

Community Participation Affecting the Success of OTOP Nawatwithi Community Tourism Management

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ABSTRACT

Abstract—The purposes of this research were to study the community participation that affected the Success of OTOP Nawatwithi Community Tourism Management. The study was a quantitative research. The target population was people in the OTOP Nawatwithi Community Tourism Management in the responsibility of Suan Sunandha Rajabhat University, totaling 18 districts in Bangkok. The sample was chosen using multi-stage sampling method. The tool used for data collection in this research covered the content of the study of community participation in OTOP Nawatwithi community tourism management. Statistics used in data analysis were frequency, percentage, mean and standard deviation as well as the inferential statistical analysis was used to test research hypotheses by using t-Test, One-way ANOVA and Multiple regression analysis. The results revealed that the level of community members' participation in OTOP Nawatwithi community tourism management overall was moderately average. The results of the hypothesis of individual factors affecting community participation in the success of OTOP community management was found that individual factors in age, education level, and average monthly income differently affected the participation of community members in OTOP Nawatwithi community tourism management differently, with statistically significant at the .05 level, which were consistent with the research hypothesis. Moreover, the results found that the community participation that influenced the success of OTOP Nawatwithi Community Tourism Management was the community participation in the aspect of participation in implementation ($\beta=0.324$) had the most positive influence, followed by participation in receiving benefits ($\beta=0.225$), participation in decision making ($\beta=0.184$), and participation in the evaluation ($\beta=0.139$), respectively, at the statistically significant 0.05.

Keywords—Community participation, OTOP Nawatwithi tourism management, Success

INTRODUCTION

Developing the country according to the mainstream development guidelines that aim to transform the country into industrial system by focusing on economic growth. As a whole neglecting the importance of the community rural areas are face many problems, but a number of communities are able to adapt. It must be determined their own development options instead of compromising themselves with the established development guidelines set from outside the community. These communities have created certain conditions and processes to respond to economic, social, political, and cultural situations that invade from outside the communities.

The Ministry of Tourism and Sports has driven various activities and set a mission to make tourism as a tool in reducing income inequality. This is in line with the 20-year national strategy 2017-2036, which has a conceptual framework for building competitiveness, focusing on the development of the manufacturing and service sectors to be competitive and sustainable. People have a better quality of life and income. Including the 12th National Economic and Social Development Plan, 2017-2021, Strategy No. 3, building economic strength and sustainable competitiveness. There are guidelines for enhancing the competitiveness of service business in terms of strengthening the community and the basic economy by participation of all sectors under the Sufficiency Economy Philosophy. As well as the mission of promoting the learning process and public participation are promoted the development of the community's economic base to be stable and have potential, including enhancing the competitiveness of the community (Office of the National Economic and Social Commission, 2020).

However, in 2020, the tourism situation in the country was severely affected by the spread of the COVID-19 virus, during the first 6 months of 2020, it was considered a crisis of the tourism situation in the country. Thailand has to deal with the spread of the COVID-19 virus causing lockdown measures including the cancellation of various tourism activities, resulting in a sudden halt in all sectors of the country's economy. However, domestic

travel was interrupted which resulted from the implementation of various measures, along with cooperation from the government and people enabling Thailand to effectively cope and control the epidemic as well as issuing measures to stimulate tourism to stimulate the circulation of the domestic economy.

OTOP Tourism Community Project, Nawatwithi is driven to develop the country according to the project that has a policy to reduce social inequality aiming to generate income and prosperity economic strength by allowing the private sector and the public sector to participate in the joint operation of the government sector. The objective is to achieve the vision of stability, prosperity, sustainability, which is consistent with the implementation of the One Tambon One Product (OTOP) project starting in 2001 in the region throughout the country. The Department of Community Development is the main responsible for promoting the operation of OTOP by working with various agencies. The products are upgraded and developed a variety of marketing channels in order to sell products to adapt to international trade. There must be a transition through the era of pushing OTOP products out of the community to the demand driven local economy by selling products in the community from tourism with charms, wisdom, way of life, culture and creativity, and used to convert to income (Suwunniponth, 2021). As well as the community make them valuable enough for tourists to visit and spend money on all community activities resulting in the distribution of income with the people in the surrounding communities. It is to strengthen the community and is truly a fundamental economic development (Department of Community Development, 2019).

Therefore, the researcher was interested in the community participation in OTOP Nawatwithi community tourism management. This will study the differences in gender, age, education level, occupation and average income that affect community participation in OTOP Nawatwithi community tourism management. The results of the study will be used as a guideline for tourism development. as well as developing the potential of tourist attractions together with the wisdom and way of life of the community to provide a good quality of life and community growth which can expand the results of the proposed guidelines from this study to bring benefits to other communities in the future.

