Green Tourism Practice for Community-Based Tourism at Ban Bangwan Moo.1, Kamala,Phuket

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Abstract

Community Based Tourism (CBT) is a implement of sustainable development in community which are related to social, cultural and environment. In addition to, CBT is applied to a tool of natural resource conservation by participated of community members and tourists. Thus, appropriated green tourism practice is significant factor to sustain CBT and moderate of tourism impacts when community is growing up. This study objects are identifying environmental issue and particularly green tourism practice for CBT in mass tourism area. Case study of Ban Bangwan Moo.1, Kamala, Phuket is selected. This study focus on two part as observation and in-depth interview with 10 keys community members by using 7 elements as Tourist activity Zoning, Carrying Capacity, Developing and maintenance community area, Resources management, Distribute wisdom of natural resources to tourist, Natural resources conservation and Significant awareness of natural resources with tourism.

The result shown that particular green tourism practice of tourist activities in Ban Bangwan Moo.1 is effective green tourism practice followed by criteria by the outstanding element is tourist zoning. Tourist activities was developed from community way of life gathering with knowledge about natural resource conservation but community is lack of appropriately information center. Thus, tourism is not affected to change community's way of life. However, the significant of awareness of natural

resource with tourism need to rectify by collaborated with community members, tourists and government.

Introduction / Preface

Phuket is one of famous beach attractions in Thailand and receiving tourist more than millions per year. In 2016, The National Economic and Social Development Board (NESD8) in Thailand proposed plan to develop Phuket as tourist hub of Andaman region by promoting tourism business and education. Software Industry Promotion Agency (SIPA) proposed Phuket to be the Smart city as "Phuket Smart city 2020". Phuket Smart city focus on tourism, environment and sustainable. Conversely, Phuket encounter with many problems as safety, lack of natural resources because of inappropriate short term and long term management. There are various problems that damage environment and natural resources as pollution, oversupply for hotel and tourist activity, over tourist in term of Mass tourism.

Ban Bangwan Community is located at 75/60 M.1 Namtok Rd, Kamala, Kathu, Phuket which is one of local community in Kamala, Phuket, there still keep the original things as way of life, local food, local career. Firstly, Ban Bangwan was community enterprise by one of community member is the leader of enterprise. There are a lot of resources as Waterfall, local community, abundant mountain, Rukha Moradok (the ancient tree which are registered by Government), the history of community and local way of life of Muslim. Then after the tourism is growing up, they develop their community to be Community based tourism so there is slogan about CBT as "Touched by the huging of mountains, Snuggled by Andaman sea, Delighted sufficiency community". Therefore, the community could have efficiency green tourism practice to sustainable CBT together with conservation of natural resource to exist for future generations.

Objective

This study aims to identify environment issues for CBT at Ban Bangwan Moo. 1, and study green tourism practice with local residence for CBT at Ban Bangwan Moo.1.

Literature

Green Practice

Green practice is well understood by green hotel or green resort or green tourism (Yusof and Jamaludin, 2013) which environmentally friendly operation such as renewal energy and reducing operation costs. Nevertheless, there is some barrier to obstruct processing green tourism such as lack of green expert, balancing between quality of service and environmental performance (Yusof and Jamaludin, 2014). Some previously study attempted to discover the best of green practice such as in Taiwan, found that the important commitment for green practice as recycling and reuse, energy efficiency and conservation, lighting, water efficiency & conservation, landscape, pest management, hazardous & toxic substances, transportation, and purchasing (Wang, 2012). However, some study found that high intensity of green practice enhance the customer satisfactions (Kim, Hlee and Joun, 2016)

Some approach isolated green environment attributes into three attributes as intangible attributes, tangible attributes and behavioral attributes (Kreidler et al. 2010), Some approach separated green practices in term of tourism into three sectors as Supply chain sector, Tourism sector and Service sector. In each sector have sub sector as Agriculture and Construction in Supply chain sector, food & beverage, accommodation, tour operator & activities, transportation, destination management in Tourism sector and water supply, electricity gas stream & air conditioning, sewage, waste management in Service sector (Styles, Schonberger and Martos, 2013)

Environment issues

Environmental management system (EMS) is normal structure by arranged within organization to manage efficiently environmental responsibilities. Tourism businesses are not likely to have directly responsibility in term of law/regulation but environment's responsibility depend on voluntary. Therefore, the destination management should be response to adept EMS by implemented in each destination (Styles et al, 2013)

