

DETERMINANTS OF SUCCESS FOR COMMUNITY-BASED TOURISM:
THE CASE OF FLOATING MARKETS IN THAILAND

A Dissertation

by

THANATHORN VAJIRAKACHORN

Submitted to the Office of Graduate Studies of
Texas A&M University
in partial fulfillment of the requirements for the degree of
DOCTOR OF PHILOSOPHY

August 2011

Major Subject: Recreation, Park and Tourism Sciences

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ABSTRACT

Determinants of Success for Community-based Tourism: The Case of Floating Markets
in Thailand. (August 2011)

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Community involvement has been promoted and studied in diverse disciplines including planning, geography, community development, and others. In the tourism field, the shift from conventional tourism toward sustainable forms of tourism which emphasizes community-based practices in planning, development, and management has been broadly encouraged, especially in the developing world. Various labels, but commonly identified as Community-based tourism (CBT), this form of tourism is considered essential for community development, with an ultimate goal of sustainable development. Although many destinations have attempted to translate the CBT concept into practice, its appropriateness and success has been questioned and debated among practitioners and scholars.

This research explores how members of local communities evaluate the CBT success factors discussed in the tourism literature. These factors include: 1) community participation, 2) benefit sharing, 3) tourism resources conservation, 4) partnership and support from within and outside of the community, 5) local ownership, 6) management

and leadership, 7) communication and interaction among stakeholders, 8) quality of life, 9) scale of tourism development, and 10) tourist satisfaction. The main objectives of this study are: 1) developing an integrative measurement scales to evaluate the success of a CBT destination, 2) identifying the determinants of success as perceived by local communities at a CBT destination, and 3) examining the differences in CBT success factors between two communities relative to the duration and scale of tourism development, and size of the community.

This dissertation employed mixed methods, combining questionnaire interviews, in-depth qualitative interviews, and participant observation as data collection tools. The fieldwork was conducted in Thailand during February – June 2010. Amphawa and Bangnoi floating markets were evaluated based on the ten factors. Results show that Amphawa, a larger and longer developed destination, is more successful than Bangnoi, a smaller and newly developed destination. Findings also indicated that the ten factors are important determinants of the success of tourism development in the two communities. Additional factors that the communities identified were advertising and the use of media as well as social networks. The integration of success factors reported in this study is recommended as a guideline for improvements in CBT development and evaluation.

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CHAPTER I

INTRODUCTION

Tourism has been employed as an economic strategy at all scales of development, i.e., local, regional, and national, for many decades. In fact, governments and authorities have used tourism to generate revenue and provide benefits for local communities. Inskeep (1991) identified three reasons that allure communities to tap into this industry. First, tourism offers both direct and indirect economic benefits. Second, tourism creates various socio-cultural benefits. Third, tourism can lead to environmental conservation. Due to the global expansion of tourism development, communities have been involved in tourism regardless of their willingness (Häusler & Strasdas, 2003). As a result, communities have to confront the negative impacts from tourism, especially from the development projects that are poorly planned. Thus, appropriate planning is needed in order to prevent the negative impacts of tourism development (Chhabra & Phillips, 2009).

Several approaches to tourism development have been discussed in the literature. These include the system approach (Gunn & Var, 2002; Leiper, 1990; Mill & Morrison, 2002), sustainable development (Mowforth & Munt, 2009), and community-centered approach (Haywood, 1988; Murphy, 1985; Simmons, 1994). Many current development practices have focused on promoting local involvement and empowerment, cultural and environmental conservation, and sustainable community development.

This dissertation follows the style of *Annals of Tourism Research*.

Community support and participation are essential for the success of tourism development (Inskip, 1991; Jamal & Getz, 1995; Laws, 1995; McIntyre, 1993; Murphy, 1985; Sofield, 2003). It has been argued that members of the community should involve as partners in tourism development project or as a salient attraction for tourists (Al-Oun & Al-Homound, 2008). Having community members involved in making decisions in development plans can ensure community benefits as well as respect for their traditional lifestyles and values (Li, 2006; Timothy, 1999). Therefore, communities are often included in tourism planning and development processes which have been variously referred to as community-based, community involved, community participated or community collaborated approaches (Jamal & Getz 1995; Joppe, 1996). The concept of community involvement in tourism has gained increasing interest from researchers and practitioners focused on sustainable tourism development. However, community-based tourism (CBT) has become a buzzword in the context of tourism development and planning.

COMMUNITY-BASED TOURISM

The focus of this study is on community-based tourism (CBT), based on the sustainable development framework. The main thrust of CBT is the involvement of local communities in sustainable tourism planning and development processes (Beeton, 2006; Inskip, 1994; Kiss, 2004), with primary interest in community control over its development and management (Hatton, 1999; Häusler & Strasdas, 2003; Mowforth &

Munt, 2009) so that the benefits would remain in the local community (Blackstock, 2005; Häusler & Strasdas, 2003; Inskeep 1994).

According to the literature, CBT encourages communications and interactions among stakeholders in order to increase mutual understanding, solidarity, and productivity (Wearing & Neil, 1999). CBT also aims to achieve sustainable community development goals encompassing economic, environmental, socio-cultural, and political aspects; for example, CBT seeks to provide economic benefits to the local community, conserve natural resources and local culture, improve quality of life, and empower the local people in order to meet the needs of the present and future generations (Kontogeorgopoulos 2005; McMinn, 1997; Pongponrat & Pongquan, 2007). Throughout this study, community-based tourism is referred to as a form of tourism development that focuses on community involvement in (or control over) the process of tourism development -- from initiating, managing, evaluating, to benefit sharing. Partnership and support from agencies outside of the community are also possible.

Community involvement as a concept and as a practice in tourism emerged first in the developed countries. For instance, studies on community participation in tourism in Canada can be found in Keogh (1990), and in the UK in Simmons (1994) and in Prentice (1993). However, the concept has been more popular in developing countries, from where the majority of the literature on CBT has emerged more recently. For example, Timothy's study of participatory planning in Indonesia (1999), Li's (2006) study of community participation in tourism in China, Hipwell's study of community-based ecotourism (CBET) in Taiwan (2007), Al-Oun and Al-Homoud's study of CBT in

Jordan (2008), and Sebele's study of CBT in Botswana (2010) illustrate the growing interest in this concept. CBT has been used as a tool to address issues related to community development, empowerment, participation and poverty alleviation. Furthermore, the investments in CBT are arguably less expensive and more plausible when compared to the other industries. Thus, the tourism industry's selling points are the readily available local resources such as local trademarks (e.g. local culture, beautiful beaches and the wilderness), and local people as service providers.

Unfortunately, a number of scholars are in doubt about CBT being practical in its implementation. Previous research has shown that involving the community in the development processes can be difficult due to internal conflicts and jealousy (Simpson, 2008). Moreover, the structural inequality in local society can affect decision-making processes, as they are usually biased towards and dependent on local elites and wealthy residents (Blackstock, 2005; Pongponrat & Pongquan, 2007). Besides, there is no guarantee that benefits from tourism development will reach and be fairly shared with the local community (Ayres, 2002). Similarly, local governments may be worried about losing control over decision making (Rocharungsat & Pearce, 2004). In addition, government corruption is another problem that could make local participation nearly impossible in developing countries (Kontogeorgopoulos, 2005).

PROBLEM STATEMENT

Although CBT has been a popular topic in terms of its conceptual development, the practice of CBT is relatively less researched, and therefore the indicators of its

success less conclusive. While there are studies that strongly suggest research needs in many areas of CBT (Hiwasaki, 2006; Li, 2006), only a few studies have addressed the issue of local community involvement in tourism development projects (Kiss, 2004; Kontogeorgopoulos, 2005; Pongponrat & Pongquan, 2007; Reed, 1997; Sebele, 2010). Almost all of these studies are limited to a single site. In particular, these studies have highlighted the need for: 1) identifying the types and levels of involvement practiced in CBT development, and 2) the stages of development that people are involved (Rocharungsat, 2008). Very limited attention has been paid to tourism management at the community level (Kaae, 2006).

A substantial gap exists between the practice of community tourism and the guidelines or principles leading to successful CBT. The critical question is how do we plan for optimal CBT development which could sustain the local community? In general, there is an absence of a comprehensive CBT development theory and the lack of proven methodologies to evaluate the success of its development. While it is very common to find tourism studies in which the success of tourism development is mentioned (Hipwell, 2007; Hiwasaki, 2006; Pongponrat & Pongquan, 2007), those studies fail to clarify what exactly is meant by success or what lead to the success. This study will examine the degree of success of community-based tourism initiatives at the community level, which is where tourism development is practiced.

In 1996, Joppe commented that limited research has been conducted in determining the success factors for community tourism development. Since then, only a few studies on CBT have been conducted. Some of the studies examined CBT success

factors from the academic and professional points of views, for example Rocharungsat (2008) used Delphi technique to obtain tourism academics and professionals' perceptions of successful CBT development. Others concluded their findings from the results of interviewing a few people (typically government officials and community leaders) in the fields (e.g. Pongponrat and Pongquan (2007), Hiwasaki (2006), and Hipwell (2007)). Studies examining local community perspectives of CBT factors are very limited.

Previous research (e.g. Jamal and Getz (1995)) has suggested that CBT studies should include community stakeholder perspectives in order to understand their needs and interests, and sustain their support for tourism development. This research attempts to incorporate the success factors mentioned in the current literature on CBT and empirically test the merits of these factors from a local standpoint. Being able to identify which CBT success factors are practical is essential to improve CBT implementation and sustainable local community development. Thus, there is a need to investigate whether or not those suggested success factors from the literature are considered important by people who actually practice the business of community-based tourism.

This study provides a comparative analysis of the development of CBT in two communities in Samut Songkhram province in Thailand. In Thai culture, rivers and canals are blended with the Thai way of life since the ancient time as means of transportation and sources of water for agriculture and consumption. Floating market is another aspect of how Thais relate to the water ways. Floating markets were the central location for trade and exchange of local agricultural products in rural Thailand. The

province of Samut Songkhram has maintained its historic traditions of canal usage for commercial purposes through its five floating markets, the largest number of floating markets in Thailand. The selection of Samut Songkhram province as the research site was considered for a number of reasons. Firstly, many floating markets in Samut Songkhram are well known for their community-based development and management. Secondly, since 2004 the region has emerged as a main destination for experiencing the floating markets and the traditional Thai way of life. Lastly, it has rich historical and natural resources including historic buildings, temples, landmarks, the canal network, wetlands, mangrove forests, and a combination of brackish, salt, and fresh water resources.

Two small villages of ‘Amphawa’ and ‘Bangnoi’ are selected as the study sites because of the well known reputation of their community-based tourism development associated with the floating markets. The number of tourists has been increasing continuously due to the popularity of the floating markets, especially at Amphawa. Both communities have received awards and recognitions from national and international organizations (e.g. Tourism Authority of Thailand and UNESCO). However, they also have different characteristics. For example, the level of tourism development and the approach to CBT development and implementation at each community are different. The historical backgrounds of both communities are also different in terms of the establishment of the floating markets. Therefore, this study seeks to understand how the CBT was developed in both communities and what have been the outcomes of the developments. The results from both study sites are compared. By determining the

critical components of a successful CBT, research findings can help develop guidelines for successful implementation of the CBT.

PURPOSE OF THE STUDY

Applying the sustainable development and sustainable tourism principles, this study determines the factors critical for successful development and implementation of community-based tourism, as perceived by key stakeholders of the tourism industry at the community level.

The following research questions guide this study:

1. What practices of community-based tourism exist in Amphawa and Bangnoi?
2. How are the predetermined criteria for success (as gleaned from the literature) evaluated by the local stakeholders as to their relevance and importance to the two communities?
3. In what ways the two communities differ in CBT practices, and why the differences exist?
4. What are the key variables influencing the success or failure of CBT?
5. Which factors are more important from the local perspectives?

These research questions guide to fulfill the following three objectives: 1) to develop an integrative measurement scales to evaluate the success of CBT destinations, 2) to identify the determinants of success as perceived by local communities of CBT destinations, and 3) to examine the differences in CBT success factors between two

communities relative to the duration and scale of tourism development, and size of the community.

SIGNIFICANCE OF THE STUDY

Compared to the previous studies which have been very selective in looking at a few success factors, this study provides a more comprehensive analysis of all factors that have been discussed in the sustainable tourism literature, and evaluates their applicability based on local perspectives. Furthermore, past research on community-based tourism has focused on a single location, whereas this study compares two locations that have experienced varying levels of development and contextualizes success factors based on their development history. The scholarly contribution of this study lies in its ability to provide a comprehensive assessment of success factors, and its identification of new factors that have not been explored in prior studies. Having a good understanding of what actually occurs at the community level could provide valuable insights to community tourism guidelines specific to local needs and interests (Wearing & McDonald, 2002). Study findings could be of use to practitioners and scholars to further improve both the conceptual and practical aspects of the CBT.

Community involvement in development has been promoted and studied in diverse field of studies including planning, geography, community development and others. In the tourism field, the shift from conventional tourism toward sustainable forms of tourism which emphasizes community-based practices in the planning, development and management has been promoted in many countries, particularly in the developing

world (Jamal & Stronza, 2009; Timothy, 1999; Tosun, 2005). Although many destinations are interested in this new approach to tourism planning and development, its appropriateness and success have been questioned and debated. Therefore, the findings of this research will assist CBT stakeholders, e.g. national and local government, local community, and tourism-related business owners in many ways. For example, the results of this study could help the stakeholders to improve their practices, facilitate and encourage community members to participate in planning and decision making processes, and perhaps lead to the success of CBT development.

DISSERTATION ORGANIZATION

This dissertation is organized into eight chapters. Chapter I is an introduction to the research which includes the main research questions, objectives, and significance of the study. Chapter II provides a review of the relevant literature with a focus on CBT success criteria. Chapter III outlines detailed description of research methodology and explains how data was collected and analyzed. Historical background and information of the study sites are provided in Chapter IV. Chapters V and VI report the results of quantitative and qualitative analysis respectively. Chapter VII provides discussion of the main results. Chapter VIII summarizes the key findings and briefly discusses the implications for research and practice as well as limitations of the study.

CHAPTER II

LITERATURE REVIEW

This chapter provides an integrative review of literature related to the notion of community-based tourism development. Guided by the sustainable development concept, the first part reviews the discourse of sustainable development as the key concept related to community development. The next part discusses the nature of sustainable tourism development including its concept and critical issues. The last part examines the concept of CBT and its critical components.

SUSTAINABLE DEVELOPMENT

Swarbrooke (1999) states that the principles and practices of sustainable development are not really new, as one could find examples of sustainable practices in the development of towns and cities during the Roman times. However, the very well-known source of the sustainable development concept is the Brundtland report, published in 1987 after it was presented at the UN General Assembly (WCED, 1987). The Brundtland Report, or its more popular title “Our Common Future”, makes exclusive mention of the concept and definition of the term sustainable development; it is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p. 43). The report describes two key concepts of sustainable development: 1) that priority should be given to the well-being of the poor, and 2) that the development should meet the needs of present and future generation (Hardy, Beeton, & Pearson, 2002). The report also

emphasizes that sustainable development should ensure equitable opportunities for all people.

