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GUIDELINES FOR THE DEVELOPMENT OF COMMUNITY-BASED TOURISM ACTIVITIES: A CASE STUDY OF BANG KACHAO, PHRA PRADAENG, SAMUT PRAKARN, THAILAND

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ABSTRACT

This research aims to study the Guidelines on Community based Tourism activities. The purpose was surveyed the cycle routes and tourism activities in the area towards the guidelines on community based tourism activities in Bang Kachao, Phra Pradaeng district, Samut Prakarn province. The methodology was qualitative methodology and the tools were the questionnaire check list and in-depth interviews.

The result of the research was found that Bang Kachao has the tourism routes for biking and tourism activities but the local community still lack of the skill in applying the knowledge about the integration of existence local and tourism resources. Therefore, Guidelines on Community based Tourism activities in Bang Kachao was to set up the cycle routes by following the main attractions for the purpose of travelling to the community based tourism activities in Bang Kachao.

Recommendation was about the activities and the cycle routes, developing the signage on the travel sites, and there should be information clearly displayed on the sites. There should be some information telling people about the activities in the green area such as a signboard for cycling, photo shooting and the tradition of the local's activities.

Keywords: Community-based Tourism, Tourism activities, Tourism development

INTRODUCTION

Causes of Global warming are mostly caused by the activities from human routine life, especially from the travel activities by using transportation which is more than 23 percent of the world. Therefore, the easiest solution is focusing on the cycling as one of the accepted approaches, it is a sustainable way of travelling which is not destroy the environment and there are more benefits to users as well as an environmentally friendly. Nowadays, traveling by bike is becoming a trend in tourism. It is an interesting activity for people who want to stay healthy and who love cycling allowing them to soak up the atmosphere along the cycle routes. Traveling by bike makes a big impression on people due to the close nature in which you are to the natural environment [1]. Community-Based Tourism is the process of a community participating in determining the direction of tourism development and the benefits from tourism passed on to the community. It encourages local people in society to focus on maintaining the knowledge-based activities to increase the perception and understanding of the role of local communities in the conservation of natural and cultural resources. [2].

Refer to the cycling routes for traveling, it should be explored by considering the location of various tourist attractions within the area, prioritizing and interesting themed routes. The relationship between cycling and tourism is increasingly attracting cycling experiences as a recreational, leisure and sporting activity. Therefore Bicycle tourism is a growing niche tourism market, which has potential economic, social, and environmental outcomes for individual participants and host communities. In addition, if we consider the possibility of linking various tourist attractions together on the travelling routes, the potential is huge [3]. A cycle route refers to an aspect of a transport system, which specially provides for a cycle trip; it can simultaneously form part of the recreational activities. The scope to which a route is mainly an element of transport or recreation depends on the mix of physical or environmental features. Cycle routes, which are located on existing main road with tarmac surfaces and which are sometimes separated from other vehicles, tend to be designed and used primarily for recreational or tourism purposes. The fundamental factor is that cycling is an activity that is perceived by the visitor as an essential part of a day excursion or holiday. It is vitally a tourism experience, a positive way to enhance leisure time at a destination involving a visitor, a bicycle, a route and a range of support facilities [4]. Bicycle tourism is a growing niche tourism market, which has potential economic, social, and environmental outcomes for individual participants and host communities [5]. Then consider the possibility of linking various tourist attractions together on the travelling routes. It can define the pattern of routing in a merging circuit, the

setting will allow visitors to see the originality in the area and enjoy the whole routes [6]. Cycling tourism is becoming a more organized and significant sector of global travel. It is generally defined as 'recreational visits either overnight or day visits away from home, which involves leisure cycling as a structural and significant part of the visit' and the destination drives the number of visitor [7]. Holidays and day trips by cycle are often categorized as a sustainable tourism product that focuses specifically on travel between places by bicycle for leisure purposes [8]. Travel by bike is growing rapidly and Bang Kachao is a green area located in Phra Pradaeng District, Samut Prakarn province. The location is ideal for cycling with the cycling routes surrounded by lush greenery and the Chao Phraya River and was honored by the Time Magazine as the Best Urban Oasis of Asia since 2006, there are beautiful and interesting areas to study such as Sri Nakhon Khuean Khan Park and Botanical Garden for bird watching, Bang Nam Phueng Market operates at the weekend, Ban Thub Hom, Thai Catfish Home Museum, etc.

