

The Development of Tourism Entrepreneurship for Community Based Tourism in Thailand

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ABSTRACT

The research aims to emphasize the entrepreneurship in community tourism development and to identify guideline of enhancing tourism entrepreneurship for community based tourism of Thailand. The research design was quantitative research. The samples consisted of 175 people living in the community, entrepreneurs in the community, government officials, folk philosopher, and community leaders who have tourism operations. Data were collected using a questionnaire. The major findings showed that an approach in the development of tourism entrepreneurship adhering to Community Based Tourism should focus on the development of 5 groups, namely 1) Community-based tourism management 2) Economic society and quality of life management 3) Conservation and promotion of community cultural heritage 4) A sustainable system management of natural resources and the environment and 5) Community based tourism services. This result shows the importance of entrepreneurial tourism for Community Based Tourism. It is essential reading for both tourism and entrepreneurship

Index Terms

Tourism Entrepreneurship, Community Based Tourism, Community Tourism

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Introduction

Driven by increasing wealth and economic development, tourism is one of the most rapidly growing industries worldwide. With its rapid growth, a diversification of tourism products and destinations is taking place, consequently, demanding new alternative types of tourism, e.g. small-scale nature-related and rural 'experience' tourism. Within the total world market for tourism, rural tourism forms a relatively small sector but is of growing importance. When governments and the tourism industry wish to develop new regions for tourism, they are increasingly considering rural areas, which, until now, have been little developed for tourism. Local authorities and other bodies throughout are considering rural tourism as a key part of local development, usually with a specific focus on the use of the local heritage [1].

Communities, particularly those located in less-developed countries, are continuously faced with various social problems. The potential for tourism to drive economic growth makes it a relevant tool for developing low-income and underserved communities, and places these localities at the center of tourism development. Previous work implies that communities in need possess the necessary tourism assets, provide the local experiences that tourists seek and construct the spaces that they consume. This leads to the goal of developing communities holistically and sustainably, often through community-based and pro-poor tourism initiatives. [2].

Scholars also emphasize the need for increased research attention on innovation and transformation in the tourism sector to better take advantage of opportunities related to the demand for experience-based products. The exploration and exploitation of such opportunities demand entrepreneurial

action. In congruence with this development, various scholars have called for research related to entrepreneurship in the tourism sector. As an academic field of study, tourism entrepreneurship has slowly emerged from a few articles published in the 1970s and 1980s, primarily within the area of business economics and economic geography, to a more diverse body of literature with an increasing number of studies. However, until recently, only a small proportion of articles on tourism have been related to entrepreneurship issues [3].

Policymakers emphasized the importance of tourism entrepreneurship and encouraged to address community sustainable development. A major assumption in these developments is that tourism is driven by entrepreneurs who are individuals that typically possess vision, innovativeness and creativity. Such entrepreneurial behavior characteristics are vital for the performance of community tourism. Consequently, lots of efforts are being put into advancement of tourism entrepreneurship in tourism sector [4].

Incorporating some of the concepts of community-based tourism is the 'provider-capacity building' model, where social entrepreneurs organize and involve the wider community, identify community needs, and develop local capacity to address these needs through human resource development and tourism training. Community-based tourism development concepts and approaches are conceptualized as alternative strategies to conventional mass tourism models. These alternative approaches have been designed to create a sustainable tourism industry in various locations worldwide, improve local living conditions, generate lasting impacts and, ultimately, induce sustainable community development [5].

According to the Community Based Tourism of Thailand, there is still a lack of strength. The key problem is no internationally accepted standard. The problem is 1) the

tourism is not developed in the same direction. 2) Lack of integrated management, unable to connect community tourism with each other 3) Communities, as entrepreneurs, lack tourism management skills, the ability to create activities and innovation in tourism from the identity of the community itself 4) people lack awareness of natural resource and environmental and 5) degrade the ecosystem in the tourist attractions and increase the amount of waste more [6] [7].

Consistent with these points, to achieve in order to develop the community tourism in accordance with the community-based tourism community management standard. The researcher is therefore interested in researching on "Guidelines for the development of entrepreneurship in the tourism community according to the community based tourism standards. The Development of Tourism Entrepreneurship for Community Based Tourism in Thailand needs to be established.

