

COMMUNITY-BASED TOURISM MANAGEMENT FOR ENTERING TO ASEAN ECONOMIC COMMUNITY (AEC)

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Abstract

The research about the tourism management by community is aimed to get ready for ASEAN Economic Community (AEC) which is a mixed methodology. The objective is to investigate the urban tourism as a preparation of joining AEC and also to investigate the path of advertisement and publication. Moreover, this research is also aimed to investigate the tourist's expectation of the use of community tourism. For this purpose, study uses questionnaires and interviews with the sample group of 402 respondents selected using simple random sampling. The result came out that urban tourism management potential still needs a high level of development in several

ways such as advertising guidelines and publication of the community tourism throughout certain media. There are three areas where tourists have high expectations from the community tourism: location, facilities and service providers.

Keywords: Tourism management, Community - Based Tourism, ASEAN Economic Community, Urban Tourism

INTRODUCTION

Tourism Industry is significantly important to the economic system of every country around the globe. In addition, many countries have prioritized tourism industry in 1-3 important industry from the first 10 important industries in the country. Meanwhile, tourism also plays a big role in economic, social and political growth, as tourism grants an opportunity to generate income to local communities such as the source of job, generating new professions and many more related business investments. From all of the above, tourism can provide wealth to the people and their country, furthermore, tourism can lead us to achieve the objective of developing Thai citizen's well-being. In the last 2 decades, Community-Based Tourism has been rapidly growing and is expected to be performance tourism as it is community-participatory, natural and environmental tourism and also generates income to the local community made it possible for the community to have self-sufficient economy. Miss Wansiri Morakul (2015) Deputy Director, Department of Tourism acting Director-General, Department of Tourism, Ministry of Tourism and Sports, revealed the present tourism situation in Thailand in the first 5 months of 2015 (Jan - May 2015) that from January to May, 12,448,641 tourists visited Thailand, higher than last year in the same period around 24.72% and generated income around 592,923.37 million baht, higher than last year in the same period 25.13%. And continuously has a good trend in June 2015 because the inland political situation is quite stable, combined with the growing rate of Chinese tourists and a good trend amongst European tourist providing a growing rate of tourism and will expand up to 45–50 % so we can be sure that this year the income from the tourism industry will definitely reach the target of 2.2 trillion baht: income from foreign tourists 1.4 trillion baht and 800,000 million baht from local tourists. But after taking a closer look at tourism knowledge of the community and the management system, we found that the government, private sectors and business owners who encourage and utilize mentioned tourism, don't have a clear concept, principles, methods, procedures and management skills of tourism resources and benefit distribution to local community. From the seriousness of above mentioned concerns, many associated sectors encourage the research and development to create more opportunities for new tourism which is different from the old one. This will focus on participatory

research in term of "Community-based Tourism" which focuses on "people in the community" as an important player of tourism management. This research will not only respond to the need of the tourists but also build the potential of local people, business owners and service providers. The research will act as the tool for establishing learning processes for local people to get involved in community tourism management which will lead to the protection and restoration of natural resources in relation with local wisdom and cultural identity. Moreover, this will be beneficial to the local community economy in the coming future.

Purpose of the research

1. To study tourism management by the community preparing for AEC
2. To study advertisement and publicize approach preparing for AEC
3. To study tourist expectations to local community tourism

RESEARCH METHODOLOGY

Researcher applied mixed methods research for the reliability of the research, Qualitative Research by studying from tourism document and use in-depth interview. The researcher defined Key Information providers and selected target group by dividing into 3 groups as 1). Community leaders who are in charge of community tourism, 2) Government officers who are in charge of tourism and 3) Tourism scholars for Quantitative Research. Target group of this research are the citizens of Nakorn Sri Thammarat Municipality. Researcher used Yamane's research formula at level of significance of .05, discrepancy of 5 %. Target group for this research are 402 people selected by using simple random sampling method analyze and synthesize obtained information with qualitative data.

EMPIRICAL RESULTS (Overview of the interview)

Management approaches of today's community-based tourism preparing for AEC and bringing us ... success.

1. The community should be educated because they have no idea what they ... need to prepare for AEC as they are villagers. Basically, they should prepare themselves in terms of languages for example.
2. The community has to form a group ... of local people. It could be a group of people or an association to act as tourism representatives. Established group or association should have clear management structure.
3. One vital thing for the community are community established rules which need to be linked with community tourism management standards because each has its own

standard. When establishing the rules, the community must take the protection of natural resources and environmental management into account.