Sustainable development (SD) seeks to “promote harmony among human beings and between humanity and nature” (WCED, 1987, p. 65). Ever since its publication in 1987, principles and goals made explicit in *Our Common Future* have been reiterated at major international gatherings such as the United Nations Conference on Environment and Development (Rio Earth Summit) in 1992 and its report ‘Agenda 21’, and at the World Summit on Sustainable Development, also known as the Earth Summit 2002 (Swarbrooke, 1999).

While the initial emphasis of SD was on environmental protection and conservation of natural resources (Lele, 1991; Swarbrooke, 1999), increasingly economic and social aspects too have become the cornerstones of the concept. Later on, the institutional dimension was incorporated as the fourth critical element of sustainable development (Spangenberg, 2002).

The principles outlined in SD have been discussed extensively in various disciplines, and tourism is no exception (Thompson, 1997). There appears to be a trend in attaching the label “sustainable” to anything, for example, sustainable economics (e.g. Campaign for Sustainable Economics (NGO), sustainable education (e.g. Institute of Sustainable Education, Daugavpils University, Latvia), and sustainable city planning (Chiesura, 2004; Rotmans, van Asselt, & Vellinga, 2000).

With respect to the costs and benefits of sustainable development, many people agree that environmental degradation causes poverty. However, the Brundtland Report

argues that poverty is a major cause of environmental degradation (Hardy, Beeton, & Pearson, 2002; Lele, 1991) and therefore, the implication is that social and economic well-being are tied to environmental protection and regeneration. In a similar vein, Tosun and Jenkins (1998) suggest that environmental problems in the developing countries are the outcomes of the efforts to overcome poverty. The evidence is found in many countries throughout the world. For example, in many developing countries, poor people tend to depend heavily on natural resources and cause environmental degradation due to illegal resource extraction activities such as logging and wildlife hunting as a way to sustain their livelihood.

Although there is very little disagreement about the utility of the concept of SD debates about its pragmatism continue (Beckerman, 1994; Daly, 1990; Pearce, 1993). Peterson (1997) has noted its weakness that the concept assumes a conflict-free social and political environment. Sharpley (2000) has reported that there are more than 70 different definitions of sustainable development that have been proposed in different contexts. As a result, the purposes and foci of sustainable development have been construed in a variety of ways. Therefore, Lele has suggested that any discussion of sustainable development must answer the questions "What is to be sustained? For whom? How long?" (1991, p. 615).

SUSTAINABLE TOURISM

As mentioned earlier, sustainable development has been shaping and guiding the directions of many scholarly debates. In the tourism field, SD has been applied to

conceptualize sustainable tourism (ST). ST is generally perceived as a philosophical approach to tourism practices which is aimed at enhancing a positive public image by reducing negative impacts to the local community and the environment where it is practiced. ST is viewed as anti, or as alternative to, mass tourism (Liu, 2003; McMinn, 1997). It is a concept based on a philosophical discourse about moral implications of travel and tourism (Butcher, 1997). Liu (2003) defined sustainable tourism as “all types of tourism that are compatible with or contribute to sustainable development” (p. 461). The World Tourism Organization (WTO) states that “sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations” (WTO, 2004, p. 1).

Sustainability in tourism concerns the socio-cultural, environmental, economic, and institutional implications of development (Shen & Cottrell, 2008; Edgell, 2006; Saarinen, 2006; WTO, 2004). The WTO (2004) suggested that sustainable tourism should make optimal use of environmental resources, for example, by preserving and maintaining ecological systems and natural heritage resources. According to Edgell (2006), the key elements of tourism sustainability include satisfying the needs of host communities and guests, as well as enhancing and protecting the natural, cultural and social resources critical for tourism. Sustainable tourism should also value the socio-cultural traditions of host communities, and ensure the long-term economic steadiness and benefits to all stakeholders. In addition, sustainable tourism development should call for strengthening people’s participation in tourism development processes (Shen & Cottrell, 2008). The WTO (2004) has emphasized that the balance between the three

aspects, i.e. environment, economy, society, should be maintained in order to secure the long-term sustainability of tourism destinations.

Problems Related to Sustainable Tourism

Several criticisms of ST exist and are discussed by scholars like Butler (1999), Garrod and Fyall (1998), Hunter (1997), Liu (2003), Wall (1997), etc. One problem found in its interpretation is that ST is quite different from SD in terms of over simplification and in-flexibility. Hunter has argued that sustainable tourism is frequently “discussed without reference to sustainable development” (1997, p. 857). Due to the popularity of SD, the label of ST has been attached to various types of tourism concepts and products such as nature-based tourism, ecotourism, adventure tourism, and so on. Consequently, the concept has been critiqued as lacking in focus, scope, and commonly identified principles (Butler, 1999; Diamantis & Ladkin, 1999; Wall, 1997).

Another problem is that many tourism scholars are concerned that studying and defining ST might not lead practitioners to achieve sustainable tourism development in the real world (Cohen, 2002; Garrod, & Fyall 1998; Hunter, 1997; Ko, 2005; Pforr, 2001; Sharpley, 2000; Tosun & Jenkins, 1998; Welford, Ytterhus & Eligh, 1999). Garrod and Fyall (1999) have criticized that ST is too broad and hardly transferable into practical strategies. They urge that it is time for researchers to move forward beyond debating the meaning and definition of ST and consider how the concepts can be operational at the ground level, i.e., the tourism industry practices. Attempts have been made in order to implement ST as a practice; for example, the World Tourism

Organization (WTO, 2004) has developed ST guidelines and management practices. The U.K.-based Tourism Concern, a non-profit organization that is aimed at educating the industry, has coordinated with the World Wide Fund for Nature to develop the principles for sustainable tourism (Eber, 1992). However, Garrod and Fyall argue that the guidelines and codes of conduct are simple and “may serve only to trivialize” sustainability problems (1999, p. 202).

Lately, many researchers have been focusing on the development of indicators for ST with the aim to better translate the concept into practices (Choi & Sirakaya, 2006; Hughes, 2002; Miller, 2001). Some researchers have addressed community concerns and involvement as indicators in ST planning and evaluation (Moscardo, 2008; Simmons, 1994; Sofield, 2003; Timothy, 1999; Wearing & McDonald, 2002). Community participation is often regarded as one of the most essential tools for tourism development at the local and national levels (Sebele, 2010). Tosun and Timothy (2003) argued that community participation contributes to ST in many ways. Host communities play important roles in implementing the plan; therefore their involvement in the planning process is vital to sustainable tourism planning (Sofield, 2003).

Participatory Planning and Collaboration

Community involvement in tourism development has become an ideology of ST planning, akin to the participatory ideologies of the 1970s in urban and regional planning (Prentice, 1993). Murphy (1985) has been the primary advocate of community engagement in tourism planning. Many researchers advocate for a participatory approach

to ST because they believe that it makes the planning process more effective, leads to community economic development, promotes public education (Sebele, 2010), increases tourist satisfaction, helps satisfy local needs, and strengthens democratization process in the community (Tosun & Timothy, 2003). In addition, local knowledge obtained from resident's involvement could benefit tourism planning and implementation, and help sustain the community in the long run (Sebele, 2010). Also, community participation may decrease residents' opposition to tourism development and lessen the negative impacts of tourism through collaboration and consensus building (Jamal & Getz, 1995).

Tosun and Timothy (2003) stated that the participatory approach to development was employed as a modern tool for development since the 1950s. In the tourism planning process, community participation generally means "the involvement of individuals within a tourism-oriented community in the decision-making and implementation process with regard to major manifestations of political and socioeconomic activities" (Pearce, Moscardo, & Ross, 1996, p. 181).

Timothy (1999) suggested that participation should be viewed from at least two perspectives in the development process, namely participation in decision-making and in benefit sharing. Involvement of the community in decision making is essential to empower local people so that they can determine their own goals according to their wishes and concerns. Involvement in benefit sharing includes increasing incomes, employment, and improved education. Tosun (2006) pointed out that community participation is a categorical term which can be divided into a variety of forms depending on the purposes of the study. The levels of participation can broadly range

from non-participation, some degree of external inducement or forces, and active and direct citizen participation (Arnstein, 1969; Pretty, 1995; Tosun, 1999). The top end of the participation ladder is where members of a community are active agents to change, and they have the ability to find solutions to their problems, make decisions, implement actions, and evaluate their solutions (Cole, 2006).

As community members are one of the key stakeholders in tourism development, it is worthwhile to discuss the merit of collaborative approaches to tourism planning. Writing in 1995, Jamal and Getz observed that the application of collaborative approach in tourist destinations planning and management is relatively new. They defined collaboration in tourism planning context as “a process of joint decision-making among autonomous, key stakeholders of an inter-organizational, community tourism domain to resolve planning problems of the domain and/or to manage issues related to the planning and development of the domain” (1995, p. 188). Collaborative planning is perceived as a strategic approach, through interactive, complex, dynamic, and flexible process for incorporating the diverse views of interdependent stakeholders (Friedman, 1973; Healey 2003, 2006; Jamal & Getz, 1995). Collaborative planning aims to draw together all stakeholders both in a particular controversial issue and build consensus through discussions (Innes, 1996) as well as to develop their own approach to sustain their community (Innes & Booher, 2000). Therefore, tourism planners should benefit from applying collaborative planning and consensus building approaches in order to gain support from stakeholders and mitigate possible conflicts.

Barriers to Collaboration

With respect to the sufficient amount of benefit brought by participation, Zakus and Lysack (1998) reported some costs associated with participatory activities, such as time and costs of training, and information collecting process. In the study of consensus building and collaborative process in tourism planning, Ladkin and Bertramini (2002) teased out several barriers hindering collaboration, for example, “lack of expertise and training of tourism planning authorities, political traditions that favor centralization of authority, lack of funding, lack of interest or commitment by stakeholders, competition for the same resources, lack of long-term strategic planning and lack of consensus on specific structure and processes” (p. 75). Power differentials among participants involved in consensus building was also an important issue to be considered (Berke, 2002; Kibicho, 2008).

According to Tosun and Timothy (2003), there are four major problems hampering the development goals, i.e. functional fragmentation of public administration, centralization of local government, professionalization of service provision, and increasing remoteness of government from people. They suggested that community participation in development could help mitigate those obstacles. In addition, Cole’s study (2006) of tourism development in rural communities in Indonesia has found that the villagers’ lack of education and the belief that the government knows best prevented them for exercising any control on development processes. Therefore, the local people agreed that the government should have social and political control without any

challenges from the locals. Cole concluded that the barriers to participation in Indonesia include lack of knowledge, confidence, capital, skills, and self-belief.

Another major concern regarding collaborative process is the lack of trust among participants (Daniels & Walker, 2001). Hallsmith (2003) argued that improving social networks would more likely strengthen a sense of community, which, in turn, can build trust among stakeholders. In the same manner, Innes (1996) has suggested that offers of incentives and disincentives are critical to encourage local community's interests in and strong commitment for development plans. Lack of participation in the planning process may cause some unexpected impacts to the local communities. For instance, local people may lose their ability to recognize the potential costs and benefits of tourism, and overlook the benefits of tourism development in their communities (Simpson, 2001). Therefore, local residents should be encouraged to take part in the early stage of tourism development discussion (Simpson, 2001; Sofield, 2003), and allow them to express what forms of development is sustainable to their livelihood. For instance, in a study of protected area management in a marine national park in Indonesia, Elliott et al. (2001) found that while marine-based tourism development in the park was strongly emphasized by the park management plan, only a few tourism facilities were present in the park. Tourism activities were limited to the high price and all-inclusive dive trips, in which the tourists stayed on a large boat, operated by a private dive tourism operation; therefore the chance for tourists to contact with local communities was limited, as were the local benefits. It was suggested that park management reconsider their plan to

enhance the relationship between local communities, tourism, and park management to encourage more active participation of local residents in tourism (Elliott et al., 2001).

Although several challenges to ST practices remain, it remains a popular topic of discussion among tourism scholars, as evidenced in the growth in sustainable tourism publications and projects. The concept has evolved through time, adapted, applied and interpreted in various contexts. Various other forms of tourism are conceived as subsets of ST including responsible tourism (Spenceley, 2008; Wheeler, 1991), pro-poor tourism (Hall, 2007), educational tourism (Ritchie, Carr & Cooper, 2003), ecotourism (Fennell, 1999; Honey, 1999), and community-based tourism (Kibicho, 2008; Sebele, 2010).

COMMUNITY-BASED TOURISM

Community-based concepts have been applied in various disciplines, such as community development (Johnson, 1998), environmental conservation (Agrawal & Gibson, 1999; Berkes, 2004), urban and rural development planning (Healey, 2006; Innes & Booher, 2000), medical and healthcare (Bracht & Tsouros, 1990; Zakus & Lysack, 1998), geography (Craig, Harris & Weiner, 2002) and tourism (Jamal & Getz, 1999; Murphy, 1983, 1985; Reid, Mair & George, 2004; Taylor, 1995). The significance of community participation has been widely recognized in tourism research for more than two decades, and the participation of local people has become an essential condition of sustainability (Haywood, 1988; Murphy 1985; Shen, Hughey & Simmons, 2008). However, it is necessary to understand the meaning of the term 'community' when discussing it in tourism planning.

Community has been defined in numerous ways. Geographically, community can refer to a neighborhood or town (community of place). Socially, community may include any group with the same interest or concern such as an environmental concern group, or a group of people sharing a web board on the internet (community of interest) (Bhattacharyya, 1995; Hustedde, 2009; Phillips & Pittman, 2009). Joppe has stated that “community is self-defining in that it is based on a sense of shared purpose and common goals. It may be geographical in nature or a community of interest, built on heritage and cultural values shared among community members” (1996, p. 475). Mattessich, Monsey, and Roy have defined community as “people who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live” (1997, p. 56). This definition includes the three elements of community, namely geographic locations, people, and connection among them (Phillips & Pittman, 2009). Most communities are “heterogeneous, stratified, and sites of power relations” (Blackstock, 2005, p. 42), which, therefore, reflect the heterogeneous needs of the communities (Spiteri & Nepal, 2006).

While the emphasis on community-based tourism (CBT) has become greater since the discussion on ST intensified in the 1990s, the idea of including the host community into tourism planning and development has been discussed even before that (Doxey, 1975; Murphy, 1983). Due to the significant negative consequences of excessive and unplanned tourism development, the focus on local involvement has been considered as one of the ways to control the pace of development, and mitigate socio-cultural, environmental and economic impacts (Murphy, 1985; Richards & Hall, 2000).