By conducted research in southern part of Thailand, as the south is a multicultural region, racial and religious. The tourism entrepreneurship for community based tourism implementing by providing opportunities for all sectors to participate in problem solving based on the concept of tourism entrepreneurship, which lead to achieve of implementation for concepts of community-based tourism that would be matched up with the way of life in the characteristics of that area. This would result in high quality engage in sustainable community development in southern part of Thailand.

Research Objectives

The objectives of this research article were 1) to emphasize the entrepreneurship in community tourism development, and 2) to identify guideline of enhancing tourism entrepreneurship for community based tourism of Thailand.

Research Methods

A. Research Design

This study undertakes a quantitative research. The sample consisted of 175 living in the Baan Na Tham community, entrepreneurs in the community, government officials, folk philosopher, and community leaders who have tourism operations, selected by proportion and purposive sampling. Data analysis was conducted by using descriptive statistics to analyze the statistics.

The research tool was close ended questionnaires, divided into 3 parts: 1) General information of respondents. The question is a check list of 10 items. 2) Evaluating the potential of community tourism management. According to the community context Historical data 10 items of information about the culture and way of life of the community were assessed at five levels, namely the highest level, the highest level, the moderate level, the least level and the least level. 3) The assessment of the entrepreneurial potential in the community tourism management. According to the Community Based Tourism Development Criteria (CBT) Criteria for Community Based Tourism in Thailand. It is an assessment form, scoring according to the criteria in 5 areas, 29 goals.

B. Research Process

Research process of this research has developed into 3 steps consisted of Analyze potential of tourism entrepreneurship context, Assessment of Entrepreneurship in Community Tourism Management potential, and conclusion guideline of enhancing tourism entrepreneurship for community-based tourism of Thailand. Steps were shown in Fig. 1.

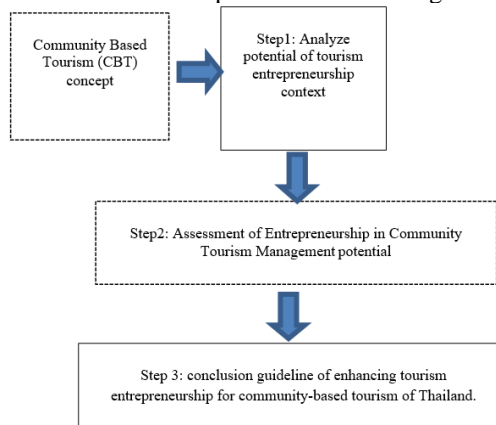


Fig.1 Research process for identify guideline of enhancing tourism entrepreneurship for community based tourism of Thailand.

Results

The Background of People Respondents

According to 175 questionnaires, it was found that 50.90% of people are female and 49.10% of people is male. The age of people is mostly between 40-49 years (22.90%). The education of people is mostly senior high school degree (21.70%). The monthly income of people is mostly 5,000 baht (22.90%). Their background is illustrated in Table 1 below.

Table 1. The background of people respondents

Input data	Number	Percentage
Sex		
Male	86	49.1
Female	89	50.9
Age (years)		
<20	8	4.6
20 – 29	35	20.0
30 – 39	37	21.0
40 – 49	40	22.9
50 – 59	38	21.7
≥60	17	9.7
Education		
Primary School	33	18.9
Junior High School	18	10.3
Senior High School	59	33.7
High Vocational	19	10.9
Certificate		
University	32	18.3
Graduate	11	6.3
other	3	1.7
Salary		
≤ 5,000	71	40.6
5,001 – 10,000	60	34.3
10,001 – 15,000	19	10.9
15,001 – 20,000	8	4.6
20,001- 25,000	7	4.0
25,001- 30,000	3	1.7
≥ 30,001	7	4.0

Potential of Community for Tourism

significant tourism potential in 7 important areas, consisting of 1) the community preserving and inheriting the culture and tradition, 2) the community having tourist attractions through archaeological sites, unique artifacts, and 3) communities history, culture, traditions that can be searched, 4) The community has local knowledge, 5) The community has natural resources and the national tourism , 6) community lifestyle and local wisdom that is unique to the locality, 7) the community has a way of life that is bound to natural and historical attractions. Their area is illustrated in Table 2 below.

