

บทความวิจัย (Research Article)

การจัดการด้านการท่องเที่ยวโดยชุมชนของประชาชนในตำบลห้วยทราย อำเภอสันกำแพง จังหวัดเชียงใหม่

The Management of Community Based-Tourism (CBT) Destinations in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อวิเคราะห์ศักยภาพแหล่งท่องเที่ยวโดยชุมชนและออกแบบเส้นทางการท่องเที่ยวในชุมชนในตำบลห้วยทราย อำเภอสันกำแพง จังหวัดเชียงใหม่ โดยผู้วิจัยได้ใช้การวิจัยเชิงคุณภาพ เก็บรวบรวมข้อมูลจากเอกสารและการสนทนากลุ่ม ผู้ให้ข้อมูลสำคัญ คือ ผู้ประกอบอาชีพเกษตรกร จำนวน 20 คน เครื่องมือที่ใช้ในการวิจัย คือ แบบสำรวจข้อมูลการท่องเที่ยว และแบบสัมภาษณ์แบบกึ่งโครงสร้าง ผู้วิจัยใช้การวิเคราะห์ข้อมูลเชิงเนื้อหา ผลการวิจัยจากการวิเคราะห์ศักยภาพแหล่งท่องเที่ยวโดยชุมชน พบว่า ด้านทำเลที่ตั้ง แหล่งท่องเที่ยวโดยชุมชนแห่งนี้ไม่ได้ตั้งอยู่บนถนนสายหลักของตัวอำเภอสันกำแพง และระบบขนส่งสาธารณะยังไม่ครอบคลุมถึงพื้นที่ ด้านสภาพของแหล่งท่องเที่ยว มีแหล่งท่องเที่ยวที่แสดงให้เห็นถึงเอกลักษณ์ วัฒนธรรมท้องถิ่น และดึงดูดนักท่องเที่ยว ด้านสิ่งอำนวยความสะดวก มีจำนวนที่พักอาศัย โรงแรม โฮมสเตย์เพียงพอในการรองรับนักท่องเที่ยว ด้านสาธารณูปโภค มีการบริหารจัดการเพียงพอต่อการใช้งานของสมาชิกในชุมชน ไฟฟ้าสามารถใช้งานได้อย่างทั่วถึง และด้านระบบการสื่อสาร โครงข่ายไร้สาย สามารถใช้งานได้อย่างปกติ ด้านการบริหารจัดการขยะ ยังไม่มีจุดบริการขยะที่แสดงให้เห็นอย่างชัดเจนและไม่มียระบบการจัดการขยะ ด้านการประชาสัมพันธ์ เนื่องจากส่วนใหญ่ผู้ประกอบการและผู้นำกลุ่มฯ เกษตรกรเป็นคนรุ่นใหม่ มีความพร้อมในการพัฒนาศักยภาพและยอมรับการเปลี่ยนแปลงค่อนข้างสูง ส่งผลให้เกิดการเรียนรู้และการใช้เทคโนโลยีสมัยใหม่เพิ่มมากขึ้น แต่ยังคงจำเป็นต้องทำความเข้าใจและสร้างสื่อรูปแบบใหม่ ๆ ให้เกิดความน่าสนใจอย่างสม่ำเสมอ และด้านการมีส่วนร่วมของคนในชุมชน คนในพื้นที่เข้ามามีบทบาทหน้าที่ในกิจกรรมการท่องเที่ยวโดยชุมชนค่อนข้างหลากหลายแต่ยังขาดประสบการณ์ด้านการบริหารจัดการเพื่อเป็นแหล่งท่องเที่ยวโดยชุมชน และ

