

THE STANDARD CRITERIA OF COMMUNITY-BASED TOURISM MANAGEMENT AS A GUIDELINE FOR COMMUNITY-BASED TOURISM DEVELOPMENT IN ANCIENT CHINESE CHAK NGAEO COMMUNITY, CHONBURI PROVINCE.

Jureerut Somboon

College of Logistics and Supply Chain

Suan Sunandha Rajabhat University

1 U-thong Nok Road, Dusit, Bangkok 10300 Thailand

E-Mail: jureerut.so@ssru.ac.th, jsboon130@gmail.com

ABSTRACT

With the understanding and awareness in cultural and architectural conservation of Ancient Chinese Chak Ngeao Community located in Huai Yai Sub-district, Bang Lamung District, Chonburi Province, people in the community collaborated to sustain their cultures and architectures through community-based tourism development supported by the government sector. In order to meet the most effectiveness and highest potential in community-based tourism development, the researcher, therefore, conducted the field work for data collection by the in-depth interview and current-state evaluation of the local tourism by the local people's self-assessment. The self-assessment, followed the standard criteria for community-based tourism, covered such five criteria as (1) community-based tourism management, (2) economic social and quality of life management, (3) cultural heritage supporting and conservation, (4) environmental and natural resource management and (5) service and safety management. According to the results of the evaluation, it was found that the ancient Chinese Chak Ngeao community was distinctive with the cultural heritage supporting and conservation at the score 3.67, but weak in the environmental and natural resource management at the score 2.67. Focusing on the weak point, it was analyzed and found that the main reason explaining why the score the score was low came from the inappropriate garbage and trash management. Consequently, in the final part of the analysis, there is a guideline for operation improvement of the problem. The realization and understanding of the environmental and natural resource management among people in the community becomes the early aspect that should be conducted. Moreover, people in the community have to collaborate to plan and set the explicit community's role and responsibility. Besides, the community have to communicate with tourists to cultivate the awareness and consciousness of environmental and natural resource conservation. Providing that the ancient Chinese Chak Ngeao community can improve and solve the weak point successfully, it will be the starting pace leading to further standard community-based tourism development.

Keywords: Ancient Chinese Chak Ngeao Community, Community-based tourism, The standard criteria for community-based tourism

INTRODUCTION

Tourism development is one of the main points on which the government of Thailand is currently focused because tourism contributes to the stability of the economy and the country (Chairat, et al., 2017). Specifically, the Thai's government plans to increase income from tourism. In addition, they need to produce competitive advantages and upgrade the standards related to tourism. At the same time, development must consider the environmental effects and support conservation of the cultural heritage (The Twelfth National Economic and Social Development Plan (2017 – 2021), 2016). Therefore, the second national travel development plan (2017 – 2021) set a vision following Thailand's national strategy to focus on improving the standards of Thailand's tourism to a high level of world ranking and attempt to use the tourism sector to driven the economy of the country. Plans for reforming social issues and increasing income distribution are also defined in the tourism development plan. Finally, sustainability is the main goal of this national tourism development plan.

Thailand is a country full of history, culture, traditions, local wisdom and architecture. Currently, many communities are being supported and developed toward community-based tourism due to their unique identity. The Ancient Chinese Chak Ngeao community located in Huai Yai Sub-district, Bang Lamung District, Chonburi Province is the community-based tourist destination on which this research focused. The main purpose was to establish this community as a community-based tourism destination as the villagers need to keep and transfer their original culture, traditions and local wisdom to the new generation. Furthermore, they need to conserve the ancient architectures located in their village. Therefore, this is a good chance for tourists to know this hidden place and learn about Chonburi in depth.