Table 2 Potential of Community for Tourism

Issue	(\bar{X})	(S.D.)	level
1. The community has natural resources for tourism	4.13	1.04	high
2. The community is cared for preserve the natural resources of tourism	3.93	1.19	high
3. The community has tourist attractions of ancient ruins, antiques and architecture that are unique	4.22	1.04	high
4. The community has a way of life. Folk wisdom	4.13	1.03	high
5. The community maintains and inherits the culture and tradition. Organizing activities that show the continuation of cultural traditions in the community	4.25	1.02	high
6. The community has a history, culture and traditions that can be searched	4.18	1.06	high
7. The community has a way of life that is tied to natural and historical attractions	4.10	1.01	high
8. The community has local wisdom	4.14	1.02	high
9. The community has a variety of tourism activities.	3.54	.968	high
10. The community has villagers who can tell about the history. Arts and culture traditions the wisdom of the community	3.30	1.13	moderate
total	3.99	1.05	high

Tourism entrepreneurship potential for community based tourism

The Tourism entrepreneurship potential for community based tourism was presented as a result of analyzing 175 questionnaires of people respondents. The overall is at a fair level. Community based tourism services has the highest rating as which was fair ($\bar{x} = 1.72$), Followed by economic society and quality of life management which was fair ($\bar{x} = 1.71$) and conservation and promotion of community cultural heritage which was fair ($\bar{x} = 1.69$) and community-based tourism management which was fair ($\bar{x} = 1.59$) and sustainable system management of natural resources and the environment which was fair ($\bar{x} = 1.49$) so the total mean score was fair ($\bar{x} = 1.64$). The potential are illustrated in Table 3 below

Table.3 Tourism entrepreneurship potential for community based tourism

Issue	\bar{x}	percentage	level
management			
2. Economic society and quality of life management	1.71	42.69	Fair
3. Conservation and promotion of community cultural heritage	1.69	42.33	Fair
4. A sustainable system management of natural resources and the environment	1.49	37.15	Fair
5. Community based tourism services	1.72	42.96	Fair
Total	1.64	40.82	Fair

Discussions

Community-based tourism services

Community-based tourism management had the highest tourism entrepreneurship potential for community based tourism due to Ban Na Tham community has a safe travel service point. Safety information on how to use the itinerary and participation in activities such as road signs and warning signs are provided. Along the clearly visible tourist route and installed in the appropriate places. In major tourist attractions such as Wat Tham Khuha Phimuk and Tham Silpa, but the issues that are still lacking in this area are the community still lacks a tool to assess the satisfaction of tourists, such as assessments, guestbook, questionnaires to improve community management [8].

Economic society and quality of life management

Economic society and quality of life management is a good level of readiness, number 1 goal is human rights in tourism are a priority. This may be due to Ban Na Tham provides an opportunity for youth, women, the elderly, the disabled and various groups of people to take part in tourism activities equally. But the issues still lacking in this area are efficient income allocation Ban Na Tham community does not have clear income allocation criteria. Resulting from tourism for group members and no income generated from tourism is allocated to the Community Development Central Fund for use in the public interest. To create understanding and perception of the mutual benefit of the whole community it does not belong to one of the groups that will benefit [9].

Conservation and promotion of community cultural heritage

Conservation and promotion of community cultural heritage are ready with a high percentage score which may be due to Ban Na Tham community offers activities for tourists to learn and experience local culture. Community life through real experiences. There is a written search and collection of information about community cultural heritage, such as historical records, way of life, etc. And there are clearly conservation activities or local ways of life for future generations [10].

Community-based tourism management

Tourism management by the community Ban Na Tham Community is a small percentage score in this area. This may be due to the community lacks information dissemination to all parties to participate in the perception of tourism in the community. The community has not yet worked with the marketing network partners to promote tourism in the community. Including the lack of tourism promotion activities in the community or distributing various public relations media to tourists through various channels another important point is the community does not yet have a financial management system. Effective accounting and the community may not yet provide a youth tour guide to provide information to tourists [11].