Waste management is a policy to manage waste including of necessary activities of conservation, protection's environment. 3R is a one of methodology for waste management which consists of Recycle, Re-use and Rebuild (Manaf et al, 2009). Rebuilt is included of reduction and resources optimization. The objective of the methodology is

minimizing generated waste before decay. The effectively reuse is preserved the same structure of materials without required any additional time or energy for utility. Recycling refers to separating, collecting, processing, and marketing and ultimately by using the original materials otherwise has been thrown away (USEPA, 1995). Recycle solid waste is a significance beneficially method to manage solid waste in household (Bergeron, 2016)

Many natural resources have opportunities to be destroyed by tourism. However, the risk assessment would be conducted to reduce the opportunities which destroy the natural resources as classified the probability of potential (opportunities) to be destroyed and risk to be destroyed natural resources. The potential refers to the opportunities to occur, for example, high potential is referring to high opportunities to be destroyed in several times of activities. Conversely, the risk refers to risk of impact from tourism each natural resource, for example, high risk refer to high probability to destroy by activities.

Community-Based Tourism

CBT is described the development objective as alternative method which supports residence building and empowerment of local people in community. CBT concerned about the benefits of local communities, participation between community, and tourism planning, including tourist interaction, public involvement of tourism management, benefit in term of income, preserving cultural, and natural heritage (Goodwin and Santilli, 2009). Thus, CBT to tourist activities including service in local community that activities focus on cultural, social and environmental (Thailand CBT network coordination center, 2012). CBT arranges the pattern of appropriate tourism development should be complemented by local people in community and stakeholder.

CBT is method to combine sustainable and tourism by used empowerment of local people within community to manage or minimize the impact which will occur by tourism (Thailand CBT institute, 2008). CBT tends to increase the community capacity and engagement natural and cultural conservation, social and economic development, collaboration, and social capital creation (Ballesteros, 2011). The effective CBT should bring income to community with increasing awareness of environmental, food, cultural and way of life (Pachamam Alliance, 2015). In addition to, CBT is one of resolution for natural resources conservation and local community's improvement (Sebele, 2010).

In Thailand, Tourism Authorities of Thailand (TAT) was promoting the sustainable tourism by used CBT. TAT proposed the "7 Green concepts" in 2008, as green activities, Green heart, Green community, Green logistic, Green attraction, Green service, and green plus, to advocate natural resource's preservations into the community while increasing of tourist benefit with 5 frameworks as (1) Develop a community management system to promote environment-friendly practices and reduce greenhouse gas emissions based on "Sufficiency Economy Philosophy" (2) Promote environment-friendly actions in community and the surrounding area which help reduce greenhouse gas emissions (3) Emphasize on the preservation of culture, tradition and local way of life (4) Maximize social and economic benefits for the community and minimize negative impacts (5) Develop services for tourists that meet the quality standards and reflect Thai culture.

Research Method

Population and sampling

Ban Bangwan Moo.1 have people in community around 551 persons in household census exclude immigrants from Thai residence who work in Phuket. However, community organization who are responsible with CBT and tourism activities are 10 persons. This study focuses directly on 10 key community members.

Data collection

This research is including of two parts. Part 1 Environmental evaluation, this research collected data by potential or risk of natural resources impact approach. The observation is conducted from 10:00-15:00. This research observed in natural resources as Forest, Waterfall by topic of distance from community, the potential when receive tourist and the risk when tourist visit there. Meanwhile, interview is conducted with Philosopher's community and members, who responsible to CBT, by focused on perception about CBT and environment practice.

Part 2 Exploratory practical green tourism practice, this study explored practical green tourism practice in Ban Bangwan Moo.1 by using criteria from Community Based tourism development from the National Tourism Policy Committee on 2016. This study collected data by in-depth interview 10 key community members who are responsible of tourist activities. This study uses criteria which are concern for each element as Tourist

activity Zoning, Carrying Capacity, Developing and maintenance community area, Resources management, Distribute wisdom of natural resources to tourist, Natural resources conservation, Significant awareness of natural resources with tourism

The Result of Research

Part 1 Environmental evaluation

This study defines the environmental issues in Ban Bangwan Moo.1 as garbage separation, green service including of material and ingredient and green attraction. The result show that in group of High potential and High-risk group, there are two area were identified as (1) Rukha Moradok is promoted to be the landmark. So it will refer to this attraction will receive almost of customer when CBT is growing up and there is not any appropriately waste management practice as separately bin. (2) Bangwan waterfall, is the biggest waterfall to produce water even in summer. There is some garbage separation but lack of tourist information as signboard. Group of Medium potential and Low risk group, there are two area were identified as (1) Water resources which are only one dam to supply and distribute water to community in Kamala alongside with Learning center (2) Nature trail, is located in plentiful forest but this area have specific tourist to visit.