Upgrading the standard of Thailand's tourism follows the national economic and social development plan and national travel development plan, which is the main point of this research. This research appreciates the valuable identity of the Ancient Chinese Chak Ngeao community and trusts in the potential of a strong relationship in this community. Thus, this case study can serve as a prototype of this type of community that can be developed to upgrade the tourism standards around the country. In this research, the researcher reviewed the data of the Ancient Chinese Chak Ngeao community from secondary databases. After that, the researcher surveyed realistic places and interviewed local people connected to community tourism. Moreover, the local people who gave information evaluated their current competency for community-based tourism management with five standard criteria: (1) community-based tourism management, (2) economic social and quality of life management, (3) cultural heritage supporting and conservation, (4) environmental and natural resource management and (5) service and safety management. Finally, analysis the evaluation provided some suggestions and recommendations to improve the Ancient Chinese Chak Ngeao community to increase their standard of tourism.

LITERATURE REVIEW

This part presents a review of previous studies that can be adapted in this study. There are two main categories: tourism management and a case study regarding improvement of community-based tourism.

1. Tourism management

Even though tourism is a major industry that can generate income for Thailand, the management of tourism is often not good enough; there are many problems waiting to be

solved. The root cause of the problem comes from a lack of understanding of the tourism supply chain, which is highly complex (Tapper and Font, 2004). For example, lack of cooperation from stakeholders in the tourism supply chain is an issue of concern for Thailand's tourism industry (Piboonrunroj, 2014). It is difficult to manage this supply chain because the processes do not run continuously and each stakeholder does not collaborate with each other, so low performance of communication and data interchange that affects the reliability of Thailand's tourism and the economy of the country. Piboonrunroj, et al., (2004) ; Kaosa-ard, et al., (2007) studied and analyzed the image of tourism in Thailand; they found that most tourists were satisfied with traditions and culture of Thailand but were not satisfied with Thailand's tourism management neither from the private sectors or the public sectors. This lack of satisfaction surely affects their decision regarding their next trip to Thailand. This result was due to a lack of coordination of the stakeholders in the tourism supply chain also. Moreover, enhancement of tourism management knowledge should be supported. Improvement in tourism management should begin with understanding the core of the tourism supply chain such as who the stakeholders are in this supply chain, how they collaborate, and the value of this supply chain. Understanding the tourism supply chain would clearly contribute to successful management of the tourism industry. In addition, each stakeholder or association can be integrated, which relates to the supply chain working together (Tapper and Font, 2004). Finally, the potential of tourism management will improve and gain a competitive advantage in sustainability.

In conclusion, the major causes of tourism management problems largely came from the lack of cooperation between stakeholders in the supply chain which affects the performance of communication and data interchange. Therefore, understanding of this supply chain can convince each stakeholder to collaborate and increase the performance of management overall (Piboonrunroj, 2009). This research can apply the previous studies to understanding tourism management of the Ancient Chinese Chak Ngaeo community and finding problems in the current state.

2. A case study to improvement a community-based tourism

Thailand is a country with outstanding traditional, cultural and architectural heritage. Thus, Thailand is a popular destination for tourists. Recently, the Tourism Authority of Thailand has launched a campaign for promoting quality tourism in Thailand (Supasorn, 2018). Community-based tourism is the primary model which the Tourism Authority of Thailand has presented in this campaign. Community-based tourism is defined as an alternative form of tourism in which services are performed by local people with creative and standard management with the aim of sustainable environmental and cultural impacts. Increasing the local people's quality of life is an aim of this type of tourism, also (Designated Areas for Sustainable Tourism Administration (Public Organization): DASTA). The concept of quality tourism through community-based tourism is to provide a new experience for tourists by inviting them to visit the interesting communities and learn their cultures, traditions, architecture and local wisdom. Moreover, tourists will enjoy themselves and get learn about the communities in depth.

