

# **A CONCEPTUAL FRAMEWORK FOR THE ANTECEDENT AND CONSEQUENT OF HAPPINESS IN COMMUNITY-BASED TOURISM ENTERPRISE.**

**Panida Ninaron<sup>\*</sup>, Ratirath Na Songkhla<sup>\*\*</sup> & Suwita Pruksaarporn<sup>\*\*\*</sup>**

College of Innovation and Management Suan Sunandha Rajabhat University

E-mail : address: panida.ni@ssru.ac.th, ratirath.na@ssru.ac.th, suwita.pr@ssru.ac.th

## **ABSTRACT**

The purpose of this paper is to construct the antecedent and consequent of happiness in community-based tourism enterprise conceptual framework. The study is conducted by using literature review and then document analysis to form a conceptual framework. The results indicate that the antecedent consists of leadership attributes and participative management which have an influence on happiness in community-based tourism enterprise, the consequent consists of quality of life. According to the results of this study the conceptual framework can be tested for the development of entrepreneur management guideline within the community-based tourism enterprise to display an empirical evidence. Finally, it would contribute to the quality of life enhancement in sustainable community-based tourism enterprises

**Keywords:** Community-Based Tourism Enterprise, Happiness, The Antecedent and Consequent

## **INTRODUCTION**

Perspective of happiness in Thailand has both subjective and objective dimensions, which are found different in each society, culture, value and vision of national development. Thus, the development of Thai happiness indicator can be divided into 4 levels; Individual and household, Community and local, Province and Country levels. Therefore, at the macro level; the former study of happiness in Thailand states that the search for community happiness should start with the community itself by organizing a community forum to brainstorm ideas thoroughly about issues related to happiness such as the meaning and composition of happiness and well-being in a shared community as well as important factors in creating collective happiness. The way to look for happiness starts with oneself and then expands to family and community especially the well-being and lifestyle such as good physical and mental health, economic, stability of life, warm family, strengthen community, and good environment along with people in the community that live together with democracy and reconciliation [1].

Community Based Tourism (CBT) is different from the mainstream tourism which tourists who wish to visit must inform the community in advance to prepare because tourism by the community is only a part of the community not a profession that is regularly practiced. Community Based Tourism help creating opportunities the community to develop themselves by the exchanging knowledge with tourists and help reducing income inequality by distributing income directly into the local community which align to the government policies for economic community development [2]. Nowadays, the form of community tourism management is expected to be a tool for strengthening the local area including encouraging participation in preserving the environment, creating jobs, and distributing income to the community for the solution of poverty. But in most cases, community tourism management does not consider the potential, product differentiation, tourism style, identity, and traditional way of life which the foundation of the community in each area is different. In the past, the government invested a lot to restore or develop infrastructure and encourage the private

sector to invest in services such as the hotel, shop, and service place with the expectation of income distribution, labor creation for the economy to trickle down for local community but still there has not have a clear policy and implementation of community tourism management as a service product, for example; developing the capacity of community management, creating a community network, executing marketing, public relations and promotion [3].

Thus, the Community Based Tourism has a concept that focuses on community development by pushing for self-management potential as well as distributing income into the community which the community can use resources within the local area such as the natural, cultural, life style, local knowledge and the other knowledge that can be extended to the potential of the Community Based Tourism. Therefore, the role of happiness is an important factor in driving the success of the Community Based Tourism. The researchers realize an importance of happiness to the income distribution for enhancing the quality of life of participatory community tourism enterprise.

## **OBJECTIVE**

To develop the conceptual framework which consists of the antecedent and consequent of happiness in community-based tourism enterprise.

## **REVIEW LITERATURE**

This study compiles literature related to the antecedent and consequent of happiness in tourism enterprises by community as follows:

### **1. Consists of leadership**

Consists of leadership refers to the person who has the ability to make the progress to an organization to achieve its goals which will have different qualifications from the general public including: physical characteristics, social background, intelligence, task-related characteristics and social characteristics [4], [5]. This study observes variables as follows: 1) Intelligence 2) Task-related characteristics and 3) Social characteristics.

### **2. Participative Management**

Participative Management refers to people in the organization or outside organizations work efficiently and successfully together to achieve the desired goals together. The participation comes from the knowledge, ability and experience of community members which based on that community's resources [5], [6], [7]. This study observes variables as follows: 1) Flexible management orientation 2) Organization and individual direction integration and 3) Participation decision.

### **3. Community Happiness**

Community Happiness refers to a happy life as a result of being able to manage life problems and the potential to develop oneself for better quality of life which covers goodness under changing social and environmental conditions [8], [9].

