

## Model and Creating New Meaning for Community-Based Tourism in Phipun District, Nakhon Si Thammarat Province Thailand

Daycho Khaenamkhaew<sup>1</sup>, Pongpasit Onjun<sup>2</sup>, Jittima Damrongwattana<sup>3</sup>, Boonying Patoom

<sup>1</sup>Dr., Nakhon Si Thammarat Rajabhat University Thailand

<sup>2</sup>Instructor, Nakhon Si Thammarat Rajabhat University Thailand

<sup>3</sup>Dr., Nakhon Si Thammarat Rajabhat University Thailand

<sup>4</sup>Instructor, Nakhon Si Thammarat Rajabhat University Thailand

<sup>1</sup>Daycho\_kha@nstru.ac.th, <sup>2</sup>Pongprasit\_onc@nstru.ac.th <sup>3</sup>Jittima\_dam@nstru.ac.th, <sup>4</sup>Baocd@gmail.com

### ABSTRACT

This article is a part of a research study on Knowledge management in community leadership development with participation for sustainable tourism route planning, Case Study: Phipun District, Nakhon Si Thammarat Province Thailand. This aims to study the model for community-based tourism and to analyze the creation of the new meaning for community-based tourism. For qualitative studies, the research tools were in-depth interviews, observations, and participatory action research. Key informants include 16 people possessing knowledge of community-based tourism. By transcription, data analysis summarizes issues and presents findings through analysis of descriptive data. In the model for community-based tourism, it was found that the community leaders and villagers work together for managing natural and cultural resources to integrate community organizations, to promote tourism such as community guides, and to manage tourist service facilities at various points in the area. Besides, it also stresses learning with tourists about the history and community for acquiring local wisdom. While creating a new meaning for community-based tourism, it was found that it is "not the process most votes", but to reason with each other, the cause and effect are used by people as wisdom and resources in the meeting. However, this method does not cause conflicts. Since it is considered to be a method different from the general one, it should be published to other organizations or agencies and should be applied for sustainable tourism.

### Keywords

Creating new meaning, community-based tourism, tourism management planning.

### Introduction

Community-based tourism has been gaining immense popularity in Thailand. It is partly supported by the driven national policies along with the local participation. Its primary goal is to stimulate the effective use of local resources for income generation. It focuses on developing sustainable society, culture, and ecosystems to realize the potential of Community-based tourism. [1] The importance of entrepreneurial tourism for community-based tourism is demonstrated by the development of the community, social and economic tourism management, conservation and promotion of the community's cultural heritage, systematic management of natural resources and the environment as well as community tourism service. However, learning is important for both tourism and entrepreneurship as they focus on quality-of-life management for people in the community. [2]

Phipun district, located in the northwest of Nakhon Si Thammarat Province, Thailand, is an area reported by the Nakhon Si Thammarat Provincial Community Development Office that aims to improve the quality of life of the population in Nakhon Si Thammarat Province. The mean criteria for quality development of Phipun district are lower than the criteria in 2016. [3] Therefore, there is a study on the development of tourism by the community, including the development of natural resources and culture, that was researched by Khaenamkhaew, D. et al. [4]. They found that the readiness of community-based tourism for natural resources and the culture is at a high level and is featured in

tourism where there are historical events to remember. While community organizations as researched by Onjun, P. et al. [5] found that the readiness for community-based tourism is at a high level, and there are tour guide activities where community volunteers welcome tourists. The management of facilities, as researched by Phatoom, B. et al. [6], found that the availability of community-based tourism was at a high level, and greater publicity is much needed for the safety system at various points, multi-lingual road signs, complete utilities, and shops selling local products. Moreover, information and public relations, as investigated by Damrongwattana, J. et al. [7], found that the potential of the readiness to support tourism by the learned community is at a high level. They also found that there should be a promotion of the conservation of natural resources by the people. From all four research pieces, it is known that the Phipun district has to develop community-based tourism in all four areas or more, including resource use and problem-solving. Based on the philosophy of sufficiency economy and the new theory of agriculture, they should stress developing the community and demonstrating the way of life of the community and also promote community-based tourism and support teamwork. The community network was established, and the community had increased income. [8]

It is of great interest to conduct community-based tourism on the model and creating new meaning for community-based tourism in Phipun District, Nakhon Si Thammarat Province Thailand of the local community, and it is a model area for other communities in the future.

## Objectives

The objectives of this research article were the creation of a model for community-based tourism and to study the creation of new meaning for community-based tourism.

## Methodology

The researcher used qualitative studies through in-depth interviews, observations, and participatory action research. Key informants are the members of the community development of the district, Village Headman, occupation group, Local scholars, and elderly people in the community. The selected 16 people thus possess the knowledge of community-based tourism planning. The research tools were an in-depth interview record, the observation record, and go into the field participatory action research. Information collected is through in-depth interviews, participatory observation, and participatory action research on the model and creating new meaning for community-based tourism in Phipun District, Nakhon Si Thammarat Province Thailand. It was conducted with 16 persons in the holiday of Saturday-Sunday, which took about 30–60 min. Contributor of Accommodation requested permission to use the audio recorder and asked for permission to take pictures during the interview. All information was kept confidential, and if any point is not needed, it was not recorded as intended. Data analysis, by transcription, summarizes issues and presents findings by analyzing descriptive data.



Figure 1. the researcher used qualitative studies through in-depth interviews, observations, and participatory action research.



## Results

Model and creating new meaning for community-based tourism in Phipun District, Nakhon Si Thammarat Province, Thailand, has found the following:

1. The Model for community-based tourism found that the leaders and villagers work together and help to solve problems and create a good quality of life through four issues:

- Natural resources and culture- There is an environmental management system that includes waste management along with conservation and appreciation of natural resources and culture in the community.
- Community organization- There is a group to jointly find solutions and also promote tourism with the help of community guides.
- Management of facilities for serving tourists-It refers to managing the safety spots in the area. The facilities include a bus, a car for rent and also an eco-tour bus.