Nowadays, community-based tourism in Thailand is seeing some success. Nevertheless, the providers need improvements. For example, Piboonrunroj, et al., (2004) presented a case study of cultural tourism in Chiang Mai that found tourists' satisfaction was

good. However, they gave some suggestions such as improving hygiene in public toilets, improving public parking lots, and improving public transportation. Furthermore, they need more travel information such as cultural festival dates, goods and services prices for planning, directions or maps to places in Chiang Mai, announcements for prohibitions, improvements in traffic signs and better signs at tourist attractions. This case study can guide the present research as to what the tourists need and how to increase their satisfaction to improve the Ancient Chinese Chak Ngaeo community, while still conserving the community's culture and traditions and not adversely affecting the local people's way of living.

METHODOLOGY

This research began with review of a secondary database about the Ancient Chinese Chak Ngaeo Community to prepare questions for in-depth interviews when observing and surveying on site. In addition, participants in the community-based tourism at the Ancient Chinese Chak Ngaeo Community who gave the information in the in-depth interviews did the self-assessment following standard criteria for community-based tourism. After that, the researcher analyzed data collected by observation and survey combined with interviews. Furthermore, the result of the self-assessment showed the current-state of local tourism. Data from the interviews and results from the self-assessment will be integrated for finding solutions for improving tourism of the Ancient Chinese Chak Ngaeo Community and upgrading the standard to a higher ranking. The methodology of this study was as follows.

1. Reviewing a secondary database

This part consisted of reviewing a secondary database about the Ancient Chinese Chak Ngaeo Community to prepare questions for depth interviews that should be covered in five main points following the standard criteria for community-based tourism.

2. Observing, surveys, and in-depth interviews

The researcher conducted on-site observations and interviews in the Ancient Chinese Chak Ngaeo Community, Chonburi Province with stakeholders such as representative local people and participants of a local tourism club in depth for more details about their community-based tourism.

3. Self-assessment following the standard criteria for community-based tourism

After finishing the in-depth interviews, the local people who were interviewed did self-assessment following the standard criteria for community-based tourism which covered five criteria: (1) community-based tourism management; (2) economic, social, and quality of life management; (3) cultural heritage supporting and conservation; (4) environmental and natural resource management; and (5) service and safety management.

4. Analysis data collected

Data collected by on-site observation, in-depth interviews and self-assessment were then analyzed. This analysis showed the current state of community-based tourism management of the Ancient Chinese Chak Ngaeo Community. Moreover, strengths and weaknesses were presented in this step in order to provide guidelines to find solutions to problems, reinforce strengths and improve weaknesses.

5. Improving weak points

Finally, some solutions were proposed for improving weak points of community-based tourism management of the Ancient Chinese Chak Ngaeo Community. These were found from the result of the on-site-observations, depth-interviews, and current state evaluation following the standard criteria for community-based tourism. Some suggestions

from this part will be applied to developing the tourism management of the Ancient Chinese Chak Ngaeo Community.

RESULTS

1. Basic data of the Ancient Chinese Chak Ngaeo Community

The Ancient Chinese Chak Ngaeo Community is located in Huai Yai Sub-district, Bang Lamung District, Chonburi Province. This community has a long history of about one-hundred years. From 1907 to 1917, Chinese people emigrated to the Chak Ngaeo Community, so the traditions and culture of this community are integrated between Thai and Chinese. The local people have a simple way of living, and this community has traditional and cultural identity. In addition, there is architecture that should be conserved such as an original cinema, Chinese shrine and ancient opera house. With the awareness of cultural and architectural conservation of the Ancient Chinese Chak Ngaeo Community, people in the community collaborated to sustain their cultures and architectures through community-based tourism development supported by the government. First, the local people had a meeting and brainstormed to articulate their identity and the value of their community. As a result, they defined visions, missions and goals to manage the community-based tourism of the Ancient Chinese Chak Ngaeo Community. Moreover, they visited others community-based tourism destinations to learn the best practices which could serve as guidelines and be applied to the Ancient Chinese Chak Ngaeo Community. They took three years to learn and collect data. After that, they use the moon festival as a pilot program to introduce and present their community to tourists, and in 2015 there was a grand opening of the Ancient Chinese Chak Ngaeo market, which is now held on every Saturday (Baan Chak Ngaeo, 2012). There are now 5,700 people per week on average that come to visit this community, and this trend is increasing. Nowadays, the community-based tourism of the Ancient Chinese Chak Ngaeo Community is managed by the co-operation of local people. Furthermore, they choose local people and have formed a local tourism club that acts as representatives to manage everything and contact organizations that support the community.