In many countries, tourism has been initiated and developed by the government using a top-down planning approach (McKercher, 1999; Timothy, 1999). However, more recently, there has been a gradual shift in focus on bottom –up approaches to tourism planning. Local residents, who are impacted by the development, are increasingly interested in getting involved in the planning and decision-making processes. Often times, the local people are themselves a critical part of the attraction; this is certainly true in destinations where ethnic minorities reside. Therefore, tourism development should not rely solely on the government anymore. Murphy argued that “tourism development is a local issue because that is the level where the action takes place” (1985, p. 172). Drawing from the principles of participatory development approach; CBT “aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development” (Beeton, 2006, p. 50) through community participation.

Table 1 shows a compilation of the definitions and concepts related to the CBT. The first twelve items relate to CBT, while the last three refer to community-based ecotourism (CBET).

Table 1. Collection of the Definitions and Concepts of CBT and CBET

No.	Sources	Definitions or concepts
1.	Pearce, 1992 cited in Blackstock, 2005, p. 39	CBT delivers local control of development, consensus-based decision making and are equitable flow of benefits to all affected by the industry.
2.	Inskeep, 1994, p. 8	Community-based tourism focuses on community involvement in the planning and development process, and developing the types of tourism, which generate benefits to local communities. It accrues to local residents and not to outsiders. Maximizing benefits to local residents typically results in tourism being better accepted by them and their actively supporting conservation of local resources.
3.	Wearing & Neil, 1999, p. 139	Community-based tourism is generally considered a privately offered set of hospitality services (and features), extended to visitors, by individuals, families, or a local community. A key objective of CBT is to establish direct personal/ cultural exchange between host and guest in a balanced manner that enables a mutual understanding, solidarity and equality for those involved.
4.	Hatton, 1999, p. 3	Community-based tourism is socially sustainable. This means the tourism activities are developed and operated, for the most part, by local community members, and certainly with their consent and support.
5.	Suansri, 2003, p. 14	CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.
6.	Jain & Triraganon, 2003, p. 26	CBT emphasizes visitor-host interaction that has meaningful participation by both, and generates economic and conservation benefits for local communities and environment.
7.	Häusler & Strasdas, 2003	CBT is a form of tourism in which a significant number of local people has substantial control over, and involvement in its tourism development and management. The major proportion of the benefits remains within the local economy.
8.	Beeton, 2006, p. 50	CBT aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development.
9.	Pongponrat & Pongquan, 2007, p. 28	The CBT was developed as a form of tourism aimed at empowering local communities to be self-reliant, use a group process for local decision making, supporting people's human rights and capabilities, and helping people to raise income and improve their standard of living on their own terms.

Table 1. Continued

No.	Sources	Definitions or concepts
10.	Leksakundilok & Hirsch, 2008, p. 218	CBT is whereby tourism is managed and controlled by the community.
11.	Simpson, 2008, p. 2	Definitions and interpretation of community-based tourism center on the question of ownership, management and/or control of tourism projects.
12.	Mowforth & Munt, 2009, p. 99	CBT seeks to increase people's involvement and ownership of tourism at the destination end. CBT should initiate from and control stay with the local community, but sometimes arising from operator initiative.
13.	Sproule, 1996, p. 3 (cited in Fennel, 1999, p. 217)	CBET refers to ecotourism enterprises that are owned and managed by the community. Furthermore, community-based ecotourism implies that a community is taking care of their natural resources in order to gain income through operating a tourism enterprise and using that income to better their lives. It involves conservation, business enterprise and community development.
14.	World Wildlife Fund, n.d. cited in Denman, 2001, p. 2	CBET is a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community.
15.	Kiss, 2004, p. 232	CBET has been interpreted as anything from regular consultations, to ensuring that at least some community members participate in tourism related economic activities, to partial or full community ownership of whole ecotourism enterprises.

The various definitions of CBT shown in the above table indicate some common themes. First, CBT and CBET should focus on local control of the development. Second, local people should get involved in the planning and management processes. Third, benefits should be fairly distributed within the community. Lastly, interactions between the hosts and guests are encouraged. Thus CBT refers to a form of tourism development approach that focuses on community involvement or control over the process of tourism development, from initiating, managing, implementing, evaluating, to benefit sharing.

Kontogeorgopoulos (2005) suggested that goals of CBT development should encompass political, economic, socio-cultural, and conservation. From the political point of view, community should have the power to decide and control the pace and direction of development through autonomy, sovereignty, and local participation. Economic benefits to community can be in the forms of available job opportunities and benefit sharing among community members rather than the outsiders. CBT development should emphasize and maintain cultural values and traditions as well as encourage cohesion and cooperation in the community and enhance self-reliance and community pride. The conservation of natural resources is another important goal of CBT development. Apparently, these goals are similar to the goals of sustainable development.

Figure 1 illustrates the forms of benefits of CBT. For example, it aims at economic development at the local level, improving the quality of life, encouraging cultural exchange, increasing awareness on environmental conservation, and empowering the local community (Duffy, 2002; Suansri, 2003). Additionally, CBT could help in avoiding local conflicts among the stakeholders, improving the coordination of policies and related actions, and adding values to the development project as it combines local knowledge, insights and capacities (Kibicho, 2008). In terms of social development, CBT could lead to improved standard of living through improvements in educational and health services, as well as transport and communication infrastructure (Manyara & Jones, 2007).

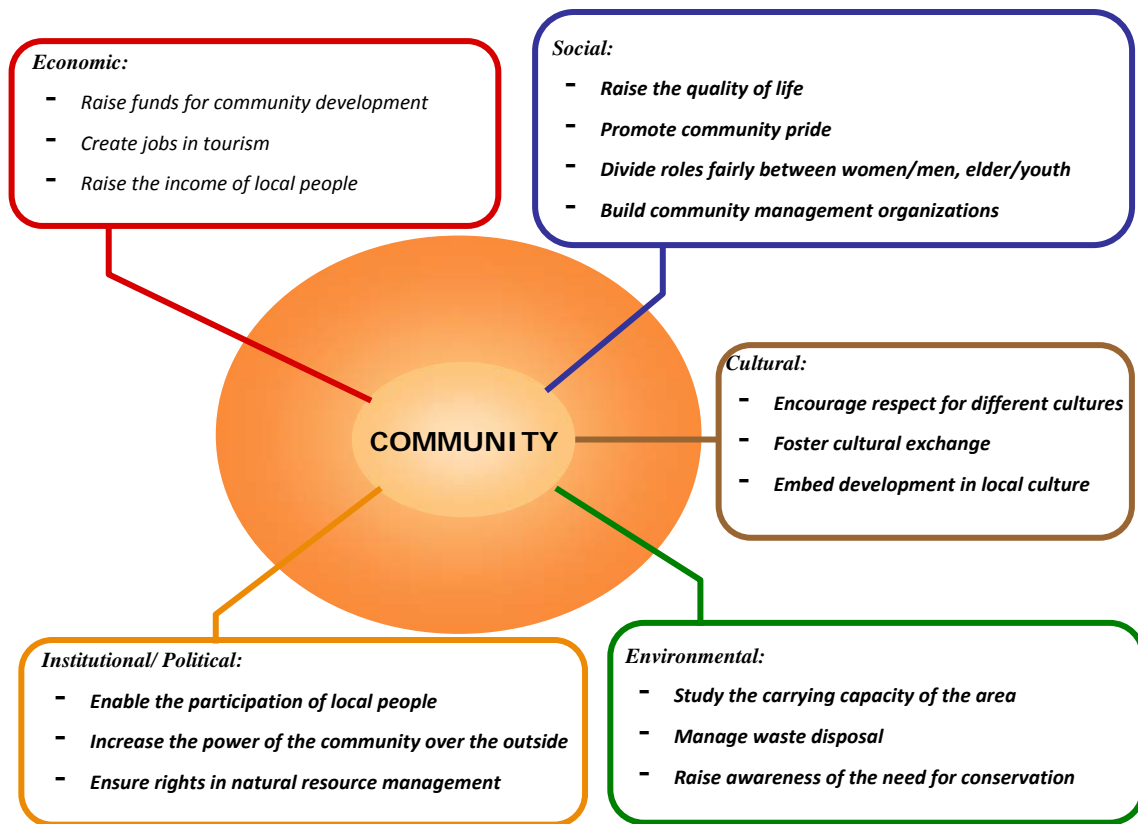


Figure 1. Benefits of CBT to Community (Adapted from Suansri (2003, p. 21))

Challenges in CBT Development

Research has indicated that involving the local community in the development process can be difficult due to internal conflicts and jealousy (Simpson, 2008). In his study of participatory tourism planning in Indonesia, Timothy (1999) found that tourism planners in developing countries have to deal with the four major constraints to participatory principles, namely cultural and political traditions of the community, poor economic conditions where the most concern is on basic survival, lack of expertise in tourism planning, and lack of understanding by locals about tourism. The structural inequality of local society may affect the decision-making process because it may

depend on who is in power at the local level, e.g. local elites and wealthy residents (Blackstock, 2005; Kibicho, 2008; Pongponrat & Pongquan, 2007). Together with the power structure, government corruption is seen as another problem that could make local participation nearly impossible (Kontogeorgopoulos, 2005).

Manyara and Jones (2007) have drawn attention to several problems with community tourism, including projects being captured by the elites, struggle over ownership of tourism resources, and lack of local skills and knowledge, which ultimately result in leakage of revenues for example. Research has also been conducted to identify a set of success factors for CBT development (Joppe, 1996).

Success Factors of CBT Development

Several attempts have been made to identify and determine the critical success factors for CBT development using various approaches including theoretical study, quantitative questionnaires, and qualitative interviews with key stakeholders (e.g. local residents, local government, tourism entrepreneurs, and tourism professionals and scholars) (Jamal & Getz, 1995; Kibicho, 2008; Manyara & Jones, 2007; Rocharungsat, 2008). Jamal and Getz (1995) presented six propositions guiding collaborative initiatives in tourism planning: 1) stakeholders recognition of the high degree of interdependence in planning and managing the community's tourism system, 2) recognition of the benefits derived from the tourism development process, 3) stakeholders' perceptions that their decision as a result of collaboration process will be implemented, 4) inclusion of all key stakeholders (at local, regional, and national levels) in the planning process, 5) necessity

of a convener or moderator to initiate and facilitate collaboration, and 6) developing vision statements, goals, and regulations. Following Jamal and Getz (1995), Kibicho (2008) provided an empirical study of collaborative tourism planning in Kenya. He reported that five of the six factors applied to Kenya's CBT, which includes 1) inclusion of stakeholders, 2) recognition of individual and mutual benefits, 3) appointment of legitimate convener, 4) formulation of aims and objectives, and 5) perception that decisions arrived at will be implemented.

Communication and interaction among stakeholders seems to be a critical component of a successful CBT (Pongponrat & Pongquan, 2007; Simpson, 2008). Pongponrat and Pongquan further suggest that key success factors of CBT planning and implementation consist of "an effective local committee, active involvement of local people at various stages of the local tourism planning process, the degree of benefits and satisfaction local people derive from their participation in tourism activity" (2007, p. 22). Hiwasaki's (2006) study of the CBT as a tool to sustain Japan's protected areas found four factors to be critical: 1) institutional arrangements, 2) self-regulations related to conservation, 3) high environmental awareness, and 4) the existence of partnerships.

Similarly, Hipwell (2007) identified six key elements of successful CBET, including 1) small scale and manageable by community without external assistance, 2) active participation, 3) providing tangible benefit, 4) improving quality of life of residents, 5) protecting conservation values and enhancing cultural environment. Using a Delphi technique, Rocharungsat (2008) examined the perspectives of tourism academics and professionals on their experience of successful CBT. Six criteria for evaluating successful CBT were reported. First, CBT should practically involve a broad community. Second, benefits gained from CBT should be distributed equally throughout the destination community. Third, good and careful management of tourism is significant. Fourth, CBT should have strong partnerships and support from within and outside a community. Fifth, uniqueness of the place should be considered to sustain the destination. Sixth, environmental conservation should not be neglected. Among those criteria, community involvement and community benefits were the most often stated criteria. Additionally, maintaining and conserving community cultural and environmental resources as well as satisfying tourists were also important to the success of CBT. A list of CBT success criteria synthesized from the literature is shown in Table 2. These factors are used as criteria to evaluate the success of CBT practices in Amphawa and Bangnoi communities.

Table 2. A List of CBT Success Criteria from Literature Review

No.	CBT success criteria	Sources
1.	Community participation	Blackman et al., 2004; Hipwell, 2007; Inskeep, 1991; Jamal & Getz, 1995; Kibicho, 2008; Laws, 1995; McIntyre, 1993; Mowforth & Munt, 2009; Murphy, 1985; Phillips & Pittman, 2009; Pongponrat & Pongquan, 2007; Rocharungsat, 2008; Sofield, 2003
2.	Benefit sharing	Hipwell, 2007; Innes, 1996; Jamal & Getz, 1995; Kibicho, 2008; Pongponrat & Pongquan, 2007; Rocharungsat, 2008; Scheyvens, 1999; Sebele, 2010; Simpson, 2001; Timothy, 1999
3.	Tourism resources conservation	Hipwell, 2007; Hiwasaki, 2006; Inskeep, 1991, 1994; Jain & Triraganon, 2003; Rocharungsat, 2008; Sproule, 1996; Suansri, 2003
4.	Partnership and support from within and outside community	Blackman et al., 2004; Hiwasaki, 2006; Inskeep, 1991; Jamal & Getz, 1995; Kibicho, 2008; Laws, 1995; Manyara & Jones, 2007; McIntyre, 1993; Murphy, 1985; Rocharungsat, 2008; Sofield, 2003; Tosun & Jenkins, 1998
5.	Local ownership	Kiss, 2004; Mowfort & Munt, 2009; Simpson, 2008; Sproule, 1996; Suansri, 2003
6.	Management and leadership	Blackman et al., 2004; Hiwasaki, 2006; Pongponrat & Pongquan, 2007; Rocharungsat, 2008
7.	Communication and interaction among stakeholders	Hiwasaki, 2006; Pongponrat & Pongquan, 2007; Simpson, 2008
8.	Quality of life	Hipwell, 2007; Manyara & Jones, 2007; Suansri, 2003
9.	Scale of tourism development	Hipwell, 2007; Kibicho, 2008; Manyara & Jones, 2007
10.	Tourist satisfaction	Dymond, 1997; Orams, 1995; Rocharungsat, 2008

CONCLUSION

This chapter has reviewed available literature related to community-based tourism. Three relevant issues were discussed: sustainable development, sustainable tourism, and community-based tourism. Since the ultimate goal of community based tourism is to achieve sustainable development, the discussion of SD and how it is applied and practiced in tourism (ST) in general, and in community initiatives (CBT) in particular, provide insights to various criteria that have been used in the assessment of successful tourism initiatives. It appears that participatory planning and collaboration is one of the key components of CBT. However, different communities have their own unique characteristics; therefore the CBT process should be flexible when applied to each individual setting according to the local socio-cultural, economic, environmental, and political conditions.

The next chapter provides some details of the research methods, including data collection and analysis plans.