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ยังขาดองค์ความรู้ด้านการจัดการการท่องเที่ยวโดยชุมชน และผลการวิจัยการออกแบบเส้นทางการท่องเที่ยวโดยชุมชนในตำบลห้วยทราย พบว่า จากการนำผลการประเมินแหล่งท่องเที่ยว มาร่วมกันวิเคราะห์ปรับปรุง และพัฒนาเส้นทางท่องเที่ยวโดยชุมชนบนฐานภูมิปัญญาชาวบ้านและวัฒนธรรมท้องถิ่นถ่ายทอดออกมาเป็นเส้นทางการท่องเที่ยวโดยชุมชนของตำบลห้วยทรายจำนวน 1 เส้นทาง

คำสำคัญ: การท่องเที่ยวโดยชุมชน ศักยภาพ เส้นทางท่องเที่ยว

Abstract

This research aims to analyze the potential of Community-Based Tourism and create community tourism routes in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province. The researchers employed qualitative research methods, gathering data from documents and group discussions. Key informants included 20 agricultural professionals. Research tools included tourism survey forms and semi-structured interviews. Data analysis was conducted using content analysis. Findings regarding the potential of Community-Based Tourism revealed that the community's tourism sites were not located on the main roads of San Kamphaeng District, and public transportation systems did not cover the area adequately. Most tourism sites showcased local culture and attracted tourists. The community in Huai Sai Sub-district provided sufficient amenities that could be tailored to tourists' needs, including accommodation such as hotels and homestays. Regarding public utilities, community management adequately served community members' needs, with electricity being widely available throughout the subdistrict. Wireless communication networks functioned well in residential areas, although some areas experienced signal issues. Waste management lacked clear service points and adequate systems. Regarding community participation, residents of Huai Sai Sub-district were actively involved in Community-Based Tourism activities, albeit lacking experience in management and tourism knowledge. Research findings suggested the need to improve and develop Community-Based Tourism routes based on local wisdom and culture. By integrating distinctive local identities and cultures, a single community tourism route was proposed for Huai Sai Sub-district.

Keywords: Community-based tourism (CBT), Potential, Tourism routes

Introduction

Thailand's tourism features diverse and sustainable travel experiences, integrating culture, traditions, local wisdom, and Thai identity to create memorable experiences for tourists. This approach has led to increased travel across different regions, encouraging Thai tourists to visit secondary cities more frequently during this period. Both the government and private sectors have implemented measures to support and stimulate domestic tourism, especially in secondary cities, to distribute and generate income for local communities. As a result, the revenue from tourism in secondary cities increased by 24.91% in 2021 compared to the previous year. Considering the proportion of revenue from secondary city tourism since 2018, the average share has been 16.3%. There is still a need to further stimulate and support tourism in secondary cities to achieve the target

of an 80:20 revenue ratio between primary and secondary cities. Additionally, Thailand must continue to emphasize promoting and developing tourism in secondary cities and establish measures to ensure safe travel amid the COVID-19 pandemic. (Office of the National Economic and Social Development Council, 2019)

Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province, is located approximately 24 kilometers from Chiang Mai city center. The majority of the area consists of flatlands bordered by hillsides with moderate slopes and is situated about 300 meters above sea level. From the western side of the village, there are forest areas and the “Huai Nam Phrik” reservoir, fed by the irrigation canals from Mae Kuang Dam, which act as the main water source providing the village for domestic consumption and agriculture use. Additionally, natural water sources, including Nong Guak, Nong Sew, Mae Tat Reservoir, and Huai Nam Phrik Reservoir, retain sufficient amounts of water to supply the community. The Huai Sai Sub-district comprises of eight small villages with a total population of 5,991 people, divided into 2,884 males and 3,107 females. The majority of the population in the village is employed in wage labor, household industries such as fabric, bamboo and softwood handicraft, pottery, and various souvenirs. However, there is a shift from agriculture to handicraft professional in the village. This is due to the nature of farming, which is time-consuming and heavily relies on geography, weather conditions, and timely market access to prevent damage, spoilage, or price drops due to oversupply. Moreover, if the price of the product increases, production cannot meet the demand at the given time. Unlike handicraft products, which can be stored for a longer period without spoilage and can be produced to meet demand at any time. This occupational shift may also be attributed to the increasing access to education among individuals, allowing them to apply this knowledge to their respective fields to enhance the quality and value to their products. Additionally, the majority of the population has secondary occupations, transitioning from wage labour and domestic/household industries (such as textile crafts, bamboo and softwood crafts, pottery, and souvenirs) to agriculture. This is due to agriculture, a profession that has been practiced since ancestral times without requiring expertise or knowledge, relying only on suitable geography and climate (Huai Sai Sub-district Municipality, n.d.)