The Ancient Chinese Chak Ngaeo Community is not only a place for traveling; this community can be a learning center for traditions and culture. This community is valuable, so it should be conserved for the next generation and should be developed to higher standards in response to Thai government policy. The next part will show the results of the self-assessment; it describes weaknesses in the current state of tourism management in the Ancient Chinese Chak Ngaeo Community that can be addressed to find some solutions for improving local tourism in this community.

2. Self-assessment following the standard criteria for community-based tourism

After finishing the depth interviews, local people who are the representatives of the Ancient Chinese Chak Ngaeo Community did self -assessment following the standard criteria for community-based tourism, which covered five main criteria: (1) community-based tourism management; (2) economic, social, and quality of life management; (3) cultural heritage supporting and conservation; (4) environmental and natural resource management; and (5) service and safety management. In addition, each main criteria included sub-indexes as shown in Table 1.

Table 1 The standard criteria for community-based tourism covered in five main criteria and twenty-eight sub-indexes

(1) Community-based tourism management	
Sub-index 1	The performance of a local community to manage community-based tourism
Sub-index 2	The performance of an agreement for community-based tourism management
Sub-index 3	The performance of regulations for tourists
Sub-index 4	The performance of human resource development in the community-based tourism club
Sub-index 5	The performance of supporting co-operation among stakeholders
Sub-index 6	The performance of co-operation from the association
Sub-index 7	The performance of marketing and advertising
Sub-index 8	The performance of accounting and finance
Sub-index 9	Giving the priority to youth
(2) Economic social and quality of life management	
Sub-index 10	The performance of allocating income
Sub-index 11	The performance of upgrading the quality of life
Sub-index 12	Quality of local products
Sub-index 13	Giving the priority to human rights
(3) Cultural heritage supporting and conservation	
Sub-index 14	Quality of cultural heritage information
Sub-index 15	The performance to distribute cultural heritage information through community-based tourism
Sub-index 16	The performance of conservation and revival of local culture
(4) Environmental and natural resource management	
Sub-index 17	The performance of managing the tourism area
Sub-index 18	Quality of natural resources and environment information
Sub-index 19	The performance of distributing local wisdom regarding natural resources and environment through community-based tourism
Sub-index 20	The performance of conservation and revival of natural resources and environment
Sub-index 21	The performance of convincing tourists to conserve and revive natural resources and environment
(5) Service and safety management	

Sub-index 22	Level of satisfaction of service and safety
Sub-index 23	The performance of local guides
Sub-index 24	Quality of tourism's route and activity
Sub-index 25	Quality of tourism's service point
Sub-index 26	Quality of tourism's route management in community-based tourism
Sub-index 27	The performance of managing when in an emergency situation
Sub-index 28	The performance of service co-ordination

Self-assessment following the standard criteria for community-based tourism was used for evaluating the current-state of the Ancient Chinese Chak Ngeao Community. The current-state evaluation in each main criteria was combined with twenty-eight sub-indexes as illustrated in Figures 1 to 5.