CHAPTER III

METHODOLOGY

This chapter describes the research methods applied to empirically evaluate the success criteria for community-based tourism in Thailand. Building on the list of CBT success criteria presented in Chapter II, the study applies a mixed methods approach to data collection and analysis. This chapter describes the study locations, research design, hypotheses, and an elaboration of the procedures used in data collection and data analysis.

STUDY SITES AND SITES SELECTION

In this study, the population of interest consists of local residents in the communities where CBT has been developed and practiced. In central Thailand where rivers and canals play a vital role in the lives of Thai people in terms of communication and water resources for agriculture, floating markets in the past were the center of trading and exchanging of agricultural products and other goods. The development of roads and highways in modern Thailand has caused the decline in the use of canals for transportation. As a result, most of the floating markets were moved to the inland areas and some simply stopped functioning as a market. Only a few floating markets carried on the tradition by selling local produces regularly. Recently, some floating markets have been reestablished for the purpose of community economic development.

Therefore, the role of floating markets has transformed from a traditional activity of commerce to one with a tourism function.

According to the Tourism Authority of Thailand (2009), Samut Songkhram province has five floating markets, which makes the province with the highest number of floating markets in entire Thailand. Importantly, all of the four floating markets has been managed by local people with support from local administrations and promoted as CBT destinations. For the purpose of this study, the two floating markets of Amphawa and Bangnoi were selected primarily due to two reasons. First, both have a good reputation as a community-based tourism destination. The management of floating markets in Samut Songkhram is different from those in other provinces. The involvement of the local residents have been emphasized early on, while floating markets in other provinces are generally managed and controlled by the government body or private companies. Second, the level of tourism development and the initiating approaches toward the CBT development in each community are different.

Based on the researcher's observation and conversations with community leaders in Amphawa and Bangnoi during prior visits to the communities in summer 2008, the following differences between the two communities were confirmed. First, the community of Amphawa is larger than Bangnoi in terms of physical size and population. Second, the duration of tourism development in Amphawa is longer than Bangnoi. Amphawa was promoted as a tourist destination since 2004 while Bangnoi started tourism only in 2008. Third, the proportion of tourists visiting Amphawa and Bangnoi is roughly 1:25; in 2009, approximately 16,000 tourists visited Bangnoi while 400,000

tourists visited Amphawa. Finally, local residents and government officers in both communities also confirmed that Bangnoi had a higher level of resident involvement in tourism planning and management than in Amphawa.

PRELIMINARY VISITS

The researcher visited the province of Samut Songkhram, where the Amphawa and Bangnoi floating markets are located, a few times before selecting them as the study sites. The researcher visited Amphawa as a tourist first in 2005, one year after it was promoted as a community-based cultural tourist attraction. At that time, the researcher knew nothing about Bangnoi because the community had not yet developed tourism there. In 2008, with the aim to search for potential CBT study sites, the researcher went back to Samut Songkhram province to observe several floating markets. After more than a month of visits to local residents, government officials and review of planning documents related to the five floating markets in the province, Amphawa and Bangnoi were selected for a detailed study. The researcher visited the two floating markets to gather some information about the history of floating markets and their development as tourist destinations. The researcher stayed in the local homestays for a few days, and met with community leaders, local tour guides, and vendors to get a good perspective of the level of community engagement in the planning and development of the floating markets.

Network is one of the most important issues to be concerned with when conducting research in a collective society as is prevalent in rural Thailand. The

preliminary visits to the study sites had helped establishing contacts with government agencies such as Samut Songkhram Provincial Office of Tourism and Sport and Amphawa and Kradang-nga Municipalities. These agencies had helped in identifying the key persons who were involved in CBT development. Tourism Authority of Thailand (TAT) was another place that provided support in secondary data and resources relating to my research sites and other CBT projects in Thailand. Having had conversations with local residents and government officers increased the researcher's confidence to successfully collect data in these floating markets.

RESEARCH DESIGN

Driven by the confirmatory and explanatory nature of the research questions stated in the first chapter, this research employed the mixed methods to simultaneously test a quantitatively derived hypothesis and explore in greater depth the process whereby the phenomenon occurred (Teddlie & Tashakkori, 2009).

Tashakkori and Teddlie (2003, p. 711) defined mixed methods as “a type of research design in which qualitative and quantitative approaches are used in types of questions, research methods, data collection and analysis procedure, and/or inferences”. Another definition of mixed methods is “research in which the investigator collects and analyzes data, integrates the findings, and draws inferences using both qualitative and quantitative approaches/methods in a single study or a program of inquiry” (Tashakkori & Creswell, 2007, p. 4). The main idea is the integration of the qualitative and quantitative methods in the research procedure (Johnson, Onwuegbuzie & Turner, 2007).

Combining qualitative and quantitative methods in a single study is widely practiced and accepted in many areas such as education, psychology, health science, and other social sciences (O’Cathain, 2009; Sale, Lohfeld & Brazil, 2002). An integration of field and survey methods can significantly increase the understanding of the research problem as well as the validity of data obtained (Simmons, 1994). This mixed technique combines the key characteristics of each method and emphasizes their individual strengths, and avoids the deficiencies of one single method (Fallon & Kriwoken, 2003).

The design of mixed methods research includes at least one quantitative method and one qualitative method. An early example of the application of mixed methods in tourism literature can be found in Hartmann’s study in 1988. Hartmann applied a “multiple method approach” to collect data and combine the results, which includes three sets of survey questionnaires and observational methods (participant and non-participant observations); data gathered through different research methods and techniques were combined. Hartmann (1988) emphasized that the use of mixed methods offers the chance for counterchecks and provide complimentary information at different levels.

In response to the research objectives, this study applied the concurrent mixed methods research design (Creswell, 2009; Teddlie & Tashakkori, 2009). The concurrent-embedded strategy of mixed methods can be identified by using one data collection phase during the data collection (qualitative and quantitative) simultaneously. This approach has a primary method to guide the researchers and a secondary database that provide a supporting role in the procedures (Creswell, 2009). The mixing of the data

from the two methods is often to integrate the information and compare data source with the other, and then reported in a discussion section of the study. The research framework of this study is shown in Figure 2.

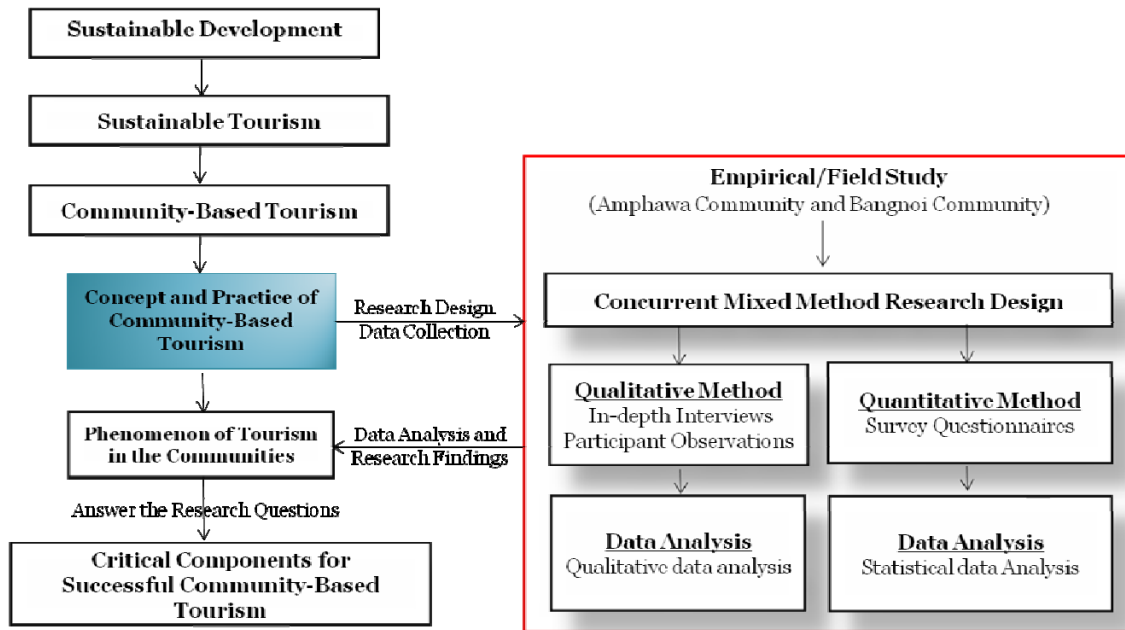


Figure 2. Research Framework

Justification for Using Mixed Methods

In this dissertation, quantitative analysis through hypothesis testing and survey questionnaires can provide generalizable information on the determinants of success and their measurement instruments that can contribute to a development of CBT in a larger scale. However, the interpretation of results from quantitative method may not explain the truth or phenomena regarding the nature of CBT practices, especially in understanding what actually drive success in the CBT and how community residents

perceive these success factors. In addition, the statistical results may have low validity as participants may not be aware of their reasons to respond to the survey questionnaires. As a result, biased data may exist and the determination of CBT success factors drawing from such data may not be truly accurate. Thus, qualitative method through interview and participant observation is also conducted to overcome some of these issues. Both research methods are used together not only to clarify and illustrate results but also to test the consistency of findings on determinants of CBT success obtained through different instruments. For these reasons, I have chosen mixed methods incorporating both research paradigms to provide a more complete picture of CBT practices and their determinants of CBT success in this dissertation.

RESEARCH HYPOTHESES

As a comparative study, CBT in Amphawa and Bangnoi were compared in order to determine whether any differences (regarding each of the CBT success factors, as indicated in Table 2, the residents' opinions towards tourism development, and the level of CBT success) exist between the two communities. Accordingly, three research hypotheses were developed as follows:

H1: Level of community participation in tourism development, benefits sharing, resources conservation, partnership and support from within and outside of community, ownership of tourism related businesses, management and leadership, communication and interaction among stakeholders, quality of life,

scale of development, and tourist satisfaction are positively correlated to one another.

H2: Overall success of the CBT is dependent on community participation in tourism development, benefits sharing, resources conservation, partnership and support from within and outside of community, ownership of tourism related businesses, management and leadership, communication and interaction among stakeholders, quality of life, scale of development, and tourist satisfaction.

H3: Differences in the two communities exist in terms of community participation in tourism development, benefits sharing, resources conservation, partnership and support from within and outside of community, ownership of tourism related businesses, management and leadership, communication and interaction among stakeholders, quality of life, scale of development, and tourist satisfaction.

DATA COLLECTION

Fieldwork for the study was conducted between February and June 2010. Using the concurrent mixed methods design, this research put together three types of data collection tools: 1) survey questionnaire, 2) in-depth interview, and 3) participant observation. Both qualitative and quantitative data were collected simultaneously during the data collection period (Teddlie & Tashakkori, 2009), mainly depending on the availability of participants (especially for in-depth interviews). The CBT development

processes and critical success factors in the study sites were explored using both the qualitative interviews and survey questionnaire.

The data collection instruments, i.e. survey measurement items and interview questions, were developed from the past literature related to community involvement in tourism, sustainable tourism development, and CBT development (e.g. Andereck & Vogt, 2000; Choi & Sirakaya, 2005; Tosun, 2006; William & Lawson, 2001; Wilson et al., 2001). The researcher also modified and developed some of the items according to the local context. The questionnaire and interview questions were prepared in English and translated into Thai language, which is also the native language of this researcher.

Household Survey

Structured interviews were conducted with household heads. The survey aimed to investigate the residents' understanding of CBT, the nature of CBT development in both communities, and their perspective of what characterizes a successful CBT. The survey instrument (see Appendix A) comprised of three parts, as follows:

Part 1: Respondents were asked about their demographic information such as age, gender, education level, occupation, income, length of residence, and their involvement in tourism development in their communities.

Part 2: Respondents statement of agreement/disagreement were recorded on previously determined ten factors contributing to a successful development of community-

based tourism: 1) community participation, 2) benefits sharing, 3) resources conservation, 4) partnership and support from within and outside of community, 5) local ownership of tourism related businesses and tourism attractions, 6) management and leadership, 7) communication and interaction among stakeholders, 8) quality of life as a result of tourism development, 9) scale of tourism development, and 10) tourist satisfaction. Respondents were also asked to provide their opinions about CBT development in general. A 5-point Likert scale from strongly disagree (1) to strongly agree (5) was used to record their responses.

Part 3: The third part focused on the CBT success factors from the residents' point of view. Respondents were asked to rate the level of CBT success in their communities and identify the key success factors associated with the rating results. Moreover, they were asked to rank the ten CBT success factors mentioned above in order of importance.

Sampling. The sample size was determined based on the statistical power recommended by Cohen (cited in Clark-Carter, 2004, p. 183). Particularly, a statistical power of 0.7 and a medium effect size ($d = 0.5$) are desired. Table A15.2b, power of a between-subjects *t*-test (Clark-Carter, 2004, p. 591), was used to determine the minimum required sample size. A proportionate sampling method was employed in order to attain a sample that is a good representative of the total population (Clark-

Carter, 2004). From the population of 2,789 households in both communities (1,547 in Amphawa and 739 in Bangnoi), 193 households (110 from Amphawa and 83 from Bangnoi) were randomly selected which represent approximately 7% of the total population.

The questionnaire was administered by the researcher at the respondents' place of residence, or at the location of their choice (e.g. community center, coffee shop, etc.). A field assistant from each community helped accompanying and guiding the researcher to the selected locations. In most of the cases, participants were able to respond to the questionnaire by themselves. However, in some cases, researcher provided assistance in reading the questionnaire due to eyesight problems. There were also cases, when some respondents asked the researcher to explain some words or sentences which were unclear to them to ensure their accurate responses.

Pretest of Questionnaire. The household questionnaire was pretested with 30 respondents during the first month (February 2010) in the study sites in order to ensure that the important nuances of the survey questionnaires did not get lost in the process of translation and to test the understandability and content validity of the instruments regarding the detailed description of the content domain (success factors) (Creswell, 2009; Axinn & Pearce, 2006). Additionally, the reliability test was conducted during the pretest study to assess the repeatability or consistency of the measurement scale. Based on the feedback received and the reliability scores, the questionnaire was slightly modified for clarification and accuracy before implementation. The items that were

eliminated due to the low score from reliability test are mainly negatively worded items. According to the pretest participants, those negatively worded items caused confusion and misled their answers. As a result, items remaining in the questionnaire were mostly positively worded items.

Key Informant Interviews

Face-to-face in-depth interviews with key informants were conducted in order to examine their roles in CBT development as well as to determine the CBT success factors. An interview guide (see Appendix A) was developed, which consisted of three parts: 1) respondents' background information, 2) background and nature of CBT development, and 3) success factors. Thirty two key informants were purposively chosen for in-depth interviews which included five at the provincial level, and 27 (Amphawa = 15, Bangnoi = 12) at the community level. The respondents represented each of the stakeholder groups (provincial and local governments, private sector, non-governmental organizations, and local residents). The respondents were identified with help from the local official and community leaders, so as to obtain a fair representation from all stakeholder groups. The interviews were conducted in Thai; the duration of the interview varied between one and two hours. The interviews were taped, with permission from the respondents, and transcribed later.