LITERATURE REVIEWS

Concept and theory of participation

Cohen and Uphoff's conceptual participation (1980) proposed forms of engagement which consist of four public involvement. The participation in decision-making is what to do and how to do it Including participation in the implementation of the project as a decision to provide resources to support the project and cooperation with specific organizations or groups involved in receiving benefits and take part in the evaluation of the project.

- *Participation in decision making*, the first is to define needs and prioritize. Then select the relevant policies and demographics. Participate in decision-making at the beginning, decision-making during the planning process, and decision-making during the planned implementation phase.

- *Participation in implementation*, as a component of project implementation, is based on the question of who can benefit the project and how, for example, resource support, management, coordination and asking for help, etc.

- *Participation in receiving benefits*, consideration must be given to the importance of quantitative and qualitative benefits, but also to the distribution of interests within the group. The benefits of this project including the positive benefits and negative consequences of the project, which will benefit and harm the individual in society.

- *Participation in the evaluation* is important to note that opinions, preferences and expectations can influence the behavior of individuals in the group.

Related research was used to define the conceptual framework and research hypothesis. The study of Woravat et al. (2019) study the factors affected the strength of Nawatwithi OTOP tourism community in Nakhon Ratchasima Province, was found that factors affected of the strength of Nawatwithi OTOP tourism community in Nakhon Ratchasima Province includes government support, community organization network, tourism promotion, community leader. The study also suggested leaders should create collaboration in community, local administrative organization, and support the budget for tourism management. People should preserve local wisdom and community culture and it should be promoted through modern technology.

METHODS

The objectives of the research are to study the level of participation of community in OTOP Nawatwithi tourism management, a case study of communities in Bangkok metropolitan area, and to study personal factors affecting participation of community in OTOP Nawatwithi tourism management. The study was a quantitative research. The researcher has collected data from questionnaire by testing the validity of the questionnaire according to the content validity, including the questionnaire reliability testing. Target population included community enterprise entrepreneurs which are in the responsibility of Suan Sunandha Rajabhat University, totaling 18 districts, namely Dusit District, Phra Nakhon, Nong Chok, Bang Khen, Min Buri, Lat Krabang, Yannawa, Samphanthawong, Phayathai, Huai Khwang, Bang Khun Thian, Phasi Charoen, Bang Phlat, Khlong Toei, Don Mueang, Sai Mai, Bang Na and Thawi Watthana include community enterprises in each district. There is a total of 85 groups. Data were collected using questionnaires that examined the content validity and reliability of the questionnaires.

The tool used for data collection in this research covered the content of the study of community participation in tourism management OTOP Nawatwithi, was a closed-ended questionnaire and open-ended question consisted of 3 parts. Part 1: Personal data consisting of questions about gender, age, education level, occupation. and monthly income. Part 2: Opinion on community participation in tourism management OTOP Nawatwithi. Part: 3 Proposing guidelines for community tourism management OTOP Nawatwithi, the questionnaire is open-ended.

Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using t-Test and One-way ANOVA.

RESULTS

The general information of the respondents was female at most, age, most respondents were 31-40 years old, marital status, had the highest level of diploma education, engage in other occupations such as general labor at the most, and average monthly income are 10,001-15,000 baht, respectively.

The level of community members' participation in OTOP innovative community tourism management found that the community members valued overall participation innovation was moderately average. In terms of participation in receiving benefits was the most average followed by participation in operations, participation in decision making and participation in the evaluation, respectively, were at a moderate level in all aspects.

The research hypotheses were gender, age, status, level of education level, occupation and the average income of the people in the community which are different in personal factors affect the participation of community in OTOP Nawatwithi tourism management differently. Moreover, the results of the community participation factors affecting the success of OTOP Nawatwithi Community Tourism Management, it was found that all factors of community participation were able to predict the success of OTOP Nawatwithi Community Tourism Management with a statistical significance at the value of $F=45.56$. All variables could explain the variance of the success of OTOP Nawatwithi Community Tourism Management (R^2) at 60.12 percent. The results of multiple regression analysis found that the community participation that influenced the success of OTOP Nawatwithi Community Tourism Management was statistically significant at the 0.05. The community participation in the aspect of Participation in implementation ($\beta=0.324$) had the most positive influence, followed by Participation in receiving benefits ($\beta=0.225$), Participation in decision making ($\beta=0.184$), and Participation in the evaluation ($\beta=0.139$), respectively.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

From the results of the study, it was found that level of participation of community members in OTOP Nawatwithi community tourism management, overall was at a moderate level where the participation in receiving benefits was the most average followed by participation in operations, participation in decision making and participation in the evaluation, respectively. Community participation in this research was based on the participation concept of Cohen and Uphoff's (1980), which consisted of 1) participation in the analysis and

decision-making on problems that arise; 2) participation. participate in planning, implementing, developing or solving any problems that arise; 3) participating in actions related to the development or solving community problems; and 4) participating in the evaluation of the implementation of the community, developing or solving community problems. It shows that the participation model studied is important to the study of participation innovation that affects the quality of life of patients with chronic non-communicable diseases in the community after this time. The creation of public participation, it can take many forms and levels. Some methods can be done easily, but some methods require time depending on the need for participation of the people.