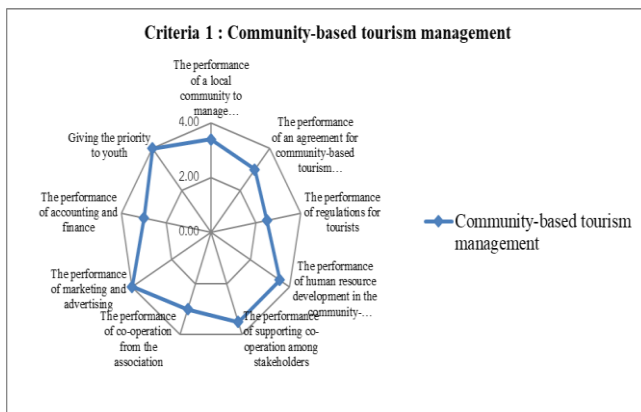


Figure 1 Current-state evaluation of criteria 1 : Community-based tourism management

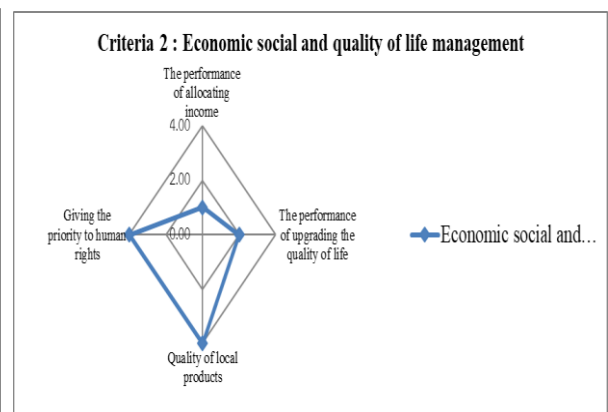


Figure 2 Current-state evaluation of criteria 2 : Economic social and quality of life management

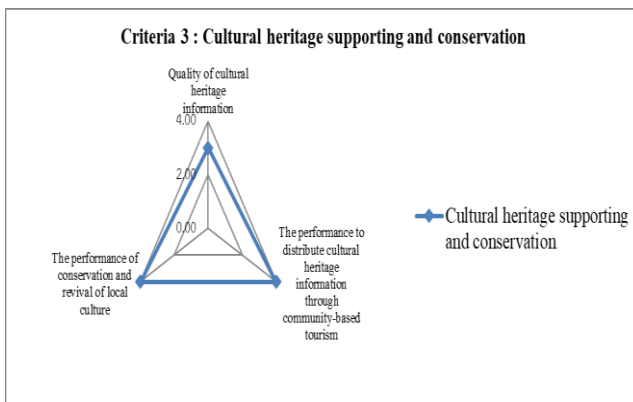


Figure 3 Current-state evaluation of criteria 3 : Cultural heritage supporting and conservation

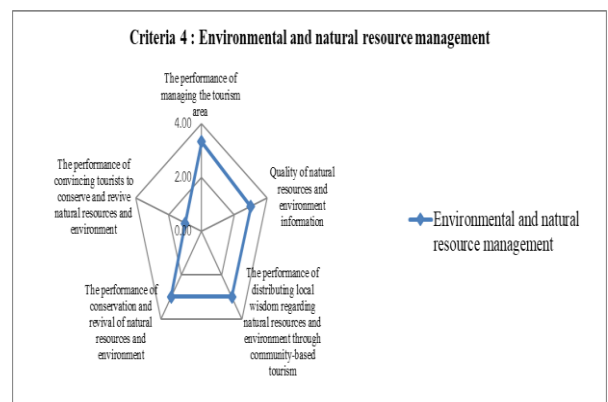


Figure 4 Current-state evaluation of criteria 4 : Environmental and natural resource management

