

The Management of Sustainable Community-Based Tourism: A Case of Ban Kokekrai, Nakorn Patom Province

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Abstract:

This research on the participation of the community in Lamphaya Floating Market, Nakhon Pathom Province to develop sustainable tourism has the objective of studying the participation of locals in the community to manage tourism at Lamphaya Floating Market sustainably and to identify ways to encourage locals in the community to co-operate in sustainable tourism management at Lamphaya Floating Market.

The research method involved the collection of both primary and secondary data. The primary data was obtained from interviews and questionnaires. The interview were in-depth interviews with structured interview questions. The researcher interviewed one participant, who identified other potential informants to interview, and the process was repeated until the interviews were completed. The qualitative data analysis involved Content Analysis, which was performed by coding interview transcripts. The quantitative method was also employed: 100 questionnaires were distributed through Accidental Random Sampling to locals living in the Lamphaya area and to local government officials (Sub district Administrative Organization) at Lamphaya Floating Market. This process produced results about how locals in the community co-operate in sustainable tourism management at Lamphaya Floating Market. All data are analysis was performed by computer program.

The research found that the participation of locals in tourism management was at a high level, especially in terms of location management. Locals participate in planning, attend meetings about policy, and discuss new ideas with regard to many things. However, while locals are able to evaluate tourism facilities as good or not good, they are not directly involved in the process of planning or policy or management. Locals co-operate to manage human resources very well, but they do not participate much in setting the rules of the village. This is because the rules are flexible, and are transferred from generation to generation rather than being fixed. On the other hand, locals participate in the management of the creative local product process at a high level.

Suggestions

1. The new generation should be encouraged to participate in tourism management.
2. The locals should think about the public and love the community more than seek private benefits through their own business.
3. Government should be involved in helping locals, and local government should be involved in meeting and planning about tourism management at Lamphaya Floating Market.
4. Locals and the community in the nearby area should be encouraged to recognize the importance of sustainable tourism management.

Keywords: ommunity-Based tourism, sustainable tourism, Ban Kokekrai

Introduction

Tourism management by the community is operated. And participate in driving the local tourism system in the form of community-based tourism, which is a widely accepted method of applying for sustainable tourism management Which focuses on creating a balance of economic, social, and conservation of natural

resources and the environment in tourist attractions. Currently, the form of tourism management by the community is expected to be a tool to strengthen the local area. Both stimulate participation in environmental preservation, job creation, community product processing. Income distribution to the community to solve poverty but in most cases, community tourism management often does not consider the potential, product differentiation. Tourism, including identity and traditional lifestyle, which is the foundation of communities in different areas. In addition, the investment and support of the government is a large investment. Whether it is restoration Infrastructure Development and encouraging the private sector to invest in services such as hotels, shops, service facilities etc. (Bharadet Payakvichien, 2007). down) to rural communities but there is still lack of clarity in the policy and implementation of community tourism management as a service product such as the development of community management capabilities. Creating a community network. Extending in marketing. Public relations and the promotion of tourism, community tourism.

However, when compared to other countries. Then Thailand has the capability and has the basic resource advantage. (Ministry of Tourism and Sports, 2012) with a variety of tourism resources distributed in all provinces and is ready to accommodate tourists with many tourist attractions that are world class beauty. Unique from other regions. Including the industries that support the linking of various tourist attractions. There are many potential tourist attractions ready to be developed. When considering the potential of tourist destinations in Thailand and countries in Asia by considering the famous tourist attractions. About 104 destinations in Thailand are secondary to China. Japan and India, respectively, with the most famous marine and beach destinations in Thailand (Ministry of Tourism and Sports, 2012) with the outstanding potential of tourist attractions and tourism resources of Thailand as mentioned above especially the tourist attractions in the sea and beaches in the south. Both Thai and foreign tourists want to travel. But whenever the tourism industry grows and develops more. What will follow is the impact on society, community, environment and culture and traditions of local communities or tourist attractions.

