

Guidelines for Sustainable Community Based Ecotourism Management: A case study of Bo Jed Look, La-ngu, Satun Province

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Abstract

This research is to study the potential of community based ecotourism management to find guidelines for enhancing community based ecotourism to sustainable tourism management. Field survey, in-depth interview, non-participant observation were used to collect data. Weighting score method was also used to analyze the tourism potential. The study found that the total scores of community based ecotourism potential is in the high level of 2.59 considering from 86 indicators. When summarizing according to 6 components, it was found that the “Community Organization Management” (2.87), “Tourism Activities that Promote Learning and Creating Awareness for Conservation” (2.77), “Benefits from Community-based Ecotourism Management” (2.72), “Participation in Tourism Management” (2.50), and “Community Based Ecotourism Management for Sustainability” (2.45) were in high potential level. The medium level of community based ecotourism management potential was “The Area of Community Based Ecotourism” (2.22). The concentration of sustainable tourism was also in the medium level at 85.40 percent.

Keywords: Community-based ecotourism management, Guidelines, Sustainability

Introduction

Community-based tourism management (CBT) is recently used as an important tool for community development in order to exchange knowledge and create the process of thinking and action by community itself by encouraging communities to manage their own resources. (Sinth Sarobol, 2004; Pompen Wijakprasert, 2006; Jittasak Putjorn et al., 2007; Apiradee Suantan, 2008; SNV and University of Hawaii, 2007; APEC, 2009; Pojana Suansri et al., 2011 and Gabito, 2012) Communities control and fully engage in tourism administration and management. Tourism activities aim at learning and causing the distribution of income to the communities. CBT can also develop potential of local people and encourage environmental and natural resources conservation including paying a respect to local culture

and tradition. The survey result of the Thailand Community Based Tourism Institute in 2010 reveals that there are 157 community based tourism sites in Thailand but only 25 percent of them has been strengthened and operate tourism continuously (Pojana Suansri et al., 2011). This is caused by the fact that the community often analyze its potential, review and correct problems to find ways to enhance the development of tourism management efficiently (Amnat Ruksapol, 2007).

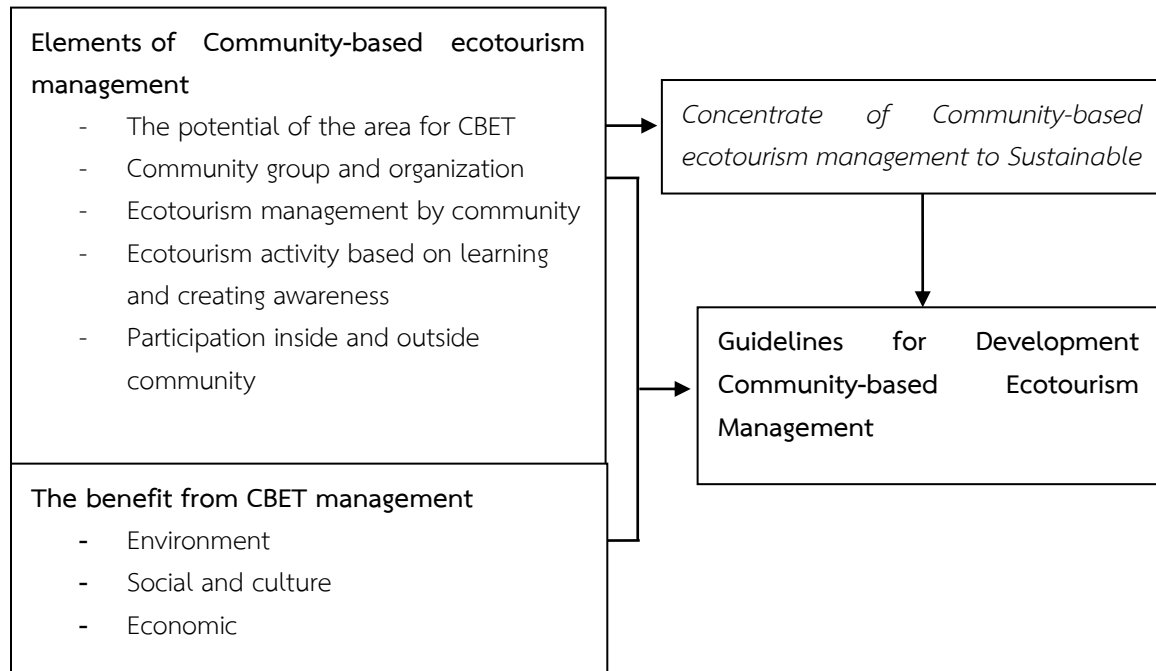
Bo Jed Look Community, La-ngu, Satun Province has managed CBT according to the concept of ecotourism. It began from finding two main factor problems 1) the problems from tourism such as inappropriate tourists' behavior contrary to the principle of the Islamic religion and tourist guides give wrong information about the community to tourists. The examples of inappropriate tourists' behaviors were wearing unsuitable dress and drinking alcohol in the communal areas. This caused local youth to imitate these behavior and also crimes and affray in the community, and 2) the environmental problems such as increasing trash, trespassing mangrove forest, decreasing of aquatic animals from illegal fishery. With these problems, the local people grouped together and research their community to solve problems in order to study the potential of resources before managing community based ecotourism (CBET). They received the best paper award from Thailand Research and Thailand Tourism Award from Tourism Authority of Thailand in 2007.