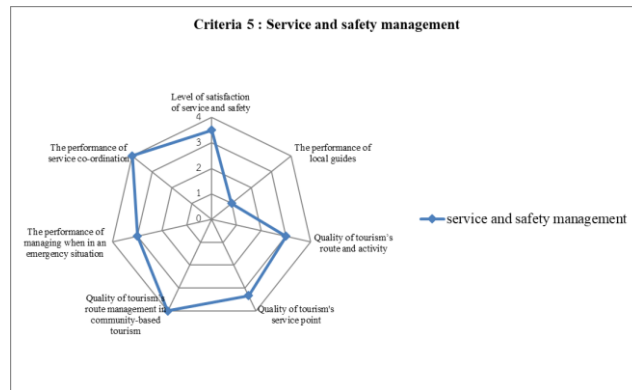


Figure 5 Current-state evaluation of criteria 5 : Service and safety management

Regarding the results, criteria 1 (community-based tourism management) demonstrated strengths in the performance of marketing and advertising (sub-index 7), and giving the priority to youth (sub-index 9). Both of these parts have an evaluation score of 4 points. For criteria 2 (economic, social, and quality of life management) quality of local products (sub-index 12) and giving the priority to human rights (sub-index 13) are the strong point with scores of 4. The performance of distributing cultural heritage information through community-based tourism (sub-index 15) and the performance of conservation and revival of local culture (sub-index 16) have a high score of 4 points in criteria 3 (cultural heritage supporting and conservation). Current-state evaluation shows a weak point of the Ancient Chinese Chak Ngeao Community in criteria 4 (environmental and natural resource management), in which low performance of convincing tourists to conserve and revive natural resources and environment (sub-index 21) was found with a 1point score. Finally, criteria 5 (service and safety management) has a strength in quality of tourism's route management in community-based tourism (sub-index 26) and the performance of service co-ordinating (sub-index 28) at 4 points. At the same time, this criteria still has a weakness regarding the performance of local guides with a score of 1 point. In summary, the Ancient Chinese Chak Ngeao community was distinctive with the cultural heritage supporting and conservation score of 3.67, but weak in the environmental and natural resource management area with a score of 2.67 as shown in Table 2 and Figure 6.

Table 2 Summary of the current-state evaluation score of the Ancient Chinese Chak Ngeao Community

Criteria	Score	Level
(1) Community-based tourism management	3.32	Excellence
(2) Economic social and quality of life management	2.75	Good
(3) Cultural heritage supporting and conservation	3.67	Excellence
(4) Environmental and natural resource management	2.67	Good
(5) service and safety management	3.12	Excellence

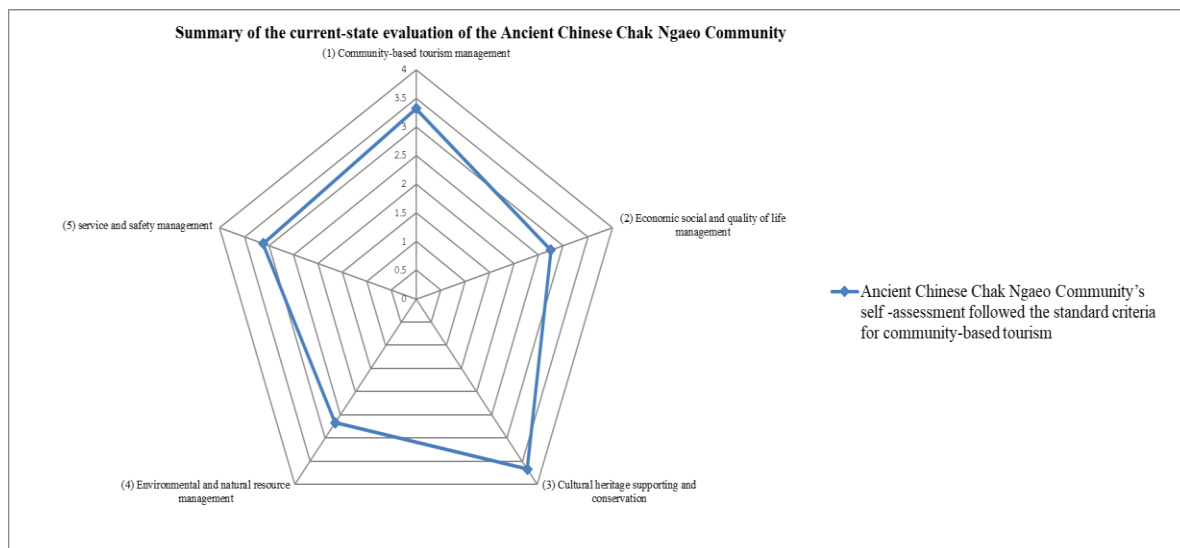


Figure 6 Summary of the current-state evaluation of the Ancient Chinese Chak Ngao Community