In this study. The researcher studied community participation. Sustainable community tourism management. Case study of Lam Phaya Floating Market community tourism Nakhon Pathom which is a community of Watwithi way to sustainable tourism. The main reasons for choosing to study the Lam Phaya Floating Market community. Because this community is a Chinese community with a long history. Which is basically a community that has a peaceful lifestyle. Simple life. Popular in business, service or tourism business that does not affect the way of life of the community due to the arrival of tourists. But the tourism community of Lam Phaya Floating Market relying on tourism as a means of preserving the way of life and natural resources and Buddhist travel. In order to receive useful information for understanding sustainable tourism. The researcher uses case study research methodology to understand and participate in sustainable community tourism management. of tourism in Lam Phaya floating market community Nakhon Pathom and the potential for sustainable community tourism management of tourism in Lam Phaya Floating Market community Nakhon Pathom that will be useful for future sustainable tourism operations.

Objectives

A study entitled Participation of Lam Phaya Floating Market community Nakhon Pathom province for sustainable tourism management. The main objectives of the study are as follows.

1. Study the participation of Lam Phaya Floating Market community. Nakhon Pathom in sustainable community tourism management.
2. Analyze the important elements for participation in tourism management of Lam Phaya Floating Market community. Sustainable Nakhon Pathom province.

Scope of research

1. Area scope. This Study Have studied in the area of Lam Phaya Municipality And Lam Phaya Subdistrict Administrative Organization Area Located in the north of Nakhon Pathom province. Is a qualitative research under the interpretive research paradigm (Interpretivist Paradigm) using Case Study Research method to

collect data by interviewing and observing from the tourism community of Lam Phaya Floating Market Nakhon Pathom The researcher conducted both the researcher model and the observation from being a tourist who used to service the tourism community of Lam Phaya Floating Market. Nakhon Pathom.

2. Content scope focus on various issues as follows.

- 2.1 Participation of people in tourism development of communities in the Lam Phaya Floating Market
- 2.2 Potential of the community in sharing the benefits of managing the Lam Phaya floating market community by interviewing and collecting questionnaires consider the location facilities and personnel.
- 2.2 General opinion factors
- 2.3 Suggestions and general opinions on the development of community participation

3. Population boundaries

- 3.1 Population in this research Namely those who live in communities and leaders of communities in Lam Phaya Subdistrict Municipality and Lam Phaya Subdistrict Administration Organization (Lam Phaya Subdistrict Administration), totaling 100 people
- 3.2 Officers in government agencies both officials in Lam Phaya Subdistrict Municipality Personnel Officer of Lam Phaya Subdistrict Administration Organization (Lam Phaya Subdistrict Administrative Organization).

Materials and Methods

Collection of primary and secondary data The primary data were obtained from interviews and questionnaires by the interview form Is an in-dept. Interview with questions that are structured questions. The interview method is chosen when the informants or the respondents propose repeated respondents. Together, the researcher will stop by analyzing the data to analyze qualitative data with content analysis method by descriptive decoding, data from interviews, questionnaires were selected, sample selection using Accidental Random Sampling from the population, i.e., people living in Lamphaya Municipality, number 100 People in order to know the participation of communities in sustainable tourism management and then use the results from the questionnaire to analyze by using statistical data

- 1. Key informants used in the study are People responsible for tourism management of community tourism groups
- 2. The researcher collected data by interviewing the people responsible for the management of the Lam Phaya Floating Market community, including market executives and traders in Lam Phaya floating market. To guide sustainable tourism management and to analyze triangles (Triangulation) the researcher conducted a participant observation. And observe without participation by community residents and use tour services in the tourism community of Lam Phaya Floating Market Nakhon Pathom to verify the accuracy of the information obtained from the main contributor.
- 3. The tools used to collect data are structured interview forms. And using Case Study Research to collect data from community tourism groups The researcher will use the field note recorders. Camera to collect data Including the development of a potential analysis model for sustainable community tourism management based on indicators developed from relevant documents and research.
- 4. Data analysis method The researcher will prepare a field note from interviews and observations. And preparing details from data collection (Transcripts) and using Thematic Analysis method to answer research questions with the following process.
 - 1) Read details from data collection (Transcripts) that have been concluded from field notes, interviews and observations to define the code for coding, qualitative data.
 - 2) Review the codes found and identify the meaning and details of the codes and read the details from the data collection again to eliminate the code that is repeated or add new code.
 - 3) Group all the codes in the group that are meaningful or have similar details. In this process, the researcher will read the details from the data collection, including understanding the theory used in the research as a



framework for analyzing and determining the importance. Including identifying the meaning of the theme.

4) Check the accuracy and consistency of data analysis by inviting researchers who have at least 2 experience in qualitative research work, consider themes and analytical results in order to provide information minor error.