Community has operated CBET continuously; however, it does not revise and evaluate the potential of ecotourism management to improve better management. In this research, the researchers studied six main components of CBET as follow 1) the potential of ecotourism area, 2) tourism management organization, 3) ecotourism to sustainable management, 4) the participation in ecotourism management, 5) tourism activities to promote learning and creating awareness for conservation and 6) the benefit from CBET management

Objectives

The objectives of this research were to study the potential of community based ecotourism and find the guidelines to enhance CBET to sustainable tourism management.

Concept theory framework



Methods

This research was a mixed method to study the potential of CBET and find the guidelines to improve CBET to sustainable tourism management. The purposive sampling was used to select study area and also sampling group which consisted of 1) a tourism committee and 10 members of community's tourism group, 2) 4 representatives from government tourism stakeholders and 3) the president of CBT network of Satun Province.

The questions were designed by reviewing secondary data, content analysis, determining the indicator factor, explanation and indicator under 6 CBET components: 1) the potential of area for CBET 12 indicators, 2) community group and organization 8 indicators, 3) CBET management to sustainability 29 indicators, 4) the participation for CBET management 12 indicators, 5) tourism activities to promote learning and creating awareness for conservation 8 indicators and 6) the benefit from CBET management 17 indicators.

The question form was sent to 19 tourism and ecotourism experts to evaluate Index of Item-Objective Congruence (IOC) and 15 copies of those were returned. The indicators were scaled into 3 rank: 1= have or not have, 2= should have and 3 must have.

Table 1 Components and Indicators for CBET assessment.