According to the above reasons, the tourists are interested in travel by bike and get back for cycling at Bang Kachao, it is necessary to study the cycling routes to develop a variety of routes in the area by taking all routes information as a guideline. Development of community tourism activities in Bang Kachao from the synthesis of primary research found that the way to develop tourism activities by the community, it consists of 10 main elements: 1) Community Ownership 2) Villagers taking part in decision making 3) Promoting local self-esteem and community pride 4) Improving the quality of life for the region 5) Ensuring environmental sustainability 6) Preserving the local identity and culture 7) Encouraging intercultural learning 8) Respecting different cultures and human dignity 9) Distributing benefits fairly among the community members 10) Contributing a fixed percentage of income to the community projects, as an appropriate guideline for the development of community-based tourism activity. (Community Travel Network Coordination Center, 2012) as an appropriate guideline for the development of community-based tourism activities.

OBJECTIVE

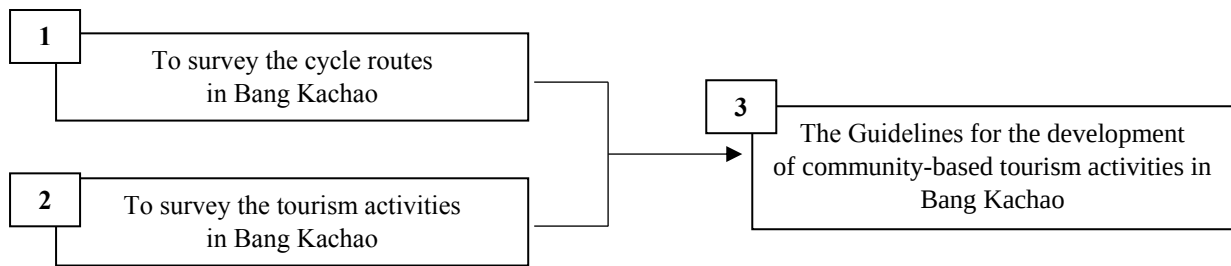
1. To study the bike path in Bang Kachao, Phra Pradaeng district, Samut Prakarn Province
2. To study tourism activities in Bang Kachao, Phra Pradaeng district, Samut Prakarn Province
3. To find the guidelines for developing community-based tourism activities in Bang Kachao, Phra Pradaeng district, Samut Prakarn Province

METHODOLOGY

This study was a qualitative research; using the questionnaire checklist survey and in-depth interviews for collecting the data. The researcher would have surveyed on the travel routes, tourism activities of Bang Kachao to find the guidelines to develop community tourism activities in Bang Kachao, Phra Pradaeng district, Samut Prakarn province, the data was collected from government agencies, private sector, and local people which is reason why researcher has chosen the qualitative research with in-depth interviews, it can be flexible in interview questions and the analyzed data will be the answer of the research objectives.

Sampling population is a government agencies, private sector and local people. The sample can define as follows: 1) 2 of the representative from the Bang Kachao Sub-district Administrative Organization 2) 5 of the bike rental entrepreneur and 3) 10 of local people in Bang Kachao. The research tools have completed by each step, which consist of 1) Researcher has studied on tourism-based tourism concepts, related theories and research papers about the development of community-based tourism activities. 2) The researcher has studied on the model and interview techniques for the qualitative research methodology, code of conduct, how to collect the data on qualitative research methods. 3) The researcher has created semi-structured questionnaires for the adaptability of questions for the interviews. Moreover, the question is divided into 3 sets. 1) The first set for government agencies. 2) The second set for private sector 3) The third set for local people. The researcher has also created a checklist in order to recheck whether the data has matched with the situation or the actual data or not.

Figure 1: Conceptual Framework



The qualitative research was surveyed by using the questionnaire checklist and in-depth interviews. Therefore, the process to access and collect data is divided into 2 parts: 1) Document Collection (review data) and 2) Field data. Researcher conducted the study by using content analysis as an analyzing tool that analyzes the content of the collected data by separating the components and relationships between data elements step by step.