5. This study, the researcher spent 12 months studying from June 2017 to December 2018.

The Analysis of Data

A study entitled Community participation in sustainable community tourism management: a case study of Lam Phraya Floating Market Nakhon Pathom results are as follows:

In analyzing the potential of sustainable community tourism management, it was found that Lam Phaya Floating Market Tourism Group Nakhon Pathom Have the potential to manage in 4 areas, namely tourism resource potential Service potential and providing quality experience for tourists Potential of tourism management and the potential of community participation with the following research results.

1. Potential of tourism resources

Lam Phraya Floating Market Community Travel Group in the tourist area that is the land near Bangkok There are main tourist attractions in the area namely Phra Pathom Jedi and many other attractions for tourism potential of the tourism community of Lam Phaya Floating Market That has high attractiveness potential, including a variety of tourism activities Including sitting on a boat, paying homage to the monks, making merit, watching nature, watching the local agricultural career of the community Is a tourist attraction and main tourism product of Lam Phaya Floating Market Nakhon Pathom The study indicated that Most tourist attractions have a large number of commercial occupations. And travel cruises by providing services for small and large groups of tourists, not exceeding 10 - 20 people, which is consistent with the amount that the homestay can support The group considers that the importance of conservation of tourism resources should be given because such resources are a source of livelihood. Of people in the area Taking advantage of the same Tha Chin River in the livelihood of all people in the Lam Phaya Floating Market community Nakhon Pathom

2. The potential for service and providing quality experience for tourists

Most of the tourists who travel to Lam Phaya floating market Is both a Thai tourist and foreigners Which many travel from Bangkok and a tourist in Nakhon Pathom Province Lam Phraya Floating Market Committee Nakhon Pathom Has defined the tourism program of the community as a one-day trip (one-day trip) and has links to other travel network areas in Nakhon Pathom province as well 3. Potential of tourism management

In the past, travel to Lam Phaya Floating Market There are actions in the form of a natural service. But now Lam Phaya Floating Market Tourism Group Nakhon Pathom Jointly discussed and concluded to change the operation model from being a community enterprise group to a group of tour groups boat tour Travel Bicycle Group And traders And homestay is an ecotourism group which has many tourist network links in Nakhon Pathom Province Although the community tourism group in Nakhon Pathom seems to have many other community-related actions But the integration of tourism networks is systematic and sustainable. Which is consistent with the tourism management approach that is in line with Banplaiphongphang community Chiang Mai Province (Pharadej Pakakvichien, 2007).

3. Potential for community participation

The operation of the tourism community of Lam Phaya Floating Market Nakhon Pathom Is the operation of a community enterprise By members of the tourism community of Lam Phaya Floating Market Being a service provider to tourists, focusing on environmental conservation Including the way of life, community and culture of the community with funding from members and managed under the executive committee of the Lam Phraya Floating Market community tourism group Grouping with the Cultural Council of Bang Len District Have taken part in direct management In order to create awareness and create indirect participation of

community members in supporting tourism in the community in maintaining the way of life and traditional traditions of the community Participation in clean water throughout And indirect participation of villagers in Ban Lam Lam Phraya Floating Market With other occupations Which is consistent with what the World Tourism Organization says that sustainable tourism is related to (1) conducting tourism operations under the ability to support nature, communities, traditions, culture (2) Awareness of tourism activities that will affect the community, customs, culture, traditions and way of life of the community. (3) Community participation and distribution of income for the community and (4) linking the need to develop community choices and determining economic plans, the existence of communities and sustainable conservation of the environment and local culture in that tourist destination (WTO, 2011).

The Results of Qualitative Data Analysis

A study entitled the participation of Lam Phaya Floating Market, Nakhon Pathom Province in sustainable tourism management The objectives are: 1. Study the participation of Lam Phaya Floating Market community. Nakhon Pathom in sustainable community tourism management 2. Analyzing important elements for tourism management of Lam Phaya Floating Market Nakhon Pathom Province is sustainable for use in the management of tourism in the community. This study is divided into 2 groups, which the researcher chooses to study both groups of people that are important and related to tourism management by using random sampling, purposive sampling, and collecting data from in-depth interviewing with Lam Phaya Floating Market, Group 2, General Public Academic in Lam Phaya Floating Market The researcher summarizes according to the sample group interviewed. as the detail below.