4. We need infrastructure to get to tourist attractions. Infrastructure management has to build up the system or have an infrastructure management system such as route, road or other means of transportation.
5. How tourist can get educated by the community. What we need are local guides. The tourists visiting the community and expect to gain knowledge about local history and lifestyle so, we have to think who will communicate with them, that person should be the local guide.
6. The community should set up a tour program. It is impossible for the community to tell that everywhere are tourist attractions. We need tour menus. The community has to identify tour routes, how many tours are available and the tour program of each route.
7. In-house publicity should be systematic so we can present our community to the outsider (visitor?).
8. Profit management for local people should be equitable and fair. Equitable profit does not mean that everyone receives the same amount of dividend but means what we can do for every person in the community to get a fair share of the profit.
9. The community must understand that tourism in the community is only a secondary source of income, not the main income, because if they think tourism is the primary source of income, they will not be able to survive as they don't have attractive point of their resources (?). The community needs to verify that they have a unique selling point for community tourism or not.
10. The community must understand that tourism in the community is a secondary source of income if they take tourism as a primary source of income, they will not be able to survive because they don't a unique selling point.

What is the publicity approach of community-based tourism to build the motivation to increase the number of tourist?

1. Websites are very popular nowadays because everyone even when they are at their office, they can simply click and get information of any tourist attraction on earth, travelling time and transportation means.
2. When people return from their trips, they often tell their friends about their experiences. This is another way to promote, advertize and publicize the community tourism. When people are impressed, they often keep telling again and again about their impressions.

3. Advertising is to promote community tourism through tourism journals or handbooks but this channel is for the people who enjoy reading only, so if they are not interested in reading they will not read. Reading material is another way of advertising but new main media like Social Media and word of mouth are recommended as journal advertisement is the old way of communicating.

Tourist expectation to community-based tourism

1. A good welcome is very important because sometimes the tourists don't stay for only one day. If they get a warm welcome from the host it would be very impressive for them.
2. Tourists expect to get good service, no double standard service especially for foreign tourists as they take this seriously and have high expectations but Thai people are not used to this concept as normally Thais tend to take special care of Thai tourists but apply other standards to foreign tourists. This reflects the local attitude toward tourists.
3. Foreign tourists have expectation of souvenir. Souvenirs of tourist attractions for their friends and family but sometime when they can't get ... souvenirs from ... tourist attractions it could have a small impact but not a big impact. So it is recommended for the community to provide souvenirs for the tourists to buy.
4. Basic infrastructure is very essential but needs to blend in with the community, not too much unusual to lose local identity but if we don't have infrastructure, it will be inconvenient for the tourists. The most important point is the community has to find its standpoint and show it to the tourist.

Reason and factor of tourist decrease or increase

Reason of tourist increase

1. Original community identity is the most important thing which is a selling point for community-based tourism because this identity will attract the tourist, will be reason of visiting, the unique identity which is different from other communities. From all of the above, an attraction or factor which will attract tourist to the community is the identity. Communities should have a clear and unique identity. Identity could be natural, lifestyle, culture or custom identity depending on the uniqueness of each community. The community might need to bring this issue up and start to explore its specialty in order to develop this ... identity.
2. The community should provide activities to attract tourists. The type of activity depends on available resources of the community and the ability to serve the tourists, using the resources in relation with the activity. So tourism activity is a key factor ... the tourists are

interested in. We should provide activities which will make the communities more interesting to the tourists.

3. Foreign tourists expect to see the difference between Thai culture and their culture. We should provide an activity which educates tourists about Thai culture and an exchange process will occur. Foreign tourist will have a chance to exchange with local people and gain the knowledge in the same way, local people also gain knowledge from the tourists. This is the exchange process of the activity.
4. Transportation ... is also a point to attract tourists. If the tourist has more choice of transportation: driving by themselves, some tourists are not familiar with public bus. We need to provide travelling choice for them such as driving by themselves or a public bus or any other means of transport. So transportation ... is another factor of tourist attraction.

Reason of tourist decrease

1. Safety is the main reason. Even if the tourist attractions are very interesting but not safe, the tourists will definitely not visit. The community should be free from any dangerous environment because accidents have a negative impact on the tourist industry, not only on the local level but nationwide.
2. The community's natural and environmental resource deterioration is also a factor. If these resources are damaged or extinct what will attract the tourist. That's why we have to have natural and environmental resource management ... to protect and sustain them.
3. Means of transport is also a negative effect which decreases tourism. If the tourists don't have the best impression on the means of transport, surely they don't want to come back.
4. Friendship is also one factor. If local people in the community are not friendly, the tourists will not return or might leave ... earlier than planned. If people in the community only want to make a profit without giving anything back, they tend to disappoint the tourists. So, friendship is partly a factor, it might not be the main reason but it definitely has impact on ... tourism.

CONCLUSION AND FURTHER STUDIES

Community-based tourism should establish a network with other community-based tourism to make a plan to promote tourism. Community-based tourism should build relationships and participate in meetings and activities of government sectors in order to get information about the tourism industry and the tourism situation and apply this information to community tourism plan.

Community-based tourism should provide opportunities for local people to participate in acknowledging, managing and sharing profits; this will lead to the improvement of community-based tourism. Future study must be consisted with extensive research methods including quantitative and qualitative. The study in the future also ought to focus on “Structural Equation Modelling” in order to develop a strong research framework and conclusion.

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