Credibility and Trustworthiness. According to Denzin (1989), the rigor of qualitative research depends on the equivalence of meanings that are conveyed to the

respondents which could increase the standard of the interviews and facilitate compatibility between different study sites during analysis. The interview guide could help to standardize the interviews because it can make sure that the differences in the answers are not owing to the questions asked but the differences among the respondents (Gorden, 1980). Freedom to probe for clarification of the answers during the interviews gives the researcher flexibility to validate the meaning of respondents' answers which improve quality of the data. Probing also help establish a sense of rapport between the researcher and respondents and reduce tensions as well as potential for bias (Patton, 2002).

The establishment of rapport between the respondents and the researcher is vital to the quality of qualitative research (Barriball & White, 1994; Dewalt & Dewalt, 2002), in this case, both the semi-structured interview and participant observation. In order to improve rapport, the researcher visited and stayed in each community over a period of five months and conducted interviews at respondents' convenience place and time to consolidate interest in the project and respondents. Informal contact and ad hoc visits to respondents' houses or shops as well as attending local meetings and activities also improved the rapport and familiarity between respondents and the researcher.

Participant Observation

Participant observation was selected as a technique to enable the researcher to view the community-based tourism processes from the level at which they occur. The goal of participant observation is "to develop a holistic understanding of the phenomena

under study” (DeWalt & DeWalt, 2002, p. 92). According to Bernard (2000), participant observation involves going out, staying out, experiencing the local lives, and participating in some aspects of local life. Participant observation allows researcher to gain knowledge from informal interaction with local people. Data collection strategies employed in this research include informal interviews (conversations), observations, and participation in local events related to CBT and tourism development in general.

As a participant observer, the researcher endeavored to obtain tourism related meeting schedules from various sources and attended several meetings (at provincial, municipal, and community levels, both in formal and semi-formal formats) to obtain information related to CBT activities. During fieldwork, the researcher stayed with a couple of the local residents as a paying guest (homestay) and also participated in tours to visit various tourist attractions and learned how the tours were operated. Such activities offered opportunities to gain experience as a tourist and make observations about local hospitality traditions. Moreover, staying in the communities and getting to know local people helped establishing rapport between participants and the researcher. Field notes and pictures were taken regularly. The researcher spent a total five months (February – June 2010) at the site. The log of data gathering activities can be found in Appendix B.

DATA ANALYSIS

After the fieldwork, qualitative and quantitative data were analyzed using parallel mixed analysis strategy which means both types of data were independently analyzed but the results were integrated in the interpretation phase to answer the research questions (Creswell, 2009; Teddlie & Tashakkori, 2009).

Quantitative Data Analysis

The quantitative data analysis consists of five parts which were conducted using SPSS software version 16.0. First, demographic profile of respondents from the first part of the questionnaire was analyzed using descriptive statistics such as means, frequencies, and standard deviation. Second, exploratory factor analysis was performed to examine and develop a set of construct variables (key success factors) and baseline indicators, which can be used to measure those factors in the CBT level. Third, Hypothesis #1 was tested using Pearson's Correlation Coefficient in order to assess whether the ten CBT success factors are positively related to one another. Fourth, for Hypothesis #2, stepwise multiple regressions were conducted to explore how different success factors contributed and explained the level of success in CBT development in terms of the general perceived level of CBT success and specifically tourism development domain. Fifth, Hypothesis #3 was tested using two-sample t-test at the .05 significance level in order to examine whether the mean score of each CBT success factors, residents' opinions about tourism development, and the level of CBT success between Amphawa and Bangnoi were statistically different.

Qualitative Data Analysis

The qualitative data (from interviews and participant observations) was analyzed and interpreted based on qualitative data analysis approach (Bernard, 2000; Corbin & Strauss, 2008; Miles & Huberman, 1994; Patton, 2002). Interview transcriptions and field notes were coded with keywords to identify commonalities and variations within each group and across groups (Saldana, 2009). This process was to reduce the amount and complexity of data and help the researcher to develop categories or themes that emerged from the data (DeWalt & DeWalt, 2002; Miles & Huberman, 1994). The result focused on how the process of community participation was initiated and organized, and nature of the relationship and interaction between key stakeholders in the development, as well as broad commonality and dissimilarity in stakeholders' views relating to CBT success factors.

With respect to the mixed methods data analysis, the data obtained from both qualitative and quantitative approaches may complement or disagree with each other (Greene, Caracelli & Graham, 1989; Sale, Lohfeld & Brazil, 2002). However, the results from both types of data acquired through the empirical study were combined which allowed triangulation in findings to develop a richer understanding of the factors associated with the success of CBT development.

SUMMARY

The communities of Amphawa and Bangnoi were selected as study sites mainly because the two sites offer a unique tourist attraction, i.e. floating market. Moreover, the size of the community, duration and scale of tourism development are markedly different between the two communities. These characteristics drew researcher to explore under what circumstances of tourism development community perspectives of factors critical to successful practice of CBT may vary.

Data collection and analysis are based on mixed-methods, combining household interviews with local residents, in-depth interviews with key informants, and participant observation. The results from each part are integrated complimentarily and reported in the study (Chapter VII). However, separated results from quantitative and qualitative approaches are reported in Chapters V and VI consecutively. The next chapter provides detailed information regarding the research sites' general backgrounds.

CHAPTER IV

STUDY AREA

This chapter provides a brief background and history of the study area. A brief background of Thailand, followed by general information of Samut Songkhram province as well as historical and modern contexts of the Amphawa and Bangnoi floating markets is provided.

THAILAND

Thailand is located in the middle of Southeast Asia and occupies a land area about the size of France (Gibbons & Fish, 1988). The country embraces a rich diversity of cultures and traditions. With its proud history, tropical climate and renowned hospitality, the Kingdom has been a never-ending source of fascination and pleasure for domestic and international visitors (TAT, 2010).

The Thai tourism industry started to take shape in the 1950s, as part of the government's efforts to pursue economic growth through national social and economic development planning (Khaosa-ard, 1994). Its development progressed rapidly in the 1960s and 70s, when Bangkok emerged as a key R&R (rest and recuperation) destination for the US army engaged in the Vietnam (and later Cambodia) conflict. Since then, tourism has become Thailand's leading source of foreign income.

During the last decade, a shift from a centralized tourism planning to a more bottom-up and participatory planning has gradually emerged as an important

government policy in the country (Tipmanosing, 2010). The bottom-up tourism policy gives priority to the involvement of local communities in development projects in order to ensure a more equitable distribution of benefits to the communities. Tourism is emphasized at the community level as a tool to strengthen the economy by utilizing local cultural and natural resources.

Importance of Canals and Floating Markets

Canals (“Khlong”, in Thai) and rivers (“Mae-nam”, in Thai) are synonymous with Thai existence. As an abundant source and sustenance of life, Thailand’s extensive network of rivers and canals has historically served as major arteries of transportation and concentration of population in Central Thailand. These vital waterways not only provide many Thais the basic necessities of life, but have also sustained local culture and daily fabric of life.

Several hundred years ago when the first Western diplomats sailed into the ancient Thai capital of Ayutthaya (Thailand was formerly known as Siam), they were impressed by the sight of a thriving city island enriched by canals alive with raft houses and water borne communities. This led the foreigners to refer to the Kingdom as the “Venice of the East” (TAT, 2007a). Bangkok, locally known as Krung Thep (or the city of angels), became the capital in the late 18th century. Due to its location at the mouth of the Chao Phraya River (it was established as a port city), which slows down and widens as it enters the Gulf of Thailand, Bangkok and its surrounding region developed an extensive waterway network.

Water is a reverent symbol in Thai culture, as evidenced during the annual festival of Song Kran when the Thais come out in force and throw or splash water at each other. Similarly, the Loi Krathong Festival (on the full moon of the 12th month in lunar calendar) to pay respect to the goddess of water is also a river-based culture (TAT, 2005). The waterways are used for commerce as well as leisure and festivities. They are the playground for children, peaceful rest-stops for the elderly perching on their waterfront pavilions or, enterprising and colorful floating markets that paddle along canals selling fresh produce from local farms.

Floating markets are places where local vendors sell food, fruits, and other agricultural products using small boats in the canal channels. Some of these boats are moored to special floats or pontoons set up in the canal while others are mobile. Most of the floating markets are operated periodically, such as during the weekend in order to serve the urban weekenders and tourists from nearby provinces. The floating market is a very unique aspect of Thai culture and lifestyle in the central part of Thailand, especially in Samut Songkhram province (Chantarangkul, 2005).

SAMUT SONGKHRAM

Samut Songkhram province is located 72 kilometers southwest of Bangkok and is situated in the coastal area of the Gulf of Thailand (Chantarangkul, 2005). As the smallest province in the country, Samut Songkhram occupies an area of only 416 square kilometers. It is administratively divided into three districts: Muang Samut Songkhram, Bangkhonthi, and Amphawa. The total population in the area is about 200,000 residing

in 278 villages (Luekveerawattana, 2006). The Maeklong River runs through the central part of the province into the Gulf of Thailand. It is one of the main rivers in central-west basin of Thailand around which a rich water-based cultural lifestyle has been established. Agriculture is the main source of revenue to support the local economy. The major agricultural products are palm sugar, palm juice, orchids and craved coconut shells (Pookpakdi, 1994).

The way of life in Samut Songkhram has been related to tidal flats and waterways. The canal system consists of 366 canals and about 2,000 rivulets and streams throughout the province (Provincial Public Relation Office of Samut Songkhram, 2008). After the decline of canal usage in Bangkok, Samut Songkhram declared itself as the “Last Venice of the East”. Most dwellings are located alongside the canals and riverbanks streaming toward the Gulf of Thailand. As a result, the economy of Samut Songkhram is driven by aquaculture, salt production, fisheries, and agriculture (Chantarangkul, 2005). Tourism is relatively new to the province, beginning only in the early 2000, and much dependant on the floating markets. The Tourism Authority of Thailand (TAT, 2007b) reported that a total of 558,326 tourists had visited Samut Songkhram in 2007 (23.6% increase from 2006). As a result, tourism in the province generated about four million dollars in 2007. Figure 3 illustrates the location of Samut Songkhram province in central Thailand.

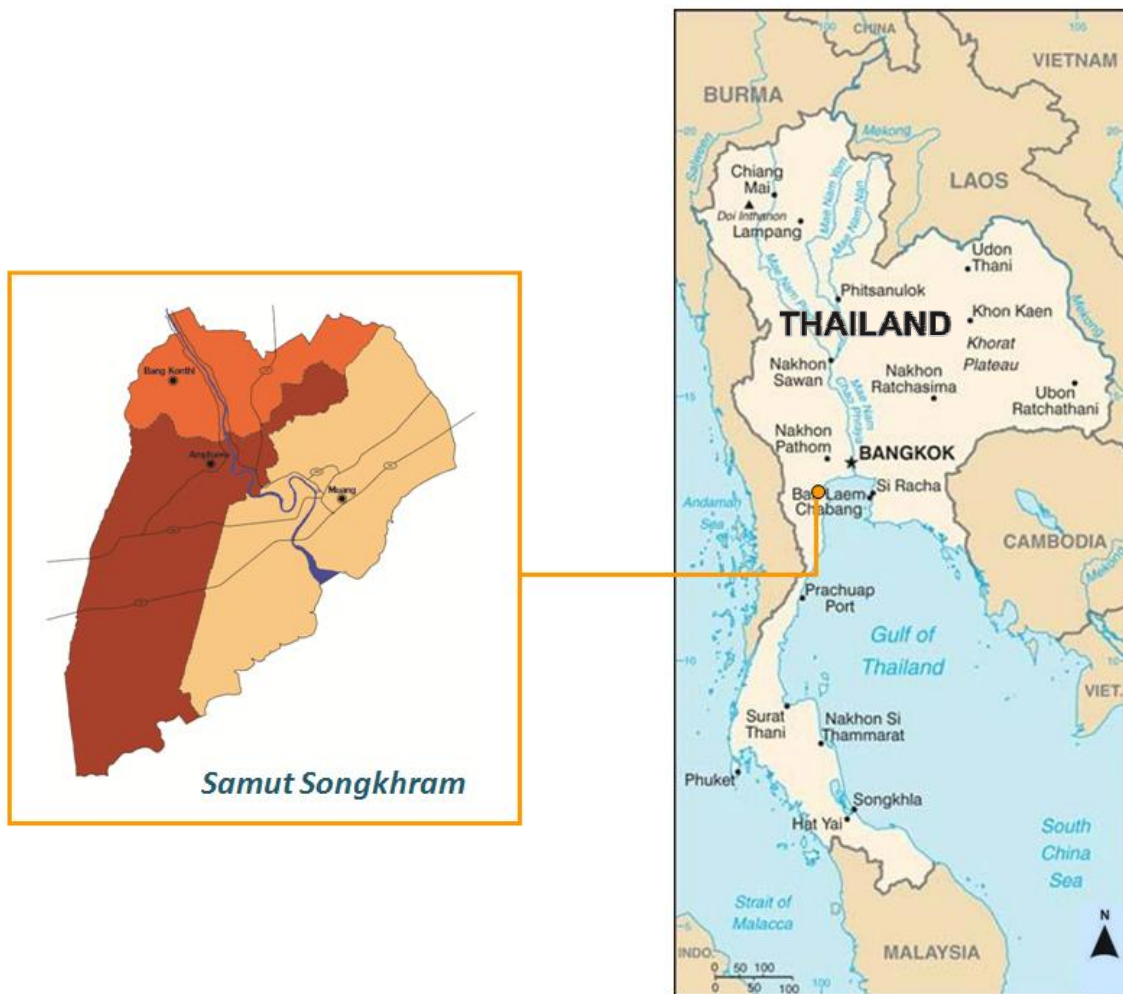


Figure 3. Location of Samut Songkhram Province in Thailand (Adapted from U.S. Department of State, 2011)

The province is gradually establishing its reputation as a place where visitors can enjoy the traditional Thai homestay, firefly boat tours at night, King Rama II Memorial Park, historic temples, and Don Hoi Lot wetland (a Ramsar-designated site). The floating markets are by far the province's most popular tourist attractions; with five floating markets Samut Songkhram has established itself as the province with the highest

number of floating markets in the country (TAT, 2009). Of the five floating markets in Samut Songkhram, two floating markets, Amphawa and Bangnoi, are selected for this study. Figure 4 shows the location of the two sites in Samut Songkhram province.