Results of interviews about the personal data of executives and those involved with Lam Phaya Floating Market from interviews with executives and people related to the Lam Phaya Floating Market, 5 people were found to be 3 males and 2 females, aged between 50 - 65 years. Having experience working in Lam Phaya Floating Market for not less than 10 years. Time spent in the Lam Phaya Floating Market community for more than 20 years up.

Questions about participation in tourism management of Lam Phaya Floating Market

Based on the interview data of the executives and those involved with Lam Phaya Floating Market, the researcher can summarize the participation in tourism management of Lam Phaya Floating Market as follows: Participate in the meeting to determine how to manage the Lam Phaya Floating Market to share opinions on the management issues of restaurant operators on the raft in front of Lam Phaya temple check the restaurant operators to meet the standards food and beverages were of high quality to the consumers and tourists together donating property to improve Repair the rafts that tourists come to safely.

Based on the interview data of the executives and those involved with Lam Phaya Floating Market the researcher can summarize sustainable tourism management. Management should allow more people to participate as directors. The process of recruiting and selecting directors must be transparent and fairness. The committee should come to all sectors all related groups.

Suggestions for a guideline for the development of the image of Lam Phaya Floating Market

Based on the interview data of the executives and those involved with Lam Phaya Floating Market The researcher can summarize suggestions for managing the image of Lam Phaya Floating Market as follows: Subdistrict Administration Organization Lam Phaya Municipality See the importance of the image of Lam Phaya Floating Market Therefore, executives and related persons State agency staff in the area Create a service process Considered to be the key to driving the Lam Phaya floating market into the Nawathiwit community People who live in Lam Phaya floating market must have knowledge. discipline Giving tourists all regions The general public has a positive effect on Lam Phaya floating market. With a better reputation and image.

Interviews about personal information of the general people.



Interviews about personal information of the general public General information of interviewees from an interview with the general population living in Lam Phaya floating market and tourist group the restaurant operator in the Lam Phaya Floating Market raft, 5 people, found that the number of male-female and 5 females is between 40-60 years old. Education level is lower than bachelor degree. There are more than 15 years of living in the community. There is no position in the community. Most professions are trading and farming.

Questions about participation in sustainable tourism management

From the interview data of the general public and such tourists, the researcher can summarize the participation in sustainable tourism management as follows: the general public, both former people New people who just came to live in the community or those who rent the products in Lam Phaya Floating Market This market has been sold for over 20 years. Those who sell in the Lam Phaya Floating Market have 70-80% of the villagers living in the community. There are monthly rent. There are antique and local products sold as souvenirs. Is a collaboration of people in the Lam Phaya area.

The agencies related to the development of Lam Phaya Floating Market the Bang Len district and the municipality play a role in the development of Lam Phaya floating market.

Allowing people in Lam Phaya village to have a career with income as a public participation. Should not collect fees that are too expensive for the villagers to live Have a profit to raise a family send child to study high school books This is true participation.

Summary and discussion of the study results

From the study of sustainable community tourism management Case study of Lam Phraya Floating Market Nakhon Pathom Can conclude that tourism in Lam Phaya Floating Market has the potential to manage sustainable community tourism in all aspects, including Tourism resources Service and providing quality experience for tourists Tourism Management And community participation The potential of these 4 areas is an important component of community tourism management which is consistent with Hunter (2002) Sharpley (2000), Office of Economic and Social Development, Northeast (2013) and Kosit Chaiprasit (2011).studied sustainable tourism management from communities in the Nonghoi Royal Project Chiangmai Province Which found that tourism potential consists of community potential and tourism resources Learning and developing potentials in managing activities and community participation But when considering the results of the research and found that it is no different from the results of this research, only there is a different group of tourism management potentials.

Summary of quantitative research

In this sampling of populations, according to the sampling method without using probability in this way, the accidental randomness method is chosen without pre-selection, but the population will then know that when they meet someone, they will conduct an interview and conduct a questionnaire based on the process prepared by the questionnaire. Participation, participation in the development and maintenance of Lam Phaya Floating Market, Lam Phaya Sub-district, Bang Len District, Nakhon Pathom Province of the people in the community. Fire, considering descending order were the people most involved in the implementation of destination management. Utilization in tourist attraction management and preserving the management of tourist sites with a sample of the population in the area and using the discussion in the topic, then the sample group will give a summary of the variables from gender and income.