3. Data analyzed and suggestions to improve weak points

From above section, it was found that the Ancient Chinese Chak Ngao Community had a weakness regarding environmental and natural resource management with score of 2.67. This study will present some suggestions for improving other weak points as follows:

3.1 Improvement of community-based tourism management

This part should be increased by using channels such as a website, social media and billboard to communicate with tourists for announcing regulations for tourists in advance. In addition, the information should have a variety of languages and should inform tourists continuously. Monitoring by local people is important to prevent inappropriate behavior from tourists also.

3.2 Improvement of economic, social, and quality of life management

In the current-state, the Ancient Chinese Chak Ngao community has a weakness in allocating income. Even though they have a fund to collect deducted income from tourism, it is sometimes not enough for managing activities and expenses. The percentage of allocating income deducted into the tourism fund in this community is not clear. Therefore, local people should meet to determine an agreement to allocate income. For example, Somboon, J (2018) presented best practices of the community enterprise model in a case study of Pure Wild Honey Product at Huay Hin Lad Nai Village, Chiang Rai Province, that can be used as a guideline for the Ancient Chinese Chak Ngao Community to manage their income with transparency.

To increase the performance of quality of life management, this community should provide more knowledge about hygiene to local people. Especially, foods and beverages sellers should be concerned about sanitation. In addition, the community should convince youths in the community to do beneficial activities such as coming to be volunteers in community-based tourism and avoiding prohibited behaviors.

3.3 Improvement of cultural heritage supporting and conservation

The Ancient Chinese Chak Ngao Community is unique with the combination of Thai and Chinese traditions. For instance, the moon festival should be use as a channel for inviting

tourists to visit their community. In addition, there are interesting places that show the value of the community's architecture such as the original cinema, Chinese shrine and ancient opera house. Therefore, these attractions should be preserved. However, this community should create a quality database for keeping cultural heritage information. The database will help to document the history of this community and tell the community's story to tourists.

3.4 Improvement of environmental and natural resource management

From the results of the self-assessment, it was found that environmental and natural resource management is a weakness. The main causes of this problem come from unsuitable solutions to manage waste in this community. Nowadays, waste management is operated by the Huay Yai sub-district municipal office. Most of the local people do not understand and are not conscious of environmental and natural resource management. Thus, solving this problem will start with motivating local people to understanding waste management by providing knowledge such as how to reduce plastic and waste, how to separate waste, how to recycle, etc. After that, people in the community have to collaborate to plan and set explicit roles and responsibilities to manage the environmental and natural resources. Moreover, conservation of the local plants varieties should be considered. Finally, they should communicate this need to tourists and convince them to co-operate to conserve environmental and natural resources in the community.

3.5 Improvement of service and safety management

The performance of service and safety management is at an excellent level. However, the potential of local guides should be supported to develop communication skills for telling stories to tourists. There are many ways to develop the potential of local guides such as training or going on field trips to learn best practice and exchange ideas with other communities. In addition, local guides can search and learn the correct data regarding the history of this community. As a result, tourists will receive a correct information and the performance of local guides will improve.

Summary and Discussion

The Ancient Chinese Chak Ngao Community is located in Huai Yai Sub-district, Bang Lamung District, Chonburi Province. Local people present the identity of their community through community-based tourism. Telling the story of the moon festival is a pilot project that this community started before they set up the ancient Chinese market in 2015. There are many interesting places that show and tell the history of this community such as the original cinema, Chinese shrine and ancient opera house. Moreover, the local people's houses can present a simple way of living in this community. Community-based tourism of the Ancient Chinese Chak Ngao Community has a good response from tourists, which is reflected in the average number of tourists per week. The collected data have shown there are 5,700 people who come to visit this community per week.