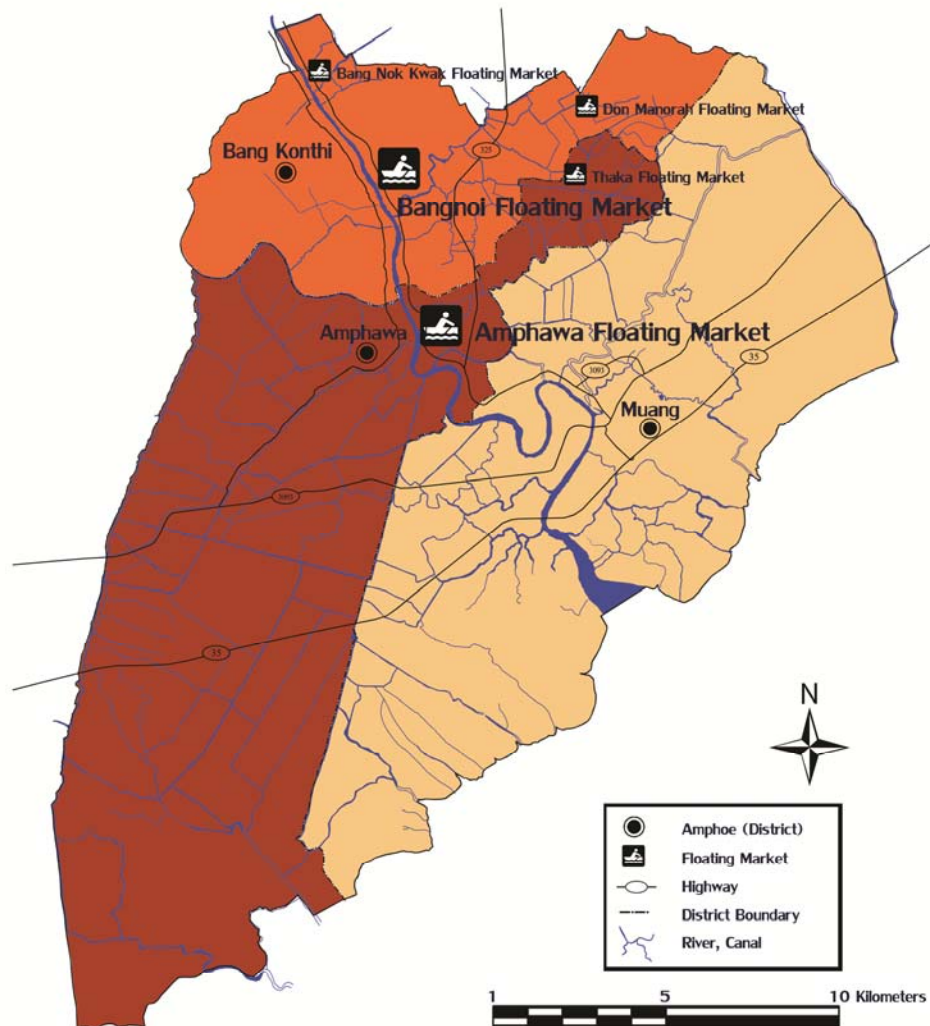


Figure 4. Locations of the Study Area: Amphawa and Bangnoi Floating Markets



Figure 5. Levels of Administration of the Study Area

Figure 5 provides an illustration of the different levels of administrative units in the two sites. The Amphawa floating market is located in Amphawa District (a district refers to “Amphoe” in Thai) and is administered by the Amphawa Municipality (“Tessaban” in Thai). The municipality is divided into various community units known as “Choomchon”. The Amphawa floating market is surrounded by five choomchons: Talad Amphawa (Amphawa Market Community), Wat Amphawan (Amphawan Temple Community), Pracha-utis (Pracha-utis Community), Rim Khlong Amphawa (Amphawa Canal-side Community), and Rong Jay (Chinese Temple Community). The five communities are referred to as “Choomchon Amphawa” (Amphawa Community) in this study (Figure 6).

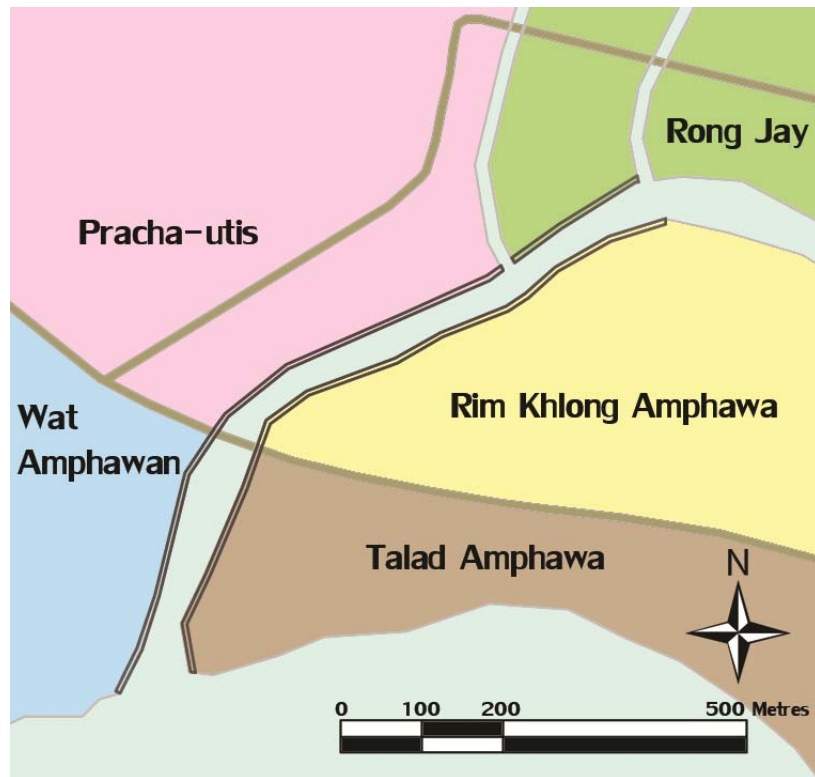


Figure 6. A Map of Five Communities in Choomchon Amphawa

The Bangnoi floating market is located in Bang Konthi District and is administered by the Kradang-nga Municipality. Its four choomchons include Koh Kaew Pattana (“Pattana” means development), Koh Yai Ruam Jai Pattana, Kradang-nga Ruam Jai, and 789 Rom Sai Pattana. The four communities together as presented in Figure 7 are referred to as “Choomchon Bangnoi” (Bangnoi Community) instead of their official names.



Figure 7. A Map of Four Communities in Choomchon Bangnoi

Table 3 compares the socio-economic characteristics between Amphawa and Bangnoi.

Table 3. Comparison of the Socio-Economic Characteristics

Comparison characteristics		Amphawa	Bangnoi
General information	Area	2.5 km ²	1.32 km ²
	Population	6,369	2,255
	Number of households	1,547	739
	Level of local administration	Municipality	Municipality
	Traditional livelihood	agriculture, retail	agriculture, retail
Tourism information	Establishment of floating markets	established in August 2004 by municipal office for tourism purpose, its popularity increased in 2007	Established in 2008 with municipal, provincial government, and local communities' support. Officially opened in April 2009
	Hours of operation of floating markets	3 pm. – 9 pm., Friday, Saturday and Sunday	10 am. – 4 pm., Saturday and Sunday
	Products found at the markets	cooked food and traditional Thai desserts sold by vendors both on and off the canal	fruits and vegetables, cooked food, desserts, and drinks as well as souvenir, t-shirts, key chains, magnets, etc.; mostly sold by vendors off the canal
	Tourism development phrase	mature stage, in transition to large scale	immature stage, small scale
	Other tourist attractions	home stay, canal tour, orchard tour, firefly watching, temples, historic landmarks	home stay, canal tour, orchard tour, firefly watching, historic temples
	Number of tourists (2009)	400,000	16,000
	Awards and Recognitions	An honorable mention in the 2008 UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation	Part of the provincial project that won a Participatory Governance Award for Excellent Governor

AMPHAWA

The community of Amphawa is located along the Amphawa canal connecting to the Maeklong River. It is one of the oldest Thai communities that have successfully protected its outstanding cultural condition. The canal is lined on both sides by wooden row-houses with their propped-up or folded door panels. Similar to other places in the central region, people in Amphawa have used boats as a means of transportation since historical times. During the early 20th century, the floating market at Amphawa was one of the most crowded in the province (Figure 8). However, due to the development of land transportation and inland markets, the floating market ceased to function as a commercial and cultural center almost five decades ago.

After the decline of the traditional floating market, Amphawa became a quiet town. Some of the residents moved out to other places with more vibrant economy. However, in 2004, the Amphawa mayor and local residents worked together to restore the floating market as a tourist attraction and revive the local economy. In less than a year, the Amphawa floating market established a national reputation, and today, it has become one of the most popular tourist attractions in the province, and one of the most famous floating markets in Thailand (Figure 9). Although open only during Friday through Sunday from 3 to 9 pm., the floating market has played an important role in the local economy ever since it became a tourism attraction.



Figure 8. Amphawa Floating Market in the Past (Reprinted from Amphawa Municipality, 2006)

With support from the local residents, local government agencies, academic sector and funding from international agencies, the Amphawa Canal Community restoration project was initiated in 2001 to conserve numerous historic buildings that are locally significant and retain the traditional canal-side urban morphology (Silapacharanan, 2006). The project has focused on demonstrating the cultural significance of Amphawa architecturally and as a living heritage of this historical canal community. This project was a successful cooperation between the public and the private sectors and, as a result, Amphawa community received an honorable mention in the 2008 UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation.

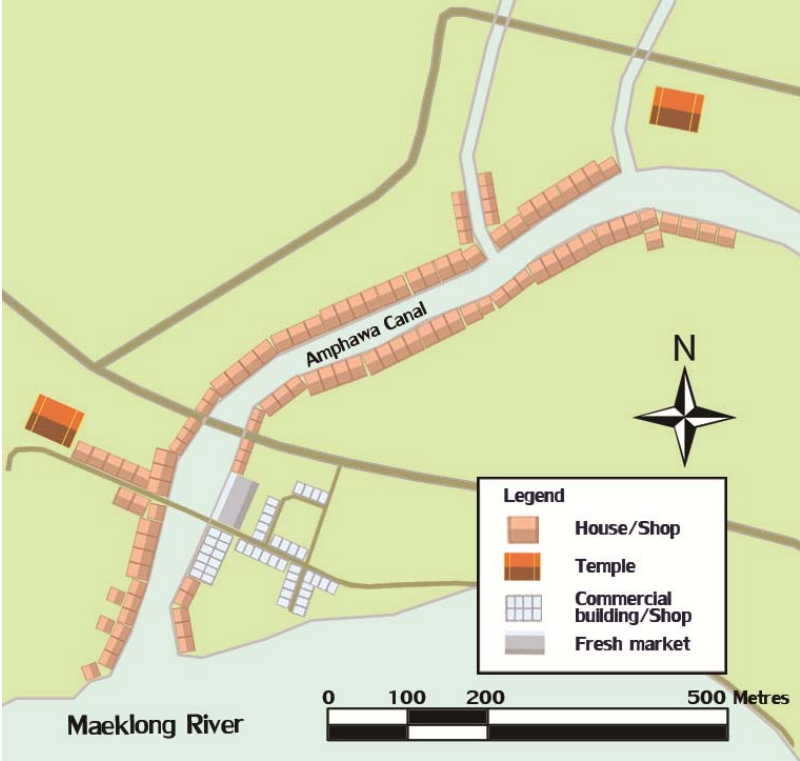


Figure 9. Amphawa Floating Market and Surrounding Area

BANGNOI

Bangnoi is an old agricultural and commercial community located at the junction of Mae Klong River and Bangnoi Canal. Its floating market was established more than a hundred years ago, and was the commercial and trading center between local farmers and sellers from other provinces. Traveling by large ships, merchants from other provinces came to Bangnoi to sell or barter their products such as rice, broom, or wooden furniture with local products such as coconut sugar, salt, vegetables, and fruits. The schedule of the market operation was unique. The Floating market vendors periodically met once every 5 days according to the lunar system as the phase of the moon determines the high and low tides. Therefore, the local vendors regularly met in the mornings of the 3rd, 8th, and 13th day of the lunar cycle when the canal has a higher volume of water. Figure 10 shows some photos of the Bangnoi floating markets taken approximately 40 years ago.

Similar to Amphawa, the significance of the traditional floating market at Bangnoi declined gradually due to the establishment of inland market and local roads. The floating market ceased to function completely in 1991. The success of Amphawa energized Bangnoi residents and the municipal office, so in April 2008, the Bangnoi floating market was re-established, but as a tourist attraction. The community decided that the market would be open during weekend only and between 9 am and 2 pm. However, the floating market could not stay open for a long time as there were very few vendors selling goods, and not many buyers seemed interested to buy from them. Although willing to fully support tourism development, some of the residents hesitated

to invest in selling goods or food because they felt the low number of tourists neither made a business sense nor contributed to a lively market. As a result, the few tourists who visited the market did not find it attractive without the sellers on the boat and on the banks of the canal.

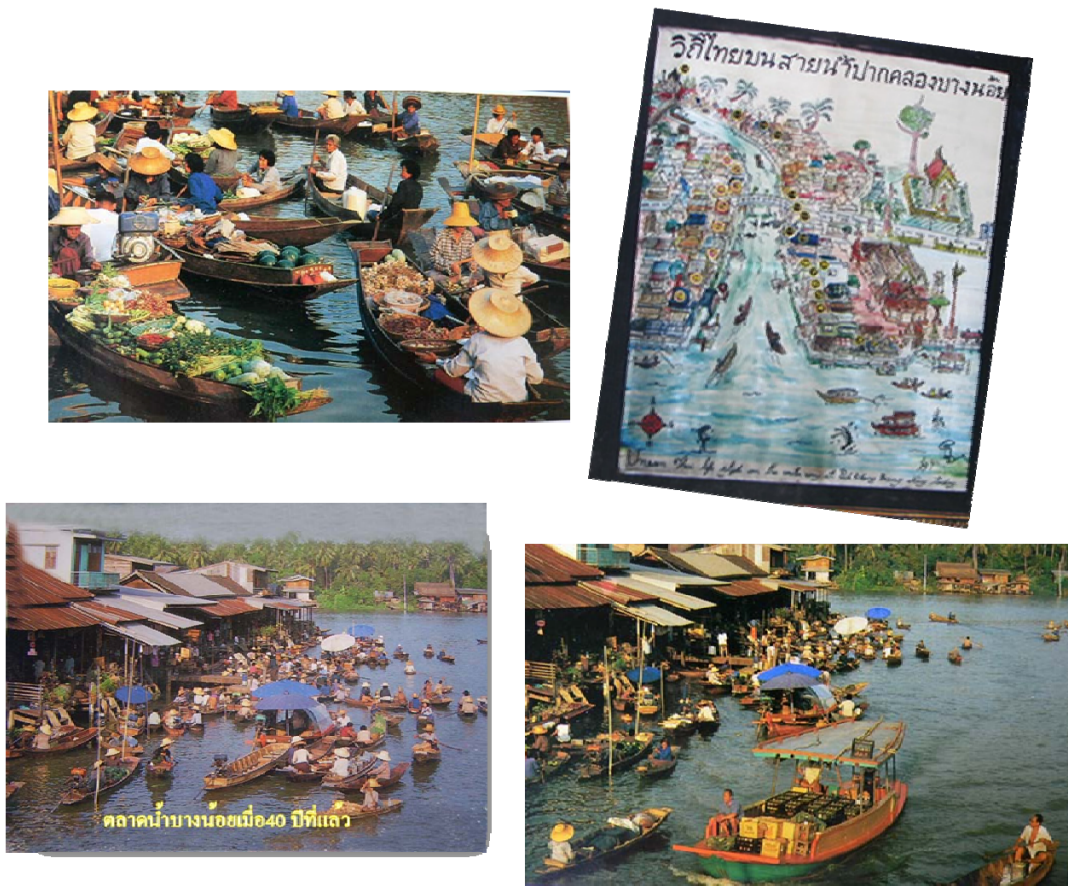


Figure 10. Bangnoi Floating Market in the Past (Reprinted from Bangnoimarket, 2010)

Fortunately, some of the local residents did not give up at that point. They consulted with the mayor and arranged more than fifty community meetings discussing strategies to develop the floating market as a tourist attraction. The Samut Songkhram

governor took note of the local efforts and provided funding for infrastructure development as well as guidelines for tourism development. The revived Bangnoi floating market was opened officially in April 2009, exactly after one year since the earlier effort. Figure 11 shows the map and photos of the market.