<p>Area</p> <p>A1 Attraction, authentic identity of landscape and nature resource.</p> <p>A2 Attraction, authentic identity of landscape and culture resource.</p> <p>A3 The beauty of scenery and landscape of ecotourism.</p> <p>A4 The abundant of nature resource and the variety of ecosystem.</p> <p>A5 The Fragileness of environment, ecosystem including culture.</p> <p>A6 Suitability of air quality and air condition to do tourism activity.</p> <p>A7 The arrival to community tourist attraction according to geography.</p> <p>A8 The capacity of tourism resources to do various ecosystem activities.</p> <p>A9 The linkage between ecotourism in community with other tourist attractions.</p> <p>A10 The relationship of local way of life with area nature resource.</p> <p>A11 The potential of tourism resources for interpretation and opportunity for learning of tourist.</p> <p>A12 Ownership in responsibility to control ecotourism resources.</p> <p>Organization</p> <p>O1 Establishing community organization to manage ecotourism.</p> <p>O2 Planning to work for tourism under the resolution of member.</p> <p>O3 Strong leader of community organization.</p> <p>O4 Assigning duty to work within organization clear and sufficiently.</p> <p>O5 Determining regulation and following regulation of tourist.</p> <p>O6 Supporting potential development of tourism group and local people.</p> <p>O7 Esteeming human right and dignity.</p> <p>O8 Meeting to exchange and concluding lesson learnt from operation.</p> <p>Activity-learning</p> <p>Ac1 Regulation to do tourism activity in community.</p> <p>Ac2 Following regulation to do tourism activity in community.</p> <p>Ac3 The model of tourism activity encouraging awareness to conservation.</p> <p>Ac4 Model and substance in interpretation suitable to create awareness.</p>	<p><u>Impact management</u></p> <p>M2-1 Making data of ecotourism.</p> <p>M2-2 Design building and facility adapting to environment and context of community.</p> <p>M2-3 Sufficient number suitable to facility and protect impact and decadence of tourism sites.</p> <p>M2-4 Having measure for water use in accommodation/ tourist attractions sufficiently.</p> <p>M2-5 Waste water management in local resident.</p> <p>M2-6 Garbage management in community and tourist attractions.</p> <p>M2-7 Having measure to manage noisy in community and tourist attractions.</p> <p>M2-8 Having measure to decrease energy or renewable energy.</p> <p>M2-9 Having measure to determine carrying capacity of area.</p> <p>M2-10 Dividing area suitably for use and conservation.</p> <p>M2-11 Having measure to protect cultural heritage.</p> <p>M2-12 Promoting environmentally friendly product.</p> <p><u>Service management</u></p> <p>M3-1 Tourism center giving information and facility to tourist.</p> <p>M3-2 Service homestay service or community resort (bed, restroom, food and beverage)</p> <p>M3-3 Quality of service and facility to tourists.</p> <p>M3-4 Local guide.</p> <p>M3-5 Service transportation.</p> <p>M3-6 Contacting between community with tourist.</p> <p>M3-7 Monitoring/evaluating quality of experience and creation for tourists and working of tourism group.</p> <p><u>Security management</u></p> <p>M4-1 Security management for tourist life and property.</p> <p>M4-2 Preparing to tackle with emergency accident or disaster.</p> <p><u>Benefit management</u></p> <p>M5-1 Contributing income to member and local people.</p> <p>M5-2 Allocating some income for developing public activity in community.</p> <p>M5-3 Transparent and fair to allocate finance.</p> <p><u>Marketing management</u></p> <p>M6-1 Responsible public relation and marketing.</p> <p>M6-2 Marketing suitable to target group.</p> <p>Participation</p> <p><u>Par-inside</u></p> <p>P1-1 Participation in survey, giving information and public hearing to ecotourism management.</p> <p>P1-2 Participating in thinking, making decision and planning for ecotourism management.</p> <p>P1-3 Participation in investment involving to tourism management.</p>
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<p>Ac5 Developing ecotourism activity model variously and suitably to community resources.</p> <p>Ac6 Tourism activity considering impact to resource and culture in community.</p> <p>Ac7 Tourism activity having save and suitable to community, target group and time.</p> <p>Ac8 worthiness to learn.</p> <p>Management Sustainable</p> <p><u><i>Vision</i></u></p> <p>M1-1 Evaluating resources status before managing ecotourism.</p> <p>M1-2 Operating tourism suitable to policy of CBET management.</p> <p>M1-3 Having aim and system for integrated CBET management covering 8 basic indicators.</p>	<p>P1-4 Participation in operation according to ecotourism plan according to responsible role.</p> <p>P1-5 Participation in monitoring, evaluating, solution occurring from ecotourism management.</p> <p>P1-6 Giving opportunity for all people in community to participate for tourism operation.</p> <p>P1-7 Participating in conserving nature resource and community culture.</p> <p><u><i>Par-outside</i></u></p> <p>P2-1 Participating in to support knowledge development.</p> <p>P2-2 Participating in support finance.</p> <p>P2-3 Participating in developing tourism facilities.</p> <p>P2-4 Participating in public relation ecotourism.</p> <p>P2-5 Participation for CBET management.</p>
<p>Output</p> <p><u><i>Economic</i></u></p> <p>B-eco1 Creating opportunity for job.</p> <p>B-eco2 Distributing economic benefit.</p> <p>B-eco3 Being occupation to community.</p> <p>B-eco4 Encouraging to develop community infrastructure.</p> <p>B-eco5 Production, consumption, circulating fund, saving and fund.</p> <p><u><i>Social&Cultural</i></u></p> <p>B-soci1 Better quality of life in community.</p> <p>B-soci2 The member of tourism group having skill and knowledge for tourism work.</p> <p>B-soci3 Encouraging conservation, restoration and inheriting culture, tradition, knowledge and local wisdom.</p> <p>B-soci4 Being tool for strengthen community.</p> <p>B-soci5 Local people felling proud in their way of life.</p> <p>B-soci6 Creating participation and unity to people in community.</p> <p>B-soci7 Exchanging and respecting different culture between tourist and community.</p> <p>B-soci8 Grouping organization in community, collaborating, creating norm and social role.</p> <p><u><i>Environmental</i></u></p> <p>B-envi1 Community having a beautiful and nice and tidy landscape.</p> <p>B-envi2 Creating conservation and restoring resources and biodiversity to area.</p> <p>B-envi3 Using tourism as a tool to protect wildlife.</p> <p>B-envi4 Making a good experience and making realizing to conserve to tourist.</p>	