There is also the provision of periodic signposts of food and beverage outlets.

(4) Information and public relations system for tourist services- This includes information about community history, archaeology, arts, culture, and local wisdom.

2. For creating a new meaning for community-based tourism, it is found that the process is very interesting. It is not the process that "Most votes" but it will use three parts of cause and effect: people, wisdom, and resources, where all three parts are set in the meeting. For example, if one is to form a group, proposers must reason that their people are ready or not. This method will not create a conflict because we will use cause and effect as the central idea. Being considered a method that is different from the general method, it is likely to be published to the organization or other agencies that have been acknowledged.

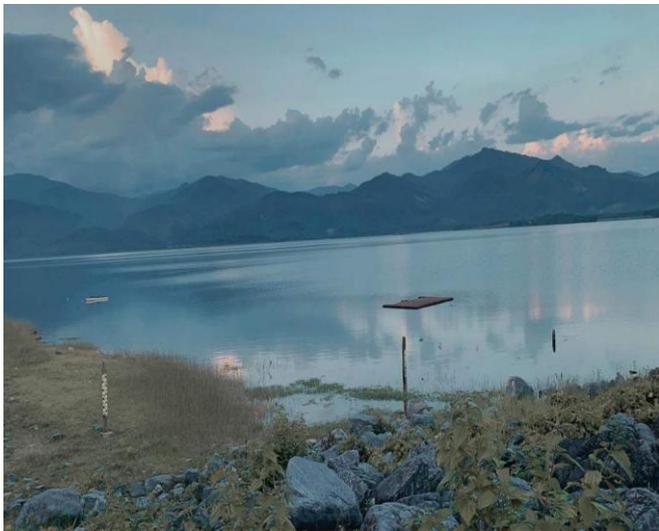


Fig.2. The conference uses three parts of cause and effect: people, wisdom, and resources, which will not create a conflict.

## Discussions

Model and creating new meaning for community-based tourism in Phipun District, Nakhon Si Thammarat Province, Thailand, aims to study the model of community-based tourism. Here, there were four aspects of planning: natural resources and culture, community organization, facility management for tourist service, and learning with the tourists. The authors see that a wide range of collaborative activities can drive tourism by the community. This will immensely contribute to promoting self-management of the local community. This is consistent with the study of Tan, C.C. [1], who has found that the participation in the management of local communities and community-driven organizations leads to the collaborative learning of the effective use of local resources and also sustainable development of society, culture, and ecosystems. This type of community tourism is booming in Thailand. For creating a new meaning for community-based tourism planning, it was found that it was not the process, "Most votes". The authors observed that the process is not democratic. It is

inconsistent with Goswami, K., & Gehlot, S. [9], who had found that communities are the foundation of democratic governance. However, from the results of the study, it was observed that it would use people, wisdom, and resources for reflecting on their thoughts and creating sustainable tourism management planning guidelines. The authors observe that people are an important resource for promoting tourism. Apart from this, the other important aspects include valuable wisdom and a mesmerizing variety of natural and cultural resources. This indicates that the community accepts more values than voting. So, there is no conflict. This is a guideline for the organization or unit to be deployed in a forum for brainstorming activities.

### Conclusion

It can be concluded that in model and creating new meaning for community-based tourism in Phipun District, Nakhon Si Thammarat Province, Thailand, there were four aspects of planning: natural resources and culture, community organization, facility management for tourist service, and learning with tourists. These indicate the potential and readiness for community-based tourism. For creating a new meaning for community-based tourism planning, what is needed is "not the process most votes" rather, it requires the use of the same reason for the people, wisdom, and resources so that there is no conflict.

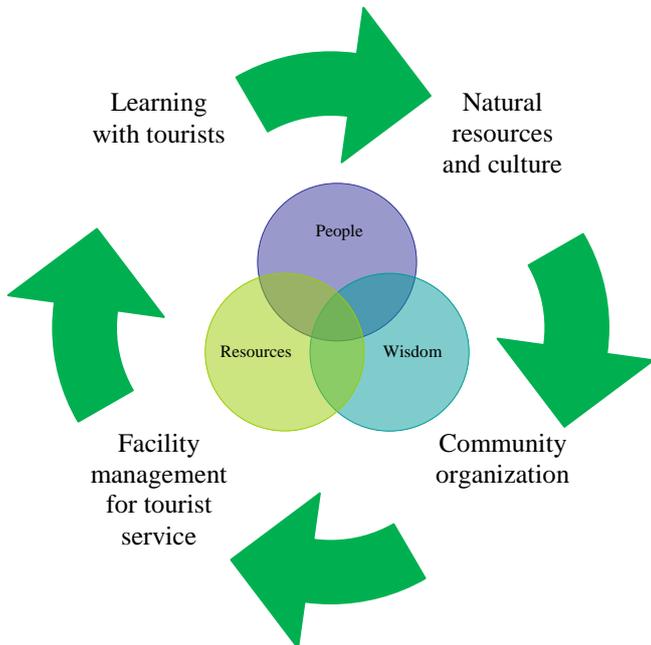


Fig.3. Model and creating new meaning for community-based tourism management planning in Phipun District, Nakhon Si Thammarat Province Thailand.

### Limitations and Future Studies

From the results of this study can serve as a guideline for organizations or agencies to deploy in a forum for brainstorming activities. The next study deals with the analysis of the results of community-based tourism management, which should be studied to compare with other communities for the further development of community-based tourism.

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