According to the literature review and research on happiness, it was found that the characteristics of the organization have high influence level to organization of happiness including: organizational culture, job descriptions, system management [10]. The main authorized party for the development of a happy organization in Thailand is the Healthy Organization Center, Thai Health Promotion Foundation. It explains that creating a happiness organization should be done through the "Happy 8" guidelines including Happy Body, Happy Heart, Happy Society, Happy Relax, Happy Brain, Happy Soul, Happy Money and Happy Family. [11] It may conclude that the concept of happiness composes of 3 dimensions: personal life, family and society. [12] In this research, the researchers divide community happiness as follows:

### 1. Well-being

Well – being is the state of health, happiness, and prosperity. It includes having good mental health, high life satisfaction, and a sense of meaning or purpose. Well-being is something sought by everyone and is the skills for living life contributing value to a society and building personal and common interest. [13], [14]

### 2. Economic Community

Economic Community is the community that has sufficient income from production, distribution and consumption, stability and safety work, and continuous fair income. There is a gathering of members in community for fair distribution of income and is able to achieve it sustainability. Economic Community's underlying purpose is to reduce trade barriers and increase cooperation among its members. [15], [16], [5], [17]

### 3. Family

Family refers to the love and commitment of the family members to each other, the determination to live together with purpose, the ability to perform duties properly, and the ability to parent young members to grow with quality in the Thai way, the caring for the elderly to live happily and keeping good relationships to last long a family with quality. [15], [16], [18]

### 4. Community

Community refers to an ability in community management, organizing community development processes, activities to solve community problems by oneself rationally and good management. The leaders, members and organization in community can cooperate, share, and live together. People and community are alliance which is specifically development to support role and cooperation among its members that communicate and continue the learning process and able to conserve the values of traditions, cultures and unique wisdom of each local community. [5],[15], [16], [18]

According to related study, it found that people give different meanings of happiness which cannot be defined as a universal principle. [19] The organizational factors including human resource management, commitment, organizational citizenship behavior factors that lead to happiness in the organization. [20] In addition, the success factors in creating health organization as follows: the proper management, working condition, working and role model of leader. [12] Therefore, it can be concluded the antecedent lead to happiness community as follow: Consists of leadership and Participative management.

**Proposition 1:** Consists of leadership positively influence Community Happiness

**Proposition 2:** Participative Management positively influence Community Happiness

### 4. Quality of Life

Quality of life is the success of an organization that comes from work happiness. It is a technique used to develop and improve organization by the collaboration in the organization. The degree to which an individual is healthy, comfortable, and able to participate in or enjoy life events. [7], [21], [22]

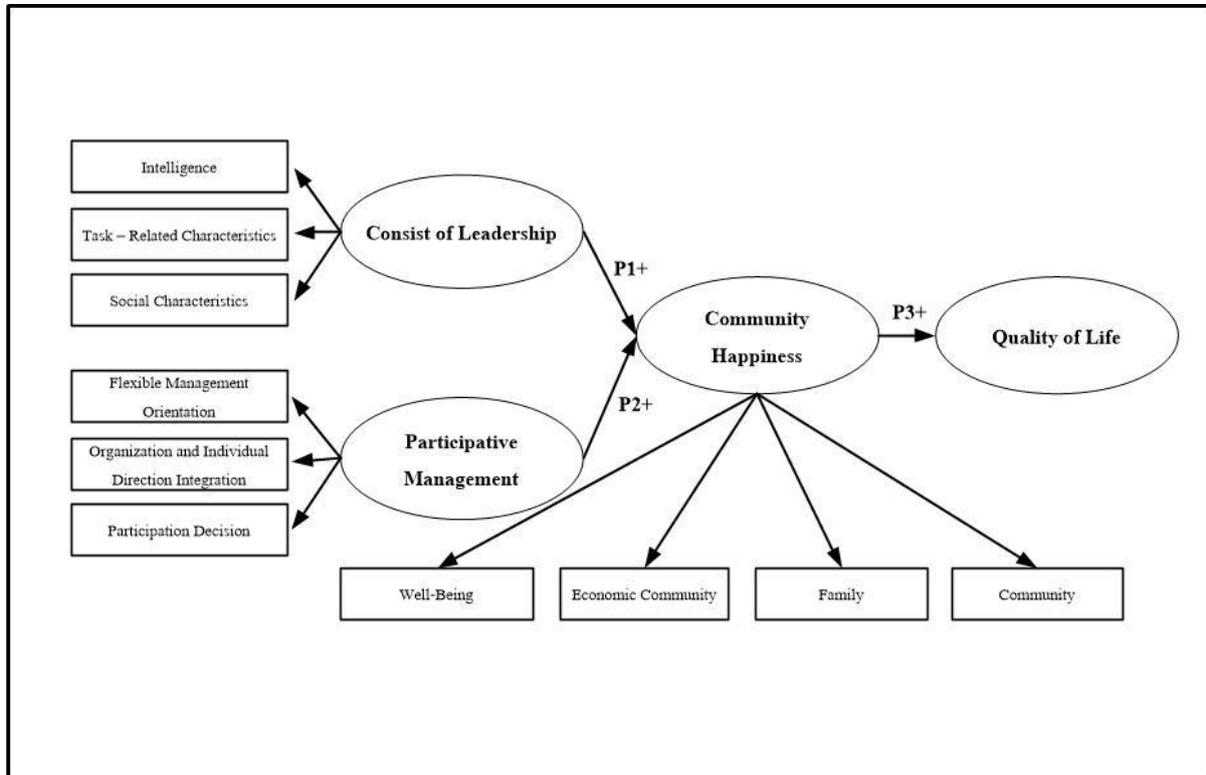
**Proposition 3:** Community Happiness positively influence Quality of Life