For the evaluation of CBET management potential (CBETMP), the researchers collaborated with community's tourism committee and members and representatives from tourism stakeholders to evaluate community's potential according to indicators by survey, in-depth interview and non-participant observation. Then, meeting was held in order to brainstorm for score rating for each indicators from 0–3. The data was analyzed by using weighting score method divided into 3 level as low, medium and high potentials which adapting from Forest Research Center, Faculty of Forestry (1995) as follow:

$$CBETMP = \frac{\sum_{i=1}^n W_i R_i}{\sum_{i=1}^n W_i} = \frac{W_1 R_1 + W_2 R_2 + \dots + W_n R_n}{W_1 + W_2 + \dots + W_n}$$

CBETMP = Community-based Ecotourism Management Potential

R_i = score level of potential indicators from 1 to n 0-3

W_i = weighting score of indicators 1 to n 0-3

Rating potential level

1.00 - 1.66 = low potential

1.67 - 2.33 = medium potential

2.34 - 3.00 = high potential

The analysis of the concentration of CBETMP was calculated from 5 aspects' potential scores in the form of percentages; then, looking for the overlap of each component percentage (Natural Resources and Environmental policy and Planning, 2011).

$$CBET = \sum_{i=1}^n C_i / \text{All elements of Intersection}$$

C_i = sum total of percentage of score of each component

Bring the gained score to rate concentration 1-100 and classify score into 3 levels

0% - 33% = low concentrate

34% - 67% = medium concentrate

68% - 100% = high concentrate

Results

The result found that the total score of CBETMP was in high level at 2.59 considering from 86 indicators. However, the score for all 6 components was not in high potential level. Five components that in high potential level were “community organization management” at 2.87 (95.67 %), “tourism activities to promote learning and creating awareness for conservation” at 2.77 (92.33%), “the benefit from CBET management” at 2.72 (90.67%), “the participation in CBET management” 2.50 (83.33%), and “CBET management to sustainability” 2.45 (81.67%), while “the potential of area for CBET” was in a medium potential level at 2.22 (74.00%). The concentration of sustainable tourism from 5 aspects was in the high level at 85.40 percent as shown in Table 2.

Table 2 The result of overview potential evaluation of each component

CBETM Composite indicators	CBETMP	Concentrate
CBETMP (Area)	2.22	74.00%
CBETMP (Organization)	2.87	95.67%
CBETMP (Management Sustainable)	2.45	81.67%
- CBETMP (Vision)	3.00	100%
- CBETMP (Impact management)	2.00	66.67%
- CBETMP (Service management)	2.56	85.33%
- CBETMP (Security management)	3.00	100%
- CBETMP (Benefit management)	3.00	100%
-CBETMP (Marketing management)	2.50	83.33%
CBETMP (Activity-learning)	2.77	92.33%
CBETMP (Participation)	2.50	83.33%
- CBETMP (Par-inside)	3.00	100%
- CBETMP (Par-outside)	1.76	58.67%
CBETMP (Output)	2.72	90.67%
- CBETMP (Economic)	2.46	82.00%
- CBETMP (Social&Cultural)	2.74	91.33%
- CBETMP (Environmental)	3.00	100%
Total	2.59	85.40% (Fig. 1)