The results showed that the participation of community members in the management of OTOP Nawatwithi community tourism was at a moderate level. This was consistent with the research of Yabunna et al. (2017) conducted a research study on the participation of the people in the process of preparing the sub-district development plan for a period of 3 years (2014-2016) of the Ban Pong Subdistrict Municipality, Hang Dong District, Chiang Mai Province was found that participation in the assessment was moderate level. In addition, the participation of community members in OTOP Nawatwithi community tourism management was at a moderate level in term of planning and decision-making. It was in line with the research of Suwannapa & Atthawong (2016) conducted a research study on the participation of local government organizations in promoting cultural tourism in Phrae Province. It was found that participation in the analysis of problem situations propose the idea of policy formulation of cultural tourism activities, set the plan direction promoting, giving opportunities for participation in operations, and participation in monitoring and evaluation including in terms of operations with a moderate level of participation.

The results of hypothesis testing revealed that gender, age, status, education level, occupation and the average income of different people affects the participation of community members in the management of OTOP innovative community tourism differently. The results showed that the participation of community members in the management of OTOP community tourism in respect of different ages, educational level and occupations had different effects on participation which is consistent with research Tantiekarat & Srichand (2017) conducted a study on the guidelines for the development of participation in the management of ecotourism of the local people, a case study of Koh Libong, Kantang District, Trang Province, found that different ages and educational levels had different participation in ecotourism management in the locality. Including in terms of educational level, it affects participation in tourism management in accordance with the research of Yaboonna et al. (2017) revealed that female at age of 31-40 years old with primary education was the most participated group. The problems and obstacles of participation were the lack of understanding of citizens, the lack of analyzing problems before meeting, unclear objectives, the lack of communication and the lack of budget for the projects. The comparison of the participation between the citizens and officials found that both citizens and officials participated in middle level in decision making and got benefit. It was different in evaluation process which the citizens participated in middle level but the officials did so in low level. Moreover, Budsayamarn et al. (2018) study the participation of local administrative in tourism management of OTOP Nawatvithi, the result of the study found that the sample has moderate level in participation of local administrative in tourism management. The study also found that age, married status, and education level were affected individual comparative on the participation of local administrative in tourism management of OTOP Nawatvithi, the difference implication was not significant statistic at 0.5 level. From the study, it was found that people in the community had different levels of education, most of them having lower than a bachelor's degree. Therefore, it does not give importance to tourism development because there is still a view that it is far from living their own lives that need to earn more from their occupation than tourism. In terms of income, it was found that income was low and most people live in the community for a long time, so they were connected to the old way of life and did not see the importance of tourism that will come to develop the community. Therefore, there were different perspectives on the development of tourism whether it is a matter of acknowledging information, participating in activities in the community or the opportunity to participate in development from the agency. People will have different opinions, not accepting tourism development because they see that they do not benefit from development in this area.

Recommendations and future work

Government agencies responsible for the community development strategies should be formulated by requiring public participation and improving the participation of community members in OTOP Nawatwithi is an important strategy of community development. This will result in the planning and implementation of various activities according to the plan to be effective. Moreover, Government agencies responsible for the community

knowledge and understanding of community participation should be strengthened the process of participating in terms of decision-making participation, operation participation, receiving benefits participation, and participation in the evaluation in order to create cooperation, joint action and share responsibility, whether it is an individual or a group participation. This will affect the development of the community to change in the desired direction.

In addition, government agencies responsible for the community should be publicity of information and promote activities to build social relationships through various channels so that people can get the news thoroughly. Government agencies responsible for the community should be incentives for people's participation and provide opportunities for members of the community. In addition, community members and people involved in all sectors of society should be given opportunities to participate to create the participation of the community by dividing the level of public participation into information hearing performance or jointly suggest ways that lead to decision making cooperation and empowering the people. Community meetings should be held regularly, for example, at least once a month. to provide opportunities for all relevant sectors to express their opinions and listen to the problems, needs or troubles of the members of the community to be modified to truly meet the needs of the community.

Suggestions for future research, the research should examine other factors related or expected to affect the participation of community members in OTOP Nawatwithi community tourism management to get comprehensive information in all dimensions and all related concepts and the results will be compared and further development in various fields. Including there should be a study with a qualitative research approach to obtain data for in-depth analysis or support the results of quantitative research, such as studying data from various agencies related include community leaders, volunteer group, social development unit and community service.

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