Community	Mukdahan
104.	Ban Pan Community	Mahasarakham
105.	Ban Tha Wat Tai Community	Sakon Nakhon
106.	Ban Dong Mong Fai Community	Sakon Nakhon
107.	Ban Paen Community	Sakon Nakhon
108.	Ban Nam Phu Community	Sakon Nakhon
109.	Ban Kok Muang Community	Buriram
110.	Sai Yao Community	Buriram
111.	Ban Du Silk Handicraft Community	Nakhon Ratchasima
112.	Ban Bu Sai Community	Nakhon Ratchasima
113.	Rung Ka Yai OTOP Community	Nakhon Ratchasima
114.	Mul River Preservation Community	Nakhon Ratchasima
115.	Ban Dan Kwian Community	Nakhon Ratchasima
116.	Ban Monmai Development Community	Surin
117.	Ban Ali Home Stay Community	Surin
118.	Ban Pho Kong Community	Surin
119.	Ban Tha Sawang Silk Weaving Community	Surin
120.	Surin Elephant Village	Surin

No.	List	Location
121.	Ban Chiang Cultural Conservation Community	Udon Thani
122.	Ban Men Handicraft Community	Udon Thani
123.	Na Kra Community	Udon Thani
124.	Ban Plakaow Community	Amnat Charoen
125.	Ban Ku Ka Sing Community	Roi Et
126.	Ban Za Zom Community	Ubon Ratchathani
127.	Ban Pa Ao Community	Ubon Ratchathani
128.	Kok Sathon Community	Loei
129.	Ban Na Thum Community	Loei
130.	Ban Huai Dua Community	Nong Bua Lamphu

21 Communities in the South

No.	List	Location
131.	Ban Laem Community	Phetchaburi
132.	Ban Tom Suea Community	Phetchaburi
133.	Ban Phu Kem Community	Phetchaburi
134.	Ban La U Community	Prachuap Khiri Khan
135.	Hua Hin Hand-made Weaving Preservation Community	Prachuap Khiri Khan
136.	Koh Yao Noi Community	Phang Nga
137.	Kiriwong Community	Nakhon Si Thammarat
138.	Prom Lok Community	Nakhon Si Thammarat
139.	Koh Pi Tak Community	Chumphon
140.	Ban Pak Klong Community	Chumphon
141.	Lamae Community	Chumphon
142.	Lee Led Community	Surat Thani
143.	Klong Noi Community	Surat Thani
144.	Ban Tum Pueng Community	Surat Thani

No.	List	Location
145.	Phu Pha Phet Conservation Community	Satun
146.	Ban Hua Hin Community	Satun
147.	Ban Na Ton Community	Krabi
148.	Aow Leuk Community	Krabi
149.	Ban Nai Wong Community	Ranong
150.	Bo Hin Community	Trang
151.	Rawai Community	Phuket

BIOGRAPHY

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ACADEMIC BACKGROUND

Master of Arts (Hospitality Industry and
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Air Purser

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