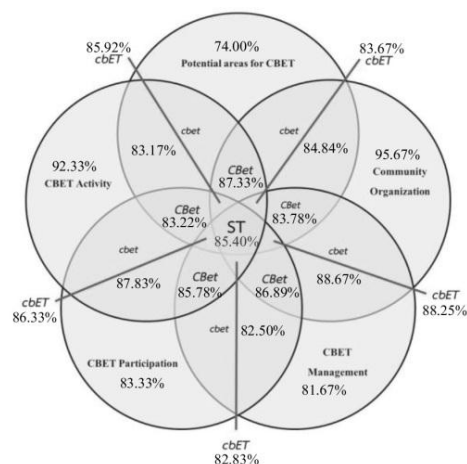


Fig.1 Concentrate of CBET to ST

ST= Sustainable Tourism

CBET= Community-based Ecotourism

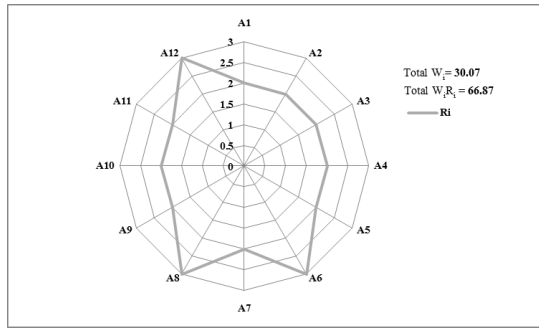


Fig. 2 The result of potential evaluation of potential of area for CBET

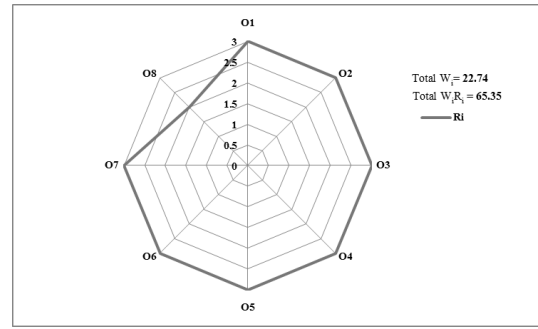


Fig. 3 The result of potential evaluation of group managing tourism of community organization

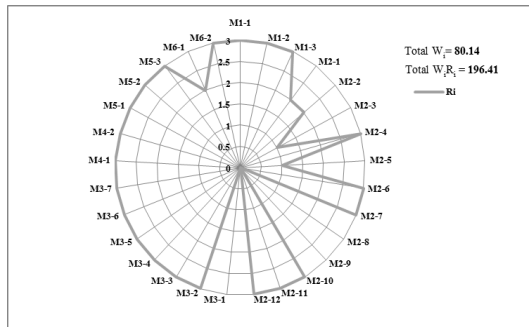


Fig. 4 The result of potential evaluation of CBET management to sustainability

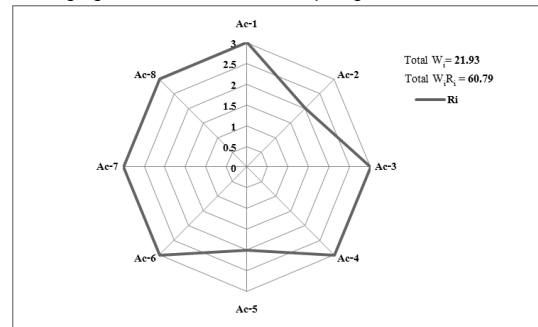


Fig. 5 The result of potential evaluation of tourism activities to promote learning and creating awareness for conservation