During observation, this research encounter with good management in some area as waste management by separated garbage meanwhile waste management is the potential problem. This result of interview show that community's leader has good perception about the problem of CBT and environment when receiving more tourists. So, community need to focus more on the practice to prevent and conserve natural resources. However, there are waste management by separated solid waste and liquid waste. For solid waste, they have some separated bin as bottles and cans but there are not separation of organic, inorganic and recycle waste. For liquid waste is released back to natural without separate chemical and non-chemical but they are trying to use non-chemical product to reduce impact. Community have no plan about the preventing/protecting when tourist visit waterfall and Rukha Moradok on tourism trail.

Part 2 Exploratory practical green tourism practice

This study focus on all green tourism practice in Ban Bangwan Moo 1 into 5 area as (a) Overall for CBT , (b)Ban Bangwan Waterfall, (c) Rukha Moradok, (d)learning center, (e)Nature Trail and found that particularly green tourism practices are listed in table 1.

Community have arranged tourist zoning by separated for waterfall, nature trail, forest, traditional activities and gastronomy. Community is listed in "Chue Ban Nam Mueang" (application by NECTEC) which collected data as knowledge of handicraft, Muslim traditional and gastronomy, so community use knowledge to apply for tourism participation and non-participation activities as cooking class for local dessert and herbal processing as detergent, soap etc., and food processing as dried Garcinia Cambogia, Garcinia Cambogia juice. Community have determined developing plans for tourism area by arranged zoning where are prohibited for opening entertainments and 7-11 store. After applied Inno-Life tourism-based community, community have arranged tourism sign and tourist map by supported from Kamala Subdistrict Administration Organization.

On 2018, Department of Cultural Promotion announce "Rukha Moradok Khong Paendin Tai Rom Phra Baramee" (trees) which have historically local cultural in Thailand. Rukha Moradok at Bangwan Community Moo 1 is Artocarpus Rigidus which located nearby plantation and completely forest where are connected to the top of waterfall.

Community used package one day to control carrying capacity for 10 persons per group by visiting of Nature trail, Bangwan waterfall, Rukha Moradok and learning center (there are introduction part, cooking class, handicraft, lunch), but that is improper which bring some conflict because income and responsibility each attraction. Nevertheless, community is conserving and reducing tourism impacts by arranged bins for waste separation as separate all bottles or cans or toxic garbage and using made -

Table 1 result interview of part 2 exploratory of particularly green tourism practice

	Overall CBT	Waterfall	Rukha Moradok	Learning center	Nature Trail
Tourist activity Zoning	Have determined and arranged tourist zoning	arranged tourist signboard	Arranged for one of landmark but have no tourist signboard	- Introduction, handicraft at learning center. - Introduction, cooking class, herbal processing and lunch at Philosopher's house	Arranged tourist signboard at entrance but have no tourist sign on the walkway.
Carrying Capacity	Controlled by package tour which are allow only 10 persons per group				
Developing and maintenance community area	Annual big cleaning day for community	conservation and sustainability's local crops corner	no annual maintenance	Planting Vetiver and maintain learning center	Community member maintain during they go to plantation
Resources management	Recorded all data and listed on "Chue Ban Nam Mueang"	Done project about natural small dam and prohibited area for swimming	>200 years old and promoted by department of Cultural Promotion	backyard garden and house for sustainability sufficiency demonstration	Controlled by Community tour guide
Distribute wisdom of natural resources to tourist	Facebook page, flyer and networking for distribution channel.	no information center and staff	Distribute by lectured from tour guide	several activities as dyeing, handicraft, painting, cooking class herbal processing	Distribute by lectured from tour guide
Natural resources conservation	Acknowledge and participate including of tourist activities.	Participated because concern about their way of life	Participated because concern about their way of life	Acknowledge and participate including of tourist activities.	Participated because concern about their way of life
Significant of natural resources..	Big cleaning day, specific each area's project	annual big cleaning day	have no exactly activity/campaign	Participated activities as a tool.	have no exactly activity/campaign

-natural ingredient for tourist activities. Community annual cooperate with Subdistrict Administration Organization, government, hotel and restaurant to arrange big cleaning and seminar at Kamala area. However, walk-in tourists are incognizable about regulation and information because there is information center or community staff. When community have tourists to visit this attraction, community's tour guide accompanies with them and give information about regulation of attraction as at Rukha Moradok and nature trail do not allowance noisily, plastic bag, litter garbage.