Figure 11. Bangnoi Floating Market and Surrounding Area

The Bangnoi floating market currently receives relatively few tourists. It is targeting the tourists who are primarily interested in visiting the Amphawa market at night (because it is more colorful then), but have nowhere to go during the day time. As a new attraction, Bangnoi faces many challenges due to the lack of experience in tourism management. However, with the support from local residents, local municipal office and provincial government, especially from Samut Songkhram's governor, Bangnoi residents are optimistic about tourism development in their community.

RATIONALE FOR SELECTING THE STUDY SITES

The two floating markets are included in this study for several reasons. First, both markets have developed a good reputation for their community-based tourism development. The management of the markets is under local control, whereas other floating markets outside the province are controlled by government or private companies.

Second, the two communities are different in many aspects which are suitable for this comparative study. Physically, Amphawa is almost twice the size of Bangnoi. Duration of tourism development is also different. Amphawa was developed as a tourist destination since 2004, about 5 years prior to Bangnoi. Therefore, the scale of tourism development in the two communities is not equal. Amphawa has a lot more sellers and vendors than Bangnoi, both on and off the canal. Moreover, in 2009, approximately 16,000 tourists visited Bangnoi compared to the 400,000 in Amphawa; a difference by a

factor of 25. This may be owing to the different stages of tourism development the two communities are at.

The third reason is due to the practicality and convenience of data collection in terms of language, distance (from Bangkok, Thailand), and researcher's familiarity with the area. The researcher has visited the two communities several times since 2005 for travel and for work. During summer 2008, the researcher visited Amphawa and Bangnoi and established contacts with local community leaders and residents who were involved in the development of tourism (e.g. municipality officers, local tour guides, retail shop owners, and resort owners). This initial support encouraged the researcher to determine the selection of the study sites.

CHAPTER V

QUANTITATIVE RESULTS

This chapter reports the results of the survey data collected during the fieldwork. The data collected are analyzed in relation to the overarching research question raised in this study: *What are the key influences in determining the success or failure of CBT in Amphawa and Bangnoi?*

The main objectives of this study include:

- 1) To develop an integrative measurement scales to evaluate the success of CBT destinations.
- 2) To identify the determinants of success as perceived by local communities of CBT destinations.
- 3) To examine the differences in CBT success factors between two communities relative to the duration and scale of tourism development and size of the community.

RESULTS OF HOUSEHOLD SURVEYS

The following data relate to the questionnaire survey that was completed by Amphawa and Bangnoi residents during the period from February to June 2010. A total of 230 questionnaires were distributed, of which 193 had been completely filled, which is equivalent to a response rate of 83.9%.

Demographic Profile of Survey Respondents

Of the 193 respondents, 57 % (n = 110) are from Amphawa and 43 % (n = 83) from Bangnoi. According to the Amphawa Municipality (2006), there are five communities (or “choomchon” in Thai) neighboring the Amphawa floating market. More than 90% of the Amphawa respondents are from these communities; only 2.7% are from other districts in the same province or other provinces (Table 4).

Table 4. Amphawa Respondents (n=110)

Community	Percent of respondents
Amphawa Market	21.8
Wat Amphawan	19.1
Rim Khlong Amphawa	19.1
Pracha Utis	14.5
Rong Jay	22.7
Other areas	2.7

In Bangnoi, interviews were conducted in four “Choomchon” in the Kragang-nga municipality area. Of the 83 respondents from Bangnoi, 16.9% are from other communities but within the same province (Table 5).

Table 5. Bangnoi Respondents (n=83)

Community	Percent of respondents
Koh Kaew Pattana	19.3
Koh Yai Ruamjai Pattana	18.1
Kradang-nga	19.3
789 Rom Sai Pattana	26.5
Other areas	16.9

Table 6 provides a detailed breakdown of the respondent's profile. The majority (67.9%) is female with an average age of 45.2 years old. About 16.6% of all respondents are between the age of 18 and 30 years old, followed by 31-40 (16.6%), 41-50 (35.8%), 51-60 (19.7%), and 61+ (11.4%) age groups. Approximately, 60% of the respondents are married and 30% are single. More than one third of the respondents (35.1%) have a college degree, while 31.9% has completed high school, 17.8% has elementary education, 14.7% has finished vocational education, and only 0.5% has a graduate degree. The majority of respondents are local, i.e., they were born at the villages (65.8%), the rest had moved into their current place of residence, with an average of 18.5 years of stay ($\chi^2=13.091$, $p=.042$). The main reason for moving into the community was to stay with the family or due to marriage to a local resident (61.1%).

As presented in Table 7, Forty three percent of the respondents indicated that they had more than one occupation. The primary occupations include business owner (54.6%), government official (20.2%), general laborer (19.7%), and agriculture (5.5%). The difference in terms of primary occupation between the two study sites is statistically significant at .05 level ($\chi^2=44.379$, $p=.000$). Of the respondents who reported secondary occupations ($n = 83$), the majority are merchants (75.9%) and the rest are general laborers (24.1%). The difference in secondary occupation between the two study sites is statistically significant at .05 level ($\chi^2=4.474$, $p=.034$). Total household income varies greatly between the respondents; 39.9% report annual household income less than 50,000 Baht (1 USD = 30 Thai Baht), while 10.4% has income greater than B300,000.

Roughly 75% report annual income from tourism to be less than B30,000 and only 5.2% earn more than B150,000.

Table 6. Demographic Profile of Survey Respondents

	Number of respondents (%)			Test statistics	
	Amphawa	Bangnoi	Total	χ^2	Sig.
Gender	(n = 110)	(n = 83)	(n = 193)	2.108	.147
Female	63.64	73.49	67.88		
Male	36.36	26.51	32.12		
Age	(n = 110)	(n = 83)	(n = 193)	.149	.996
18-30	17.27	15.66	16.58		
31-40	16.36	16.87	16.58		
41-50	35.45	36.14	35.75		
51-60	19.09	20.48	19.69		
61 and up	11.82	10.84	11.40		
Marital status	(n = 109)	(n = 82)	(n = 191)	1.587	.662
Single	37.61	29.27	34.03		
Divorced	6.42	6.10	6.28		
Married	53.21	60.98	56.54		
Married but living separately	2.75	3.66	3.14		
Education	(n = 110)	(n = 81)	(n = 191)	2.912	.573
Elementary school	20.91	13.58	17.80		
High school	30.91	33.33	31.94		
College	34.55	35.80	35.08		
Technical school	12.73	17.28	14.66		
Graduate school	0.91		0.52		
Place of origin	(n = 109)	(n = 81)	(n = 190)	1.759	.185
Born here	69.72	60.49	65.79		
Born somewhere else	30.28	39.51	34.21		
If born somewhere else, length of stay	(n = 29)	(n = 31)	(n = 60)	13.091	.042*
1-5 years	34.48	12.90	23.33		
6-10 years	27.59	12.90	20.00		
11-15 years		12.90	6.67		
16-20 years	13.79	12.90	13.33		
21-25 years	3.45	19.35	11.67		
26-30 years	6.90	3.23	5.00		
31 years or more	13.79	25.81	20.00		

Note: Percentages are based on valid cases.

*Significant at .05 level

Table 7. Socio-Economic Profile of Survey Respondents

	Number of respondents (%)			Test statistics	
	Amphawa	Bangnoi	Total	χ^2	Sig.
Main occupation	(n = 105)	(n = 78)	(n = 183)	44.379	.000*
General laborer ^a / employee	11.4	30.8	19.7		
Agriculture (farmer/ fisherman)	4.8	6.4	5.5		
Merchant/ Business owner (plus homestay and resort)	75.2	26.9	54.6		
Government official	8.6	35.9	20.2		
Secondary occupation	(n = 41)	(n = 42)	(n = 83)	4.474	.034*
General laborer ^a	34.1	14.3	24.1		
Merchant/ Business owner/ Self-employed (plus homestay and resort)	65.9	85.7	75.9		
Annual household income (in Baht ^b)	(n = 110)	(n = 83)	(n = 193)	7.870	.096
less than 50000	45.5	32.5	39.9		
50001-100000	24.5	18.1	21.8		
100001-150000	10.0	16.9	13.0		
150001-300000	12.7	18.1	15.0		
300001 or more	7.3	14.5	10.4		
Annual income from tourism related occupation (in Baht)	(n = 110)	(n = 83)	(n = 193)	6.171	.290
less than 30000	70.0	80.7	74.6		
30001-60000	7.3	8.4	7.8		
60001-90000	3.6	2.4	3.1		
90001-120000	7.3	4.8	6.2		
120001-150000	3.6	2.4	3.1		
150001 or more	8.2	1.2	5.2		

Note: Percentages are based on valid cases.

*Significant at .05 level

^a General laborer includes laundry, boat drivers or paddler, making dried banana leaf vessels, and housekeeping.

^b 1 USD = 30 Baht

DEVELOPING MEASUREMENT SCALE: EXPLORATORY FACTOR ANALYSIS

Due to the lack of baseline measurement scale of the CBT success factor, the researcher developed ten dimensional CBT success scale for this study based on multiple sources. A five point Likert scale with “strongly disagree” at the low and “strongly agree” at the high end was used. Exploratory factor analysis (EFA) using a principal component analysis (PCA) approach with a varimax rotation was used to simplify the factor structure and increase the interpretability of the factors. The cutoff value of eigenvalues greater than 1 was used as criteria to extract factors. Cronbach’s alpha coefficients were calculated to evaluate the internal consistency. Any individual item with factor loadings of less than 0.4 was eliminated to facilitate interpretation of the results. Detailed results of EFA for each success criteria are reported in the following section.

Community Participation

The 17-item community participation scale was subjected to the EFA. Four factors were extracted with eigenvalues equal to or greater than 1, which accounted for

60.74% of the variance; two items were excluded in the analysis because of low factor loadings. Factors are labeled based on the common characteristics of grouped items as “citizen commitment”, “interaction with government officials/consultation”, “citizen rights and responsibility”, and “direct participation in tourism”. Table 8 displays the factor descriptors, items, means, standard deviations, factor loadings, eigenvalues, percentage of variance by individual factors, and composite Cronbach’s alpha for factors associated with community participation.

The first factor is labeled “citizen commitment”, as it pertains to the commitment of citizens in tourism development. With an eigenvalue of 5.230, this factor explains 34.9 % of the total variance. The second factor, “interaction with government officials/consultation”, consists of three items which explains 10.89 % of total variance with an eigenvalue of 1.634. The third factor, “citizen rights and responsibility”, has four items with an eigenvalue of 1.199 and 8 % of the variance. The fourth factor, “direct participation in tourism”, includes two items which explains 7 % of total variance with an eigenvalue of 1.049. Cronbach’s alpha reliability coefficients for the items that loaded highly on these four factors are .866, .647, .614, and .470, respectively.

Table 8. Results of Exploratory Factor Analysis for Community Participation

Factors/Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Citizen commitment</i>				5.230	.866
I am able to voice my opinions about tourism planning and development in the meetings.	3.50	.964	.832		
I have been involved in decision-making regarding tourism planning and development.	3.23	1.017	.763		
I have attended public meetings regarding tourism planning and development.	3.53	.958	.746		
I have been involved in action initiation relating to tourism planning.	3.44	1.064	.755		
I have been volunteering my time and efforts to tourism development activities (e.g. collecting trash in the canals).	3.81	.816	.609		
I have opportunities to influence my community's decisions regarding tourism development.	3.29	.973	.574		
<i>Interaction with government officials/ Consultation</i>				1.634	.647
I have been informed by the community leaders regarding tourism development decisions and directions.	3.47	.958	.800		
Community residents have opportunities to be involved in tourism decisions.	3.66	.944	.737		
I have been consulted by the community leader regarding tourism development in my community.	3.45	1.050	.530		
<i>Rights and responsibility</i>				1.199	.614
Local people need to have more input into tourism development.	4.05	.738	.788		
I believe community residents have the right to know how tourism development in their community is planned.	4.26	.740	.644		
Public involvement in planning and development of tourism lead to preserving local culture, traditions, and lifestyle.	4.15	.770	.469		
I am willing to attend community meetings to discuss important tourism issues.	3.82	.842	.430		
<i>Direct participation in tourism</i>				1.049	.470
Full participation of everyone in the community in tourism related decisions is a must for successful tourism development.	4.41	.732	.853		
I have hosted tourists in my property (home, orchard, etc.).	3.68	1.118	.672		

Benefit Sharing

The EFA results for the benefit sharing scale are shown in Table 9. The analysis yielded a three-factor solution which explained 62.99 % of the total variance. These factors are labeled “distribution of benefits”, “improvement in jobs/economy”, and “personal gains”. The first factor, “distribution of benefits”, consists of five items, with an eigenvalue of 4.764. It explains 43.31 % of total variance. “Improvement in jobs/employment” contains four items that explain 10.43 % of total variance in the data set with an eigenvalue of 1.147. The last factor, “personal gains”, consists of two items, and accounts for 9.24 % of total variance, with an eigenvalue of 1.017. Cronbach’s alpha coefficients for the variables that made up each factor are .821, .695, and .777, respectively.

Tourism Resources Conservation

The EFA was performed on 14 items related to tourism resources conservation (Table 10). The three factors extracted account for 51.84 % of the total variance. They are labeled “environmental and cultural protection”, “positive affirmation”, and “negative affirmation”. The first factor, “environmental and cultural protection”, includes six items, and explains 29.47 % of the variance with an eigenvalue of 4.126. The next factor, “positive affirmation”, referred to the positive impacts on tourism resources conservation which included items such as “the diversity of nature has been valued and protected by the tourism businesses in the community” and “tourism has been developed in harmony with the natural and cultural environment”. It consists of

five items that explains 13.29 % of the variance with an eigenvalue of 1.861. The last factor, “negative affirmation”, consists of three items indicating the negative impacts of tourism on the communities. With an eigenvalue of 1.271, this factor explains 9.08 % of the variance. Cronbach’s alpha coefficients for the variables that made up each factor are .760, .718, and .610 respectively.