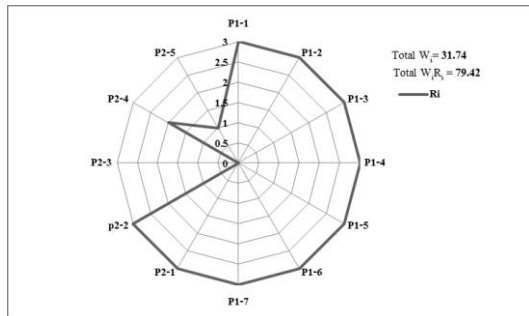


Fig. 6 The result of potential evaluation of participation for CBET management

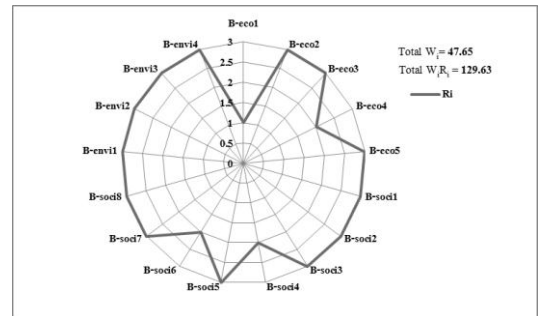


Fig. 7 The result of potential evaluation of the benefit from CBET management

The result of CBET potential evaluation found that it was at high level; therefore, guidelines to develop the potential of CBET management are as follow:

1) The potential area for CBET was in a medium level. Thus the community has to develop to increase potential of attraction and community identity of nature and culture resource. It has to depend on efficiency in management of community organization. Tourism management, tourism activities, participation of community, developing landscape suitable area resources by considering the fragile and impact to community beach and mangrove forest. Community should improve their accessibility such as clear direction signs, tourist transportation, and connecting tourism route to other community not over 5 kilometers. Moreover, for tourism resources potential about interpretation and tourists' opportunity for learning, the community can enhance these potential by either establishing

community's tourist center, ensuring well-trained local guide, posting interpretation sign at community's mangrove forest (Fig. 2).

2) Community group and organization management was in the high strong level it revealed that 7 from 8 indicators is high and only one at medium. The tourism committees and members of community's tourism management group should held a monthly meeting to exchange experience and summarize problems that occurred during tourism operation and distribute news and information to their members regularly (Fig. 3).

3) For CBET management towards sustainability aspect, the high potential level score at 3.00 consisted of objective and policy, safety and security and financial benefit; score at 2.56 was service factor; and public relation and marketing was at 2.50. Responsible tourist attraction management was in the lowest potential score at 2.00 in moderate level. Therefore, the community should consider more on energy saving or using more renewable energy. Measures to determine carrying capacity of each area to fully comply with a number of tourists in each period should be established. Tourist information center and community information leaflets should be provided. facilities development way light, supplying litter bin at community resort and area, waste water Also, the design of buildings and facilities should be harmonize with the environment and community context. The community ought to increase more trash can and light in the community's resort. Moreover, the community should specify measures for water resources consuming and publish these measures to tourists. Wastewater from the resort and community should be systematically managed such as creating a grease trap and building toilets away from water natural sources (Fig. 4).

4) Tourism activities were not suitable to community's context and resources. Also, tourist regulation enforcement should be improve (Fig. 5).

5) For the participation in CBET management aspect, participation within the community was in high potential level at 3.00; but, participation from outside community was in the medium level at 1.76. It can be seen that its potential level of participation within the community was consistent with the level of community organization management. It shows that the community should involve more outside stakeholders in term of the development of tourism infrastructure, tourism knowledge, and financial support (Fig. 6).

6) The community got benefit from CBET management in aspect of environment (3.00) the most and in social and culture (2.74) and economic (2.46) aspect, respectively. Benefits of tourism impact on the environment was the landscape of the community through the provision of neat and clean houses, waste management in public area, conservation (mangrove forest, crab bank for breeding, conservation for community's beaches, and limiting the size of the fish consumed), supporting the creation of rules to protect wild orchids, and learning through activities ecotourism such as releasing crabs and planting mangroves. In social and culture aspect, local residents had a better quality of life,

health and sanitation, and were happy to meet new visitors. So, they were being active in safety and security in their community. They also got an opportunity to work with each other and enhance their knowledge and skill in CBT and homestay management and tourism interpretation. Furthermore, the knowledge about coastal fishery, fish farming, and cultivating on the seaside area was managed and passed these knowledge to the next generation. However, the community should consider more on outsiders' investment and conflict within the community.