Learning centers are 2 area (1) The multi-purpose building in public area nearby Community Dam, (2) Community philosopher's house for learning center which supported knowledge to members with sustainability sufficiency model. Community use herbal processing that made from natural as detergents, dyeing color, hand washing, dish washing for tourist activities and watering to cesspool and release back to natural. In addition to, all activities are not allowed foam packaging and reducing plastic bag.

Bangwan waterfall is biggest waterfall and water supply for community. There is small nature dam at the upper of waterfall which can absorb 20% and release back to community during the summer season so tourists do not allow to swim in waterfall. Nature trail is located nearby waterfall where is community members used passageway go to Kathu and Patong (Kalim) by passing the plentifully mountain. Community apply this advantage historical to promote this attraction. Community arranged Nature trail's signboard without any tourist sign during the walkway.

Summary

Firstly, Bangwan community is well-known in eco-tourism because there are plentiful of natural resources as waterfall, forest before they grown up to CBT in Kamala. CBT is the key to contribute community and engage community members to be sustainable tourism and getting more income to community. But when community receive more tourists, green tourism practice needs to focus for preventing the effect of natural resources. For the first objective, this study found that there are 5 attractions as (a) Overall for CBT include tourist, community have awareness about waste separation by arrange bins along the community street with presented some green tourism practice information in signboard. (b) Bangwan Waterfall, have proper signboard and direction for this attraction and tourists are not allowed to swim in waterfall, litter garbage in waterfall

area. (c) Rukha Moradok, signboard, direction and information have no arrangement in this area. And waste management in this attraction is not proper as garbage was found alongside of walkway to Rukha Moradok meanwhile bins was arranged only nearby the entrance of Rukha Moradok. (d) Learning center, is the best environmental management. There are separate bins, fresh air, have no noise, clean. (e) Nature Trail, is plentiful of natural include big tree, wildlife sound, fresh air. However, there are no staff to take responsible for whole day except when community have reserved tourists.

For the second objective, this study found that community have reach all elements followed by (1) Tourist activity Zoning, community has history and traditional so community determined the tourist zoning based on community member's way of life. Community members are familiar and aware about natural resources. Then, community recorded and announced about tourist zoning to community members, stake holders, and local government by signboard and map. Thus, community have their own regulation to arrange entertainment zone to prevent environment and cultural changing. However, there are two attractions as Rukha Moradok and Nature trail, which have no proper signboard to identify area. (2) Carrying Capacity, community determined carrying capacity each attraction and distributed tourist to each attraction by controlled of package one day tour. However, Bangwan waterfall cannot follow the carrying capacity because of open area. (3) Developing and maintenance community area, community have annual plan to developing and maintain community and tourist attraction area by cooperated with local government. Every year, community has projects to develop each attraction by rotated developing each area because of distribution of capital in Kamala area. (4) Resources management, community assigned members to take responsible, investigate and report each natural resource. (5) Distribute wisdom of natural resources to tourist, community arranged tourist activities with and without tourist participation by members. (6) Natural resources conservation, community have proper knowledge and a demonstrated model of sustainable at Philosopher's house. (7) Significant awareness of natural resources with tourism, community have awareness as annual Big cleaning day and natural dam upper the waterfall. Community use tourism gathering with community activities to invite community members to aware about significant of natural resource.

This study concludes that the practical green tourism practice in Ban Bangwan Moo.1 is proper for CBT in 6 elements exclude significant awareness of natural resources with tourism. The cooperated particularly green tourism practices with local government and stake holder, are adapted from community way of life including of the pleasantly participated community members. However, there are immigrants (Thai residence or non-Thai residence) in community for traveling or working. Community sometimes cannot control their behavior as littering garbage out of separately bins because community has no information and regulation sign. Community have no proper tourist's center, staff to stay and watch out each attraction in daytime because of the distribution of income from tourist is not equal in each area.

Recommendation from this research

This study suggests that Ban Bangwan Moo.1 should focus and initiate campaign to educate immigrants and walk-in tourists about natural conservation. Community should cooperate with related organization to watch out walk-in tourist or immigrants during traveling, arrange tourist's center, attraction's direction and regulation. Thus, Ban Bangwan Moo.1 should remain the proper green tourism practice and supplement this study's suggestion to develop the community for sustainable CBT. In additional, this study suggests that others community, which encourage to CBT, apply this finding to draw up own particularly green tourism practice especially for CBT in mass tourism area.

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