The community members of Huai Sai Sub-district have come together to establish the Mae Tat organic farming community enterprise and the Huai Sai sustainable agriculture community enterprise to produce agricultural products and processed foods and increase their families' income. The standout products of these enterprises include organic rice, happy hens' eggs, and eco-tourism. Community members are dedicated to working as a team and forming a strong group to ensure sustainable growth. They are always open to learning and experimenting in order to develop their products to meet consumer demand. Preliminary inquiries within the community revealed a desire among the community members and entrepreneurs to develop and elevate this community enterprise into community-involved agrotourism destinations. However, the group and community are still lacking in knowledge about managing agrotourism and the tools that are

needed to promote this learning destination. Not only does this community involvement in agrotourism represent an additional source of income, but it could also enable the community to be economically and socially self-reliant, hence fostering a sense of pride.

Research Objectives

This research explores the potential of Community-Based Tourism (CBT) and tourism capacity in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai.

Research Methodology

The research scope includes studying the potential of Community-Based Tourism attractions and developing tourism routes in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province, by collecting geographical coordinates and gathering detailed information on tourist attractions and facilities. Then, assess the tourism potential or capability of the routes and propose tourism paths using the following research approaches:

1. Collect the data on the coordinates of natural attractions, community lifestyles, and facilities in the study to create a spatial database of potential tourist sites.
2. Develop tourism routes by considering locations where the local communities are willing to participate, duration, potential tourist attractions, and convenience. Each route will consist of a mix of community lifestyle attractions and natural sites to offer a variety of activities for tourists.

Study group

This qualitative research collected data from existing documents and the discussion in the focus groups. The target group includes 20 people who are the member of the community group, according to the study procedure described below.

Step 1: Conduct a survey of the project activity areas using both participatory and non-participatory observation methods. Researchers observed all activities during the field research period to study the potential of community-based tourist attractions and the elements of community tourism capital.

Step 2: Defined discussion points for the focus group to explore the potential of community-based tourist attractions and the elements of community tourism capital using community study tools, including: 1) Community organizational structure, which involves understanding the various relationships within the community. This was helping to identify roles, powers, responsibilities, and power dynamics between formal and informal agencies. The activities also involved creating a diagram of the community's organizational structures. 2) Community calendar, which involves learning about the villagers' way of life, including what activities occur annually, monthly, or daily, and how these relate to the villagers' daily lives and the various professions. This is because each community will have different lifestyles.

Step 3: Conduct a focus group discussion using Participatory Rural Appraisal (PAR) techniques which allows all participants to focus on questioning and learning. This research used questioning,

brainstorming, and reflection on the elements of community tourism capital with community leaders and representatives from each village in Huai Sai Sub-district. The participants included a total of 20 people who discussed the following topics: stakeholders or agencies involved in supporting Community-Based Tourism, utilizing community factors or resources for the benefit of Community-Based Tourism, the potential of managing community-based agrotourism, and activities that will occur in the community-based agrotourism routes. This study will summarize, compile, and verify the completeness of the data to proceed with the development of a community-based agrotourism route to promote and increase income for the local community.

Data analysis

The research conducted an analysis of basic data and the results of the survey on the potential of community-based tourist attractions, as well as qualitative data analysis after collecting information from interviews to obtain accurate and reliable data. To evaluate the potential of community-based tourist attractions, the researchers employed content analysis by analyzing the data obtained from tourist site surveys and interviews. Qualitative measurement often emphasizes the involvement of stakeholders, which helps obtain information that truly reflects the needs and perspectives of those involved. As a result, this led to the development of one tourism route.