A sustainable system management of natural resources and the environment

In sustainable system management of natural resources and the environment Ban Na Tham Community have the lowest percentage score in this area. This may be due to the community lacks zoning for community tourism for community members and tourists. Including the determination of capacity to accommodate tourists in tourism areas that will not cause obvious social, cultural, natural or environmental resources. And to formulate plans to mitigate the negative cultural / environmental impacts caused by tourism such as garbage and sewage, wastewater, noise Storing things for personal possessions, etc. That is, the Ban Na Tham community should raise awareness of the importance of conserving natural resources or the environment for people in the community. To create a balance between resource utilization in tourism, but must be coupled with environmental resource conservation [11].

Recommendations

A. Recommendations for Practices

1. Although the culture of the community appreciates and attracts a number of guests, this study has shown a high level of security protection through community policing and actions that the security issue is one of the major challenges in implementing tourism entrepreneurship, as criminal activity threatens the tourism industry. Although the community crime scale is small, criminal activities such as bag snatches and theft are major security-related challenges toward initiatives.
2. Tourism entrepreneurship potential often suffer from a lack of financial sustainability. Mostly, it is due to the absence of business expertise, knowledge among members and access to the market. When tourism entrepreneurship for community is developed based on community assets, the aim to develop a greater economy is the first major concern. In this sense, products should be designed based on market demand and mentioned the need for superior products locally owned by the community as a solution toward financial sustainability.
3. Tourism entrepreneurship for Community-based tourism development is sensitive because it requires the creation of understanding toward people in the community with the

help of tourism group leaders. In the beginning, development should be gradual steps taken together within the developing tourism attraction's capacity. These things cannot be achieved by only the community, but also need stakeholders who take on roles, especially for communities with new tourist attractions which are capable of attracting tourists from other nearby sources.

4. The development should be relevant to the tourism of the community. This includes training, knowledge supports, field study, lesson learned, working, systematic management plan, and improving capacity in tourism and hospitality in order to help local people have up-to-date knowledge in response to a continual change in the tourism situation. Moreover, this contributes to bringing encouraging participation from a New Generation.

B. Recommendations for Further Research

1. The process of implementing the concept of tourism entrepreneurship may not be able to operate successfully in a short time. Therefore, it should conduct further research be set to longitudinal study.
2. There should be a qualitative research to know the dimensions of assessing entrepreneurial potential in community tourism management appropriate and consistent with the community context. Since this study was a quantitative research, data was collected using questionnaires which are based on theory and research based on research in other areas. Qualitative research resulted in more information that could be used appropriately in the Ban Na Tham community area. It is also to check whether the results of the quantitative research are consistent or not.
3. This developed community tourism entrepreneurial development approach should be tested with empirical data in the context of community-based tourism management in other areas.

Conclusion

In conclusion, from this study that undertakes a quantitative research. The sample consisted of 175 living in the Baan Na Tham community, entrepreneurs in the community, government officials, folk philosopher, and community leaders who have tourism operations, selected by proportion and purposive sampling. Data were collected by using five-point Likert scales questionnaires. Data analysis was conducted by using descriptive statistics to analyze the statistics the analysis of quantitative showed that Community Tourism in Ban Na Tham, Muang District, Yala Province, has significant tourism potential in 7 important areas, consisting of 1) the community preserving and inheriting the culture and tradition, 2) the community having tourist attractions through archaeological sites, unique artifacts, and 3) communities history, culture, traditions that can be searched, 4) The community has local knowledge, 5) The community has natural resources and the national tourism , 6) community lifestyle and local wisdom that is unique to the locality, 7) the community has a way of life that is bound to natural and historical attractions. And have tourism potential in adhering to Community Based Tourism (CBT) concept according to the 5 levels of tourism development by the community of Thailand 29 goals in

general, the potential in tourism management by the community at a fair level in all aspects. A Guideline in the development of tourism entrepreneurship adhering to Community Based Tourism (CBT) concept in Ban Na Tham, Muang District, Yala Province should focus on the development of 5 groups, namely 1) Community-based tourism management 2) Economic society and quality of life management 3) Conservation and promotion of community cultural heritage 4) A sustainable system management of natural resources and the environment and 5) Community based tourism services. Community based tourism services has the highest rating as which was fair, followed by economic society and quality of life management which was fair and conservation and promotion of community cultural heritage which was fair and community-based tourism management which was fair and sustainable system management of natural resources and the environment which was fair so the total mean score was fair

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