## METHODOLOGY

This study is to construct the antecedent and consequent of happiness in community-based tourism enterprise conceptual framework. The study is qualitative research by using literature review and then document analysis to form the variables and explain the relationship factors as follows: Consists of Leadership, Participative Management, Happiness Community and Quality of Life

## CONCEPTUAL FRAMEWORK

Figure 1  
Conceptual framework



## EXPECTED RESULTS

### Theoretical results

This study provides theoretical results from a conceptual framework lead to integration of concepts and theories that consists of Leadership, Participative Management, Happiness Community and Quality of Life as follows:

1. To show the antecedent and consequent of happiness in community-based tourism enterprise. The theoretical integration developed as a conceptual framework for creating a paradigm that management, happiness and quality of life in community-Based Tourism Enterprise.

2. In order to increase knowledge and empirical evidence which support leadership ability, happiness community and quality of life concept for the future research.

### Managerial results

The study provides managerial results to the antecedent and consequent of happiness in community-based tourism enterprise as follow:

1. To realize the importance of happiness in community-based tourism enterprise. Therefore, the organization could use empirical data for developing happiness in community-based tourism enterprise.

2. To develop happiness in community-based tourism enterprise which can drive the local economy. Therefore, it is very important to apply the results of study to suit the organizational context.

3. To gather the empirical data for enhancing potential, creating success and sustaining self - reliance of community-based tourism enterprise.
4. To use data from this study to design happiness indicators to related community-based tourism enterprise for the best possible happiness management guideline.

### **FUTURE STUDY AND RESEARCH GUIDELINES**

The future study could use a conceptual framework consists of the antecedent and consequent of happiness in community-based tourism enterprise by mix methods research. It is a multi-phase design dividing 2 phases as follow: 1) Quantitative research to study the components and model of happiness in community-based tourism enterprise by the causal research which to explain the relationship between the antecedent and consequent, and then constructing to a conceptual framework the antecedent and consequent of happiness in community-based tourism enterprise and 2) Qualitative research to confirm the quantitative data by phenomenological study.

The instrument for quantitative research to collect the data is the questionnaire which personal information part is a closed-ended question and factors influencing the antecedent and consequent of happiness in community-based tourism enterprise part is the Likert five scales questionnaire. For qualitative research using semi-structured or guided interviews.

The data analysis for quantitative research using structural equation modeling method. The study to the causal relationships and consequent using path analysis. To test the causal relationship and the consistency of the model with empirical data. And qualitative research using semi-structured or guided interviews which the researcher considered as an important tool in the research. Therefore, there must be preparation in various fields for collecting various data including in-depth interviews with studies of information from secondary documentary. Then collect the data from quantitative research analysis and interpret data after that use data from qualitative data to confirm the findings to be more clearly. From then, summarize and discuss the results.

### **CONCLUSION**

This study shows the antecedent and consequent of happiness in community-based tourism enterprise conceptual framework including 1) Consists of leadership as follows: Intelligence, Task-related characteristics and Social characteristics; 2) Participative Management as follows: Flexible management orientation, Organization and individual direction integration and Participation decision. The factors causing both variables influence the community happiness as follows: Well-being, Economic Community, Family and Community. As for the consequent of the happiness of entrepreneurs in community-based tourism enterprise is quality of life. A conceptual framework able to empirical study by the causal research. The empirical data leads to the creation of knowledge about happiness management, development of happiness indicators as well as guidelines for creating quality of life and suggestions to sustainable development for community-based tourism enterprise.