RESULTS

Researcher have founded that the relevant agencies, private sector should consider making available accurate information on community destinations through social media by proving the travel information in English in order to expand the number of visitors who love to see the nature by bike. The cycling routes in Bang Kachao travel through main and back roads to the destinations, which are easy to access. Making it easy to join all the activities, including the other potential areas in Bang Kachao, because the area has huge potential for creating more activities to be added to this route, especially on the green cycling routes.

The tourism activities in Bang Kachao consists of a cycle ride, experiencing the natural environment by bike, a boat trip along the canals, an experience of the local way of life in a homestay, the opportunity to buy local products to support the community, visiting the local temples, a hands on experience by making tie-dyed scarfs, and colorful Thai herbal incense sticks and enjoying the cooking class. Furthermore, researcher have seen that how local people in Bang Kachao were adapted the natural and cultural aspects into the activities in tourism and The community has already started to build on the concept by build up Bang Nam Pheung Market as a communitybased tourism location. The Bang Nam Phueng floating market is already being developed with booths already built for the sale of local products. A bridge has been built on the waterside and a lot of improvement in the landscape to support the tourism activities.

The Guidelines for the development of community-based tourism activities in Bang Kachao should be the hand on experiences from activities along the cycling green routes, where is necessary to meet the needs of tourists. The researcher has seen that the activities could offer the visitors an all round experience, in both learning and doing activities, observing the local way of life and soaking up the natural environment and local culture. In addition, hands-on activities will also help to improve the economy by distributing income to the countryside and creating a better understanding between humans and the natural environment and also a greater understanding of the local culture. In conclusion to develop the tourist attractions in this area we need to follow the rules of the five basic elements for the evaluation of the area which consist of: the attraction, accessibility, accommodation, amenity (the map, souvenir shops, laundry shops, and recreation facilities), and activity (Tourism activities impressed the community and visitors for nature, culture and traditions of community life and society in different way tourism promotes physical, mental, emotional, social and intellectual development), which is the best way of absorbing experience to achieve natural and cultural learning, local knowledge and the way of life of local people which engage in tourism activities. Bang Kachao Community requires a lot of marketing to attract the visitors and more importantly is about the activities and the cycle routes, developing the signage on the travel sites, and there should be information clearly displayed on the sites. There should be some information telling people about the activities in the green area such as a signboard for cycling, photo shooting and the tradition of the local's activities.

In addition, hand-on experienced activities are also help to improve the economy by distribute income to the countryside and creating a better understanding between human beings with nature, environment and culture by concluding that elements of tourism include the attraction, accessibility, accommodation, amenity and

activity which is the best way of absorbing experience to achieve natural and cultural learning, local knowledge and the way of life of local people which engage in tourism activities.

CONCLUSION AND FUTURE WORK

According to the survey for cycling routes in Bang Kachao, researcher have found that Bang Kachao has its own travel routes for cycling through its main tourist attractions within the area for 12 attractions. 1) Bang Nam Phueng Floating Market 2) Natural Trail 3) Sri Nakorn Khuean Park and Botanical Garden 4) Thai Catfish Museum 5) Bang Kachao Nok temple 6) Mangrove Apple Tree and Firefly 7) Bang Kasob temple 8) Paked Temple 9) The Garden of 80th King Birthday Anniversary 10) Chak Daeng temple 11) Mon Village and 12) Songtham temple. Refer to the survey of Tourism Activities in Bang Kachao area; there are many tourist activities in the area of Bang Kachao such as cycling, making tie-dye scarfs and colorful Thai herbal incense as the education activities.

Guidelines for the Development of Community-Based Tourism Activities in Bang Kachao area as researcher have seen that there are many tourist attractions such as Bang Nam Phung floating market operated as main policy of the community to focus on eco-tourism and sustainable tourism conservation. Srisakorn Hospital, Thai Catfish Museum Home, cycling green routes, as well as restaurants and cafes. Although there is still lack of the many attractions and tourism activities by the community along the routes. Therefore, the development of community-based tourism activities in Bang Kachao, is a bicycle route according to the number of tourist in Bang Kachao is enhance and there is the process to encourage tourists to participate in tourism activities with local people in the area such as educational activities and learning activities from villagers about local wisdom.

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