Ethics statements

This study did not require ethical approval as per the guidelines of Chiang Mai University. The research was conducted following all applicable laws and regulations.

Research Results

Objective 1: The study of the potential of community-based tourist attractions in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province, led the researcher to define six aspects in the report of the potential assessment of tourist attractions as follows:

1) Location

In terms of location, the community-based tourist attraction is not located on the main road of San Kamphaeng District, and the public transportation system does not fully cover the area. With each tourist spot being quite far from one another, it is therefore common for tourists to visit the area by private vehicle or as part of a group only. This indicates that the location is a major issue in promoting this area as a tourist attraction, as tourists find it inconvenient to access services or resources.

2) Condition of tourist attractions

The community-based tourist attractions present their unique characteristics, local culture, and attractions to tourists. For example, a folk poetry learning centre that displays the use of traditional Lanna musical instruments and activities for composing traditional Lanna music, the last traditional potter's craft, bamboo mobile crafts, a range of organic farming activities, cricket farming, cricket processing, other agricultural products, herbal medicine, and food processing by the Mae Tad

Organic Farming Community Enterprise, and so on. However, the tourist attractions still lack systematic Community-Based Tourism management. Currently, leaders of the community enterprise group are working on understanding and preparing to enhance the ability to accommodate tourists.

3) Facilities

Huai Sai Sub-district is a tourist destination with facilities that can adapt to accommodate tourists, including utilities such as water supply and electricity, which are available throughout the sub-district. There are sufficient accommodations, hotels, and homestays to host tourists, with standard accommodations available for online and offline booking. However, smaller accommodations or homestays without certification standards are also available. Therefore, by improving the quality of services and facilities is important, with the government support to set standards for accommodation services, cleanliness, safety improvements, and managing security systems within the tourist areas. This also includes the public street lighting to reduce accidents and enhance road safety. Security at tourist sites is also crucial, including CCTV installations for the safety of visitors' and tourists' properties.

4) Public Utilities

The Huai Sai Sub-district community has a public utilities system that is adequately managed for community members, including water supply and electricity throughout the sub-district. However, some agricultural tourist spots are still lacking proper drainage or wastewater treatment facilities. Telecommunication networks are available in the area, with limited signal in some areas. Waste management also lacks clear service points and proper systems, highlighting the need for community awareness and agreements to establish comprehensive waste management systems to create a positive impression on tourists.

5) Publicity

The majority of entrepreneurs and leaders in the agricultural group are young and open to developing and accepting changes, leading to increased learning and use of modern technology. Tourist sites have adopted online media for promotion, making people more aware of their attractions through advertising on platforms such as Facebook and websites. However, the use of online platforms for promoting tourist spots needs to be understood and created in new interesting ways for both online and offline publicity, presenting a positive image of the community-based tourist attractions to tourists and outsiders.

6) Community participation

The Huai Sai sub-district community has varied roles and responsibilities in tourism activities due to most entrepreneurs and farmers lacking experience in managing Community-Based Tourism. However, some community enterprise groups and entrepreneurs are starting to recognize the importance of the tourism industry as part of stimulating the community's economy. Still, there is a lack of knowledge about managing sustainable Community-Based Tourism, considering environmental, social, and cultural sustainability. Community-Based Tourism is a mechanism for promoting community

development through participation and environmental conservation. The government's support is crucial for developing the potential of these community-based tourist spots, planning development, and continuous activity organizations incorporating unique local traditions and cultures to attract interested tourists. Understanding and agreements on joint operations, defining roles and responsibilities for community development, are essential for success in becoming community-based tourist destinations.

Objective 2: The research on creating Community-Based Tourism routes in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province, used the findings from the assessment of tourist attraction potential in Object 1 to analyze, improve, and create Community-Based Tourism routes based on local knowledge and culture.