The evaluation of the current-state of the Ancient Chinese Chak Ngao Community following the standard criteria for community-based tourism showed that this community is outstanding in regard to cultural heritage supporting and conservation with a score of 3.67. However, environmental and natural resource management is a weakness of this community with a score of 2.67. Therefore, this research gives some suggestions for improving the weaknesses that begins with fostering understanding about waste management and recommending suitable solutions to manage waste in the community to local people. The collaboration of local people to plan and set the explicit roles and responsibilities to manage the environmental and natural resources is the main point that can promote successful tourism in this community. Cooperation in the community is a power that can communicate and influence tourists to co-operate to conserve environmental and natural resources in the Ancient Chinese Chak Ngao Community. Moreover, this research provides suggestions for

other issues, as well. If the local people apply them to develop their community-based tourism management, the Ancient Chinese Chak Ngaeo Community will upgrade to a higher standard and local people will have a good quality of life in a sustainable way.

ACKNOWLEDGMENT

This paper would not have been possible without the contribution, the supporting, the kindness help and the encouragement of Associate Professor Dr.Luedech Girdwichai, The Chancellor of Suan Sunandha Rajabhat University, Bangkok, Thailand.

REFERENCES

- [1] Baan Chak Ngaeo., 2012. Progressive report: Planning community-based tourism strategy. Chak Ngaeo community.
- [2] Chairat, P., Kaeowthonh, K. and Yuspremanont, S., 2017. Promoting Chinese community tourism Ban Chak Ngaeo Banglamung Chonburi province. Dusit Thani College, Pattaya Campus., pp. 186-191.
- [3] Designated Areas for Sustainable Tourism Administration (Public Organization): DASTA. The standard criteria of community-based tourism management.
- [4] Kaosa-ard, et al., 2007. The 3rd Development project for sustainable tourism in Mekong region: Comparison in term of logistics. (SCERC: Supply Chain Economics Research Centre), Chiang Mai University.
- [5] Piboonrunroj, P, Aunthong, A and Kaosa-ard, M., 2004. Cultural Tourism: A Case Study of Chiang Mai. (SCERC: Supply Chain Economics Research Centre), Chiang Mai University., pp. 2-26.
- [6] Piboonrunroj, P., 2009. Methodological Implications of the Research Design in Tourism Supply Chain Collaboration. 18th EDAMBA Summer Academy, Logistics Systems Dynamics Group Cardiff Business School, Cardiff University., pp.1-18.
- [7] Piboonrunroj, P., 2014. A Handbook for Tourism Logistics and Supply Chain Analysis: Special Issue for Senior Tourism. (SCERC: Supply Chain Economics Research Centre), Chiang Mai University., pp. 6-26.
- [8] Somboon, J., 2018. The Study of the Business Model Related to Local People's Ways of Living for Creating the Sustainable Community Enterprise Role Model : A Case Study of Pure Wild Honey Product at Huay Hin Lad- Nai Village, Chiang Rai Province. Suan Sunandha Rajabhat University, Bangkok, Thailand.
- [9] Supasorn, Y., 2018. Tourism Thailand: Keep calm and Look forward to 2019. Internet database. <https://www.tatreviewmagazine.com/article/tourism-thailand-2562/> (accessed by August 22, 2019)
- [10] Tapper, R. and Font, X., 2004. Tourism supply chains. Report of a desk research project for The Travel Foundation. Leeds Metropolitan University and Environment Business & Development Group, Leeds, UK., pp. 1-23.
- [11] The Twelfth National Economic and Social Development Plan (2017 – 2021)., 2016. Office of the National Economic and Social Development Board.