The last aspect that benefited from CBET was economics of the community. The tourism group received direct income from tourism service. Local residents could sell their agricultural products to tourists directly as well as souvenir and other products. More income to the community caused community's circulating fund, reserved fund, environmental fund, welfare, annual dividend and interest-free loan for members. However, the opportunity for hiring was low (Fig. 7)

Conclusions and Discussion

The evaluating potential of guideline to community based ecotourism management a case study of Bo Jed Look, Langu, Satun Province, the over view of CBET potential is high score 2.95 the which the concentrate value 85.40 % steps into sustainable ecotourism. The five components are also high. It reveals that community can manage its tourism – community organization, tourism activity, benefit, participation and ecotourism and only area component has medium potential. However, another potential also goes is high, it makes community tourism more interesting to tourists. Thus the guideline for Bo Jed Look CBET potential development consists of 1) tourism area should be developed community tourism landscape, access ad multi pattern of interpretation 2) Community organization should hold meeting every month and informal dialogue continuously 3) promoting energy saving, restricting tourism number suitable carrying capacity of area and facility, establishing tourist center, waste water management including supplying light and litter bin in tourist attraction for tourism management 4) tourism activities should increase regulation for tourism activities doing and hold tourism activities suitable to community tourism resources 5) participation process of people within community should make understanding about community plan to integrate with involving organization particular developing essential infrastructure to community 6) benefit the community gains from tourism should create job to new generation within community to encourage community tourism management in future. In order that CBET management should consider the component of area, community organization, tourism management, tourism activity and participation, it is a main frame work to sustainable CBET management. The outcome from evaluation and benefit that community gaining from tourism management are success indicators of aim of Bo Jed Look

CBET management to environment, social and culture and community economic thus if there is uncompleted some indicator potential, a pattern of tourism may change to other tourism aspect.

Table 3 The Conclusions of Guideline for development community based ecotourism management.

Issue	Guideline for development
1. Landscape of ecotourism.	1. Plan for landscape improvements in residential areas and tourist areas and take into consideration of fragility of the natural and cultural resources. 2. Invite agencies with expertise in the development of tourism to educate and mentor in landscape improvements.
2. Development of Accessibility.	1. There are guideposts to show where the community located. Signs may be made from materials available in locally, and ask for permission from government sector or whom it concern in order to signage.
3. Interpretation and opportunity for learning of tourist.	1. Plan for interpretation such as exhibitions in the resort area, preparation of interpretive signage along the tourist attraction, develops the potential of the local interpreter.
4. Meeting to exchange and concluding lesson learned from operation.	1. Set the stage to share and learn from the operations at least once a month. And distribution activities of the movement continued.
5. Measure to decrease energy or renewable energy.	1. Guidelines preparation which has been approved by the community in order to control the use of energy and publish a note in the manual or label ask for cooperation. 2. There are other forms of alternative energy used in the community, such as the restaurant in the community can use the biogas which made from the food scraps.
6. Measure to carry capacity of area	1. Limit the number of tourists according to a number of the room, and limit the number of tourists according to the boat capacity for the sea travel. 2. Give information in advance about the capability of supporting the tourists in each day.
7. Tourism center giving information and facility to tourist	1. There is a tourist service center to provide the basic information to tourists. 2. The availability of staff turnover in providing information and assistance to the tourists.
8. Sufficient number suitable to facility and protect impact and deterioration of tourism sites	1. There are facilities enough to service the tourists especially the lights the toilets and the bins.
9. Waste water management in local resident	1. There are guideline and rule for controlling the waste water discharge from the household to the sea and mangrove of the communities. 2. Must have septic tank before discharge into natural resources.
10. Service homestay service or community resort (bed, restroom, food, and beverage)	1. Improving the landscape of the residential area and resort community comfortable. The design is clean, orderly and safe. 2. Regular maintenance and repair resort accommodation. 3. Clean bedding sets and cleanliness of the property regularly. 4. Food and water are clean and hygienic. Quality food is value for money. Food sufficient for tourists, the raw material used to cook derived from local food sources.

11. Service transportation	1. There should be a shuttle bus and boat for the tourist. 2. Reasonable fare.
12. Participating in developing tourism facilities from supporters	1. Create the cooperation with local authorities or government agencies in supporting the development of facilities needed for the community.
13. Stakeholders Participation for CBET management from outside community	1. Educate and encourage stakeholders such as Subdistrict Administrative Organization. Travel agencies, Educational institution for participate in supporting the development of eco-tourism within the framework of the community.

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