### **ACKNOWLEDGEMENTS**

The authors would like to express the sincere appreciations to Suan Sunandha Rajabhat University for invaluable help throughout this research.

## REFERENCES

- [1] Prasopsri Rakkwamsook et al. (2007), Happiness in Community Perspective, *Economic and Social Journal*, Vol.44, No.1, Pp. 69-74.
- [2] Designated Areas for Sustainable Tourism Administration. (2016). Reinventing the Thai community tourism, *Designated Areas for Sustainable Tourism Administration Travel Journal*, Vol.12, No.2.
- [3] Paradet Phayakwichian. (2007). Local Cultural on Community-Based Tourism in Thailand, *eTAT Tourism Journal*. Vol. 1, Pp. 1 – 7.
- [4] Aarons, G. A. (2006). Transformational and transactional leadership: Association with attitudes toward evidence-based practice, *Psychiatric services*, Vol. 57, No.8, Pp. 1162- 1169.
- [5] Shields, M. A. & Price, S. W. (2005). Exploring the Economics and Social Determinants of Psychological Well- Being and Perceived Social Support in England, *Journal of Royal Statistical Society*, Vol.168, No.3, Pp. 513-537.
- [6] Almeida, D. M., & Davis, K. D. (2011). Workplace flexibility and daily stress processes in hotel employees and their children. *The Annals of the American Academy of Political and Social Science*, Vol. 638, No.1, Pp. 123-140.
- [7] Akdag, F. (2012). Impact of Empowerment on Work-life Balance and Employee Wellbeing. *Paper presented at the Cambridge Business & Economics Conference*, Cambridge, UK
- [8] Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success, *Psychological Bulletin*, Vol.131, Pp. 803–855.
- [9] Fisher, C. D. (2010). Happiness at work, *International journal of management reviews*, Vol.12. No.4, Pp.384-412.
- [10] Shotiga Pasiphol. (2012). TPBS’s Happiness and Quality Workplace: A Development of Indicators and Causal Relationship Model, *Journal of Research Methodology*, Vol.25. No.2, Pp. 143-162.
- [11] Chiraprapha Akaraborworn. (2013). Comparative Study of HR Trends in Thailand 2012 –2013, *HROD Journal*. Vol. 5, No.1, Pp. 4-29.
- [12] Sadangharn, P. (2017). Elderly employment model for the Thai automotive industry, *The South East Asian Journal of Management*. Vol.11. No.2, Pp. 103-119
- [13] Park, N., Peterson, C., & Seligman, M. E. P. (2004). Strengths of character and well-being, *Journal of Social and Clinical Psychology*, Vol.23, Pp. 603–619.
- [14] Amin, Z., & Akbar, K. P. (2013). Analysis of psychological well-being and turnover intentions of hotel employees: An empirical study, *International Journal of Innovation and Applied Studies*, Vol. 3, No.3, Pp. 662-671.
- [15] Abbott, P. (2007). Cultural Trauma Social Quality in Post-Soviet Moldova and Belarus, *East European Politics and Societies*, Vol.21, Pp. 219-258.
- [16] Yuan, H. and Gopelwar, M. (2013). Testing Subjective Well-Being from the Perspective of Social Quality: Quantile Regression Evidence from Shanghai, China, *Social Indicators Research*, Vol. 113, Pp. 257-276.
- [17] Shukla, R. et al. (2010). India Protection Index: An Objective Measurement of the Economic and Social Well- being of the Indian Population, *The Journal of Applied Economic Research*, Vol.4. No.3, Pp. 339-367.
- [18] Lin, K. (2016). Social Quality and Happiness – An Analysis of the Survey Data from Three Chinese Cities, *Applied Research Quality Life*, Vol.11, Pp. 23-40.

- [19] Saisoonthorn, S., Thongborisut, C., & Rojniruttikul, N. (2014). Workplace Happiness of Employees at Glaxosmithkline (Thailand) Limited, *Paper presented at the Proceedings of Annual Tokyo Business Research Conference*, Waseda University, Tokyo.
- [20] Yupawan Thongtanunam et al. (2015). Factors Associated with Happy Workplace (Public Sector Organization): A systematic review, *Journal of Health Science Research*, Vol.9, No.1, Pp. 52-62.
- [21] Cholpassorn Sitthiwarongchai & Prasopchai Phasunon. (2015). Quality of Working Life Components of Bus Drivers in Samutsakorn. *Hatyai Journal*. Vol. 13, No. 1, Pp. 47-62.
- [22] Veenhoven, R. (2001). Quality of Life and Happiness: Not Quite the Same. G. DeGirolamo et al (eds) , *Salute e qualità dell vida*, Centro Scientifico Editore, Pp. 67-95.