Villagers in the community of Lam Phaya, Bang Len District, Nakhon Pathom Province, who answered 100 questionnaires, classified by sex, found that the most were male, 52 people and 48 females, who were related to Lam Phaya floating market and most were elderly or Aged 40 and up, having a career as a merchant, trading in the Lam Phaya floating market in the basic education level, income is in the range of 9,000-15,000 baht, followed by income. 15,000-30,000 baht per month. Most of them are residents of the area for more than 5 years.



Summary of Qualitative Research

In the research on public participation in Lam Phaya Floating Market Nakhon Pathom province on tourism development There is a conceptual framework for research that Floating market is an eco-tourism place. That is another way of society Tourists can relax and admire the nature at the floating market. And different services Related to the floating market, such as the ancient kayaking service Natural rafting service to see nature on both sides of the river and the way of life of villagers, being a unique identity that represents the community's way of selling and being sold at a cheap price because it is considered another highlight of the floating market as well. Simple lifestyle Is a place to relax and go to buy food to sit and eat on the water Experience the shady and the breeze that blows through, creating relaxation for tourists as well. The floating market is known as an ancient tourist attraction with a background worthy of preservation in order to convey the atmosphere in the past and reflect the well-being of the people in the community. Moreover, what the market is above the general market is the atmosphere. That is cool because it is next to the river Which can attract tourists to come to the floating market

- Communities learn together to find problems analyze problems Find solutions to problems and be able to solve problems, needs and potentials of the community

- Knowing the potential and readiness of the community to participate in the development and management of tourism in Lam Phaya floating market.

- Lam Phaya Floating Market has more tourists.

- Individuals and agencies in both the public and private sectors will benefit from this study. May be used in the development of Lam Phaya Floating Market. Especially in relation to tourism.

Discussions

The results showed that the participation of people in Lam Phaya Floating Market Nakhon Pathom with the development of tourism in 2018. Overall, participation is moderate. Can discuss the following results from the following:

1. The results of the research found that people have a common plan for managing tourist attractions at a moderate level. When considering each item in the order, it was found that all of the items were at a moderate level.

2. Participation in planning, preparation, preparation and facilities in tourist destinations When considering each item in the order, it was found that all of the items were at a moderate level.

3. Together to follow the plan to manage tourist attractions When considering each item in the order, it was found that all of the items were at a moderate level.

4. Mutual use in tourism management When considering in order, it was found that they were satisfied with the benefits from tourism activities such as accommodation services. Food service, etc. and receive benefits from selling local souvenir products in the middle level, followed by receiving benefits from income sharing from grants from various agencies in the development of tourist attractions and receiving benefits from joining as some tourist attraction personnel at a low level, respectively.

5. Participation in preserving and managing tourism sites when considering each item Found that all of the items were at a moderate level in all.

Suggestions

From the study of villagers in Lam Phaya community, Bang Len district, Nakhon Pathom province Can give comments and suggestions as follows.

1. This research has collected data from inquiries and interviews in Bang Len District, Nakhon Pathom Province that live in the community at Lam Phaya Floating Market. Which may cause the data collected from people in the community to have no variety or there is no relationship (Heterogeneous) very much



2. In the sustainable development of the floating market Should lead the way of participation or potential of tourism in the community to play a role or as a base for promoting tourism of the community in order to be consistent with the context and needs of tourists
3. Collection of information from tourists Coming from various places Varied in this research, a study of 100 people living in Lam Phaya Floating Market community, who lived in the community at Lam Phaya Floating Market Therefore, the results from the analysis of participation levels may be different from the collection of information that is different from this or areas that are different from this
4. There should be a study of the development of the floating market according to the Niwatthi community concept. According to government policy by using the questionnaire as a wide range that is different from the scope of the questionnaire only. 5. Government agencies should set criteria and guidelines for the development of tourist sites in one community Must think of both negative and positive effects and must also consider the traditional way of life of the community Beliefs, traditions, culture, peace, cleanliness and safety Is important.
6. There should be a study of the implementation of the development of Lam Phaya Floating Market to be used in order to improve or to further enhance the sustainable development of the water market.
7. There should be a study of factors that affect tourists' satisfaction. Or studying factors related to the upgrading of the OTOP community in response to the national development strategy in accordance with government policies to be the next master market.

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