The study of related concepts, theories on tourism route planning, agrotourism, Community-Based Tourism (CBT), and activity models that motivate tourists includes the folk poetry learning center, which showcases traditional Lanna musical instruments and activities for composing original Lanna melodies and is considered a learning center for the unique music of Lanna within the community while also enhancing the community's reputation. The last traditional potter's craft and bamboo mobile crafts are considered valuable heritage to be preserved for future generations to learn the processes and value of the craft. Additionally, the community has agrotourism sites at the Mae Tat Organic Farming Community Enterprise, engaging in activities ranging from organic farming, cricket farming, cricket processing, other agricultural products, herbal medicine processing, and medicine from food. These reflect the cultural values and natural resources within the Huai Sai sub-district. By highlighting the unique local culture and integrating it into a unified Community-Based Tourism route for Huai Sai Sub-district, the researcher aims to align with the strategies of Huai Sai Sub-district Municipality, San Kamphaeng District, Chiang Mai Province, in conserving, restoring, and perpetuating arts, traditions, and local knowledge. Huai Sai Sub-district Municipality serves as a centre for ongoing community development and operation. Initiating Community-Based Tourism routes aims to create significant opportunities for further tourism development in Huai Sai Sub-district, stimulating greater community involvement, community leaders, and stakeholders in tourism. This led to the create and development of a Community-Based Tourism route for Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province, as illustrated in Figure 1.



Figure 1 a Community-Based Tourism route for Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province.

Discussion of research results

This research on Community-Based Tourism (CBT) in Huai Sai Sub-district, San Kamphaeng District, Chiang Mai Province, emphasizes the significant potential for sustainable tourism development despite facing challenges including limited public transport and insufficient infrastructure. The study findings indicate that while Huai Sai's unique local culture and attractions have significant opportunities to attract visitors. However, it is crucial to address systemic challenges such as inadequate waste management and a lack of comprehensive tourism management practices.

The use of CBT and agrotourism, supported by strategic government policies, aims to balance economic growth with environmental preservation and social quality. The initial aim is not only to improve tourism standards but also to ensure that the benefits of tourism directly support the community's economic and social development. The crucial factor in this development is the establishment of a tourism route that is centered around the local community. This route aims to highlight the abundant cultural heritage and diverse agricultural practices of Huai Sai Sub-district. This route is created to enhance community participation and stake holder involvement in the tourist industry by incorporating local expertise and cultural practices to offer a unique and exclusive visitor experience.

Future research should focus on enhancing collaboration with local and central government agencies to support the continuous management of tourism activities and expand CBT development to neighboring areas. These efforts would enhance tourism quality and experiences and promote a broader appreciation of Lanna culture and traditions.

In conclusion, the study underscores the critical role of community participation, strategic planning, and government support in the success of CBT destinations. By addressing current challenges and capitalizing on the target area's unique assets, Huai Sai Sub-district has the potential to become a model for sustainable tourism development in Thailand.

Conclusion and Limitations for Future research

Re Researchers can summarize their recommendations into two main points as follows: 1) Collaboration with local government agencies is essential to enhance community capacity in tourism management. This collaboration ensures the continuous operation of tourism activities and facilitates cooperation from diverse stakeholders and businesses. Having a centralized government agency in the area fosters credibility and promotes smooth research operations. Moreover, it aids in promoting emerging Community-Based Tourism to a wider audience, thus increasing awareness and dissemination to broader target groups. 2) Community-Based Tourism development should not be limited to just one community like Huai Sai. The surrounding areas of San Kamphaeng District also boast interesting and unique Community-Based Tourism destinations, each with its own identity and highlights at the village level. Limiting the focus to one area may result in overlooking other intriguing tourism attractions and may not be sufficient to attract tourists. Therefore, seeking cooperation for Community-Based Tourism development from neighboring communities with tourism potential, in collaboration with Huai Sai Sub-district Municipality, contributes to promoting tourism in San Kamphaeng District or even in Chiang Mai Province. This collaboration can create new tourism routes that demonstrate the continuity of traditions and cultures of the Northern Thai region.

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