Table 9. Results of Exploratory Factor Analysis for Benefit Sharing

Items	Mean	SD	Factor Loading	Eigen values	Cronbach’s Alpha
<i>Distribution of benefits</i>				4.764	.821
Most people in my community have benefitted from having tourists visit my community.	3.93	1.011	.792		
Most people in my community have a chance to get jobs in tourism businesses.	3.83	.986	.776		
Tourism has contributed to community improvement funds.	3.95	.900	.691		
I believe tourism is necessary for my community’s economy.	4.28	.761	.595		
The tourism industry provides many worthwhile job opportunities for community residents.	3.83	.983	.587		
<i>Improvement in jobs/ economy</i>				1.147	.695
Community residents should receive a fair share of benefits from tourism.	3.87	1.055	.835		
The benefits from tourism are distributed fairly throughout my community.	3.40	1.052	.638		
The most of benefit from tourism development goes to local entrepreneurs.	3.79	1.061	.597		
Tourism brings more investment to the community.	3.98	.904	.529		
<i>Personal gains</i>				1.017	.777
My income has increased because of tourism.	3.67	1.087	.881		
I would benefit from more tourism development in my community.	3.50	.969	.819		

Table 10. Results of Exploratory Factor Analysis for Tourism Resources Conservation

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Environmental and cultural protection</i>				4.126	.760
Tourism businesses should strengthen their efforts in environmental conservation.	4.40	.812	.724		
Local people have tried to protect local cultures such as agrarians' way of life, the uses of canals, handicrafts and cultural performances in order to promote tourism.	4.12	.826	.685		
Tourism development improves appearance of an area.	4.03	.767	.593		
Local people have tried to protect natural environment such as canals and waterways, native trees, fireflies, etc.	4.07	.930	.592		
Traditional Thai houses have been preserved for tourism purposes.	3.95	.834	.581		
Tourism promotes cultural exchange and education.	3.97	.826	.540		
<i>Positive affirmation</i>				1.861	.718
The diversity of nature has been valued and protected by the tourism businesses in the community.	3.60	1.081	.763		
I think that tourism in the local area will not damage the local environment in the future.	3.18	1.258	.763		
I think that tourism in the local area will not damage local culture in the future.	3.40	1.174	.645		
The local government has helped protecting natural resources.	3.75	.941	.491		
Tourism has been developed in harmony with the natural and cultural environment.	3.76	.859	.412		
<i>Negative affirmation</i>				1.271	.610
Local culture is exploited by tourism in the community.	3.00	1.195	.785		
Tourists negatively affect a community's way of life.	2.92	1.196	.705		
Natural resources have been degraded because of tourism development.	2.15	1.096	.679		

Partnership and Support from within and outside of Community

A ten-item scale was used for the analysis (Table 11). The results yielded two factors, and explained 60.10 % of the variance for this factor. These factors are labeled as, “government support” and “community support”. The six items in Government support” explains 44.47 % of the variance with an eigenvalue of 4.447. The “community support” factor includes four items, and explains 15.62 % of the variance with an eigenvalue of 1.562. Cronbach’s alphas for the variables that made up each factor are .848 and .775.

Local Ownership of Tourism Related Businesses

The EFA results for the local ownership scale are shown in Table 12. From the nine-item scale, two factors were extracted, which explains 64.07 % of the total variance. These factors are labeled “local ownership” and “non-local ownership”. Cronbach’s alpha reliability coefficients for the variables that made up each factor are .854 and -.827. The first factor, “local ownership”, consists of five items, with an eigenvalue of 3.252. It explained 46.45 % of the variance. “Non-local ownership” consists of four items, and explains 17.62 % of total variance in the data set with an eigenvalue of 1.233.

Table 11. Results of Exploratory Factor Analysis for Partnership and Support from within and outside of Community

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Government support</i>				4.447	.848
Local government provides educational support for employees or business related to tourism industry.	3.39	.968	.782		
Local government has created and maintained infrastructure necessary for tourism.	3.75	.890	.775		
Local government provides funding for tourism development and promotion.	3.68	.929	.732		
National government has strongly supported tourism development in my community.	3.71	.901	.707		
New knowledge and technology have been transferred to the community with support from government and outside organizations.	3.63	.893	.697		
Tourism planning process in my community has engaged all interested parties so all views are equally represented.	3.81	.882	.645		
<i>Community support</i>				1.562	.775
I am happy and proud to see tourists coming to see what my community has to offer.	4.35	.691	.853		
I am happy to have tourists visiting my property (home, orchard, etc.).	4.30	.731	.850		
Overall, I support tourism development in my community.	4.23	.707	.783		
The majority of residents support tourism development in the community.	3.87	.831	.462		

Table 12. Results of Exploratory Factor Analysis for Local Ownership of Tourism Related Businesses

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Local ownership</i>				3.252	.854
Vendors in the floating markets are local people.	3.51	1.250	.852		
Most of the restaurants are owned by local residents.	3.54	1.220	.818		
I believe that the floating market belongs to community residents.	3.82	1.137	.787		
Most of the homestays and resorts are owned by local residents.	3.61	1.099	.767		
The floating market is operated by local people.	3.70	1.022	.716		
<i>Non-local ownership</i>				1.233	-.827
It is necessary that people from my community own tourism related businesses.	4.05	.776	.824		
Most of the tour operators are people who come from outside of the community.	2.36	1.096	-.781		

Management and Leadership

A single factor resulted from the ten-item scale accounts for 59.07 % of the variance. Loadings range from 0.548 to 0.846, with an eigenvalue of 5.907. Cronbach's alpha coefficient is .921. The EFA results are shown in Table 13.

Table 13. Results of Exploratory Factor Analysis for Management and Leadership

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Management and leadership</i>				5.907	.921
Tourism development leaders in my community have strong leadership skills.	3.39	1.031	.846		
The community leaders are able to manage the problems related to tourism development.	3.42	.916	.828		
Tourism development plan has been effectively implemented.	3.39	1.000	.823		
I think that the tourism development leaders can manage most of the problems related to tourism development in my community.	3.37	1.048	.820		
Tourism development strategy/plan in my community is effective.	3.33	.938	.816		
Tourism development plan has been regularly evaluated and adjusted accordingly.	3.48	.985	.804		
Tourism development in my community is well managed.	3.33	.976	.772		
People in my community trust and are willing to support the community leaders.	3.75	.854	.694		
I am willing to follow tourism development directions given by the community leaders.	3.84	.771	.683		
Community residents have been encouraged to assume leadership roles in tourism planning committees.	3.63	.966	.548		

Communication and Interaction among Stakeholders

The eight-item communication and interaction among stakeholders scale was subjected to the EFA. Two factors were extracted and accounted for 60.743 % of the variance (Table 14). Factors are labeled as “informal communication” and “formal communication”. “Informal communication” refers to respondents’ communication and interaction with other local people and tourists. This includes three items which explained 46.17 % of the variance, with an eigenvalue of 3.232. The second factor, “formal communication”, consists of three items related to the respondents’

communication and interaction with government officials or in meetings. It explains 16.54 % of total variance with an eigenvalue of 1.158. Cronbach's alphas for the variables that made up each factor are .841 and .681.

Table 14. Results of Exploratory Factor Analysis for Communication and Interaction among Stakeholders

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Informal communication (with local people and tourists)</i>				3.232	.841
There is a full of collaboration and cooperation among government authorities responsible for tourism planning.	3.60	1.001	.898		
Tourism development leaders always respond to the residents' inquiries or concerns regarding tourism development in the community.	3.45	.957	.817		
Issues related to tourism development are widely discussed in the community meetings.	3.53	.924	.810		
<i>Formal communication (with government officials/ in meetings)</i>				1.158	.681
I usually talk to my neighbors about tourism development in the community.	3.82	.799	.834		
I have chances to give information to tourists about my community and the floating market.	3.95	.864	.662		
I discuss issues related to tourism in my community with the community leader.	3.49	.958	.641		
Tourists talked to me about their experiences from traveling in my community.	3.82	.915	.625		

Quality of Life

The EFA was performed on the 11 items related to quality of life (Table 15). The two factors extracted accounted for 53.36 % of the variance. They are labeled “positive impacts”, and “negative impacts”. “Positive impacts” refers to the impacts from tourism development that positively affected the locals. It consists of seven items that explains

35.97 % of the total variance with an eigenvalue of 3.957. The second factor, “negative impacts”, consists of four items regarding negative impacts from tourism development to the quality of life of the local residents. With an eigenvalue of 1.913, this factor explains 17.39 % of the variance. Cronbach’s alpha coefficients for the variables that made up each factor are .847 and .692.

Table 15. Results of Exploratory Factor Analysis for Quality of Life

Items	Mean	SD	Factor Loading	Eigen values	Cronbach’s Alpha
<i>Positive impacts</i>				3.957	.847
The quality of public service (e.g. transportation and utilities) in my community has improved due to tourism.	3.61	1.108	.811		
Tourism development increases the quality of life in the area.	3.91	.858	.781		
Tourism improves image of my community or culture.	3.92	.844	.742		
I have more opportunity to succeed in life due to tourism development in my community.	3.56	.956	.738		
Overall, I am satisfied with the quality of life in my community.	3.89	.782	.669		
Healthcare facility has been improved as a result of tourism development in the area.	3.41	.915	.655		
Because of tourism, community has developed more parks and recreational areas that local residents can use.	3.49	1.006	.636		
<i>Negative impacts</i>				1.913	.692
Tourism has increased the crime rate in my community.	3.25	1.191	.765		
Tourism results in an increase in the cost of living.	2.56	1.240	.752		
My quality of life has deteriorated because of tourism.	3.48	1.151	.732		
In recent years, my community has become overcrowded because of tourists.	2.90	1.254	.605		

Scale of Tourism Development

The nine-item scale yielded two factors, which explains 55.18 % of the variance (Table 16). These factors are labeled “large scale” and “small scale”. There are four items in the “large scale” factor, which relates to the residents’ perception that the large scale of tourism development is not appropriate in their community. This factor explains 35.90 % of the variance with an eigenvalue of 3.231. The “small scale” factor includes four items and explains 19.28 % of the variance with an eigenvalue of 1.735. Cronbach’s alpha coefficients for each factor are .731 and .690.

Table 16. Results of Exploratory Factor Analysis for Scale of Tourism Development

Items	Mean	SD	Factor Loading	Eigen values	Cronbach’s Alpha
<i>Large scale</i>				3.231	.731
In my community, large-scale tourism projects create negative social and cultural impacts.	3.33	1.196	.824		
Large-scale tourism projects produce negative environmental impacts in my community.	3.52	1.169	.791		
The large scale of tourism development is not appropriate in my community.	3.12	1.178	.699		
The scale of tourism development in my community should be expanded to the larger scale.	2.23	.974	.610		
<i>Small scale</i>				1.735	.690
Tourism development at this level is locally manageable.	3.42	.971	.725		
Tourism development in my community is in a small scale.	3.59	.927	.663		
I think that tourism development in my community will be locally manageable if it is in a small scale.	3.54	.957	.585		
Proper tourism development involves building facilities relatively small in scale.	3.69	.882	.566		
Small-scale of tourism facilities, such as the floating market, canal tour, and homestay, is important to the success of tourism development in my community.	3.62	.934	.525		

Tourist Satisfaction

The EFA results for the tourist satisfaction scale are shown in Table 17. This variable was operationalized using eight scale items. The eight items yielded a single factor solution which explained 56.38 % of the total variance. Factor loading scores are moderately high, ranging from .702 to .790, with an eigenvalue of 4.510. Cronbach's alpha reliability coefficient is .886.

Table 17. Results of Exploratory Factor Analysis for Tourist Satisfaction

Items	Mean	SD	Factor Loading	Eigen values	Cronbach's Alpha
<i>Tourist satisfaction</i>				4.510	.886
I believe that tourists are satisfied with their shopping experiences.	3.73	.931	.790		
I believe that tourists are satisfied with the reasonable price of goods and services.	3.63	.993	.783		
Overall, I think tourists are satisfied with their visits to my community.	4.09	.720	.760		
I believe that tourists are satisfied with the quality of food and drinks.	3.71	.901	.754		
I believe that tourists are satisfied with the hospitality of local people.	4.11	.710	.753		
I believe that tourists are satisfied with the local accommodations (homestays, hotels, and resorts).	3.88	.811	.732		
I believe that tourists are satisfied with the local attractions and tour programs (floating market, historic sites, canal tour, firefly watching tour, etc.).	4.11	.683	.727		
I believe that tourists are satisfied with accessibility to the floating market.	3.79	.951	.702		

CORRELATION AND REGRESSION ANALYSIS

Correlation Coefficient Analysis

The first hypothesis in this study was tested by using Pearson's Correlation Coefficient (Pearson's r) in order to assess whether the ten CBT success factors are positively related to one another. Correlation coefficient analysis is the simplest method of bivariate analysis to determine the relationship between two variables. Even though measuring correlation cannot demonstrate the causation, it provides an overview of how these ten success factors are associated. In general, these factors should be correlated to some degree as they are key factors leading the success of CBT development.

Theoretically, the t-test is used to establish whether or not the correlation coefficient is significantly different from zero (p -value of 0.05). As presented in Table 18, the result indicates that most of the factors were positively correlated to other factors (nearly all at $p < 0.01$). Interestingly, It seems that the strength of association between "Communication and Interaction" and "Management and leadership" is among the highest (Pearson's $r = 0.704$). However, the "Scale of tourism development" is only positively correlated to "Communication and interaction among stakeholders" and negatively correlated to "Quality of life" at $p < 0.01$. While Pearson correlation analysis is used to check for the association among these success factors, it does not indicate the relative contribution of each factor to the CBT success level. Multiple regression analysis (discussed below) is used to determine which of these success factors (independent variables) are most important to explain and predict the level of success and overall opinion.

Table 18. Results from Pearson's Correlation Coefficient

Success Factor	Community participation	Benefit sharing	Resources conservation	Partnership and support	Local ownership	Management & Leadership	Communication & interaction	Quality of life	Scale of tourism development	Tourist satisfaction
Community participation	1									
Benefit sharing	.398**	1								
Resources conservation	.309**	.436**	1							
Partnership & support	.463**	.566**	.566**	1						
Local ownership	.346**	.342**	.545**	.441**	1					
Management & Leadership	.351**	.492**	.525**	.652**	.428**	1				
Communication & interaction	.497**	.494**	.423**	.661**	.393**	.704**	1			
Quality of life	.337**	.458**	.604**	.619**	.488**	.535**	.521**	1		
Scale of tourism development	0.055	0.129	-0.12	0.01	-0.03	0.106	.205**	-.255**	1	
Tourist satisfaction	.231**	.437**	.518**	.520**	.427**	.495**	.422**	.488**	0.013	1

** Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

A series of stepwise multiple regressions were conducted to explore how each success factor contributed to the overall success of CBT. The first regression model focuses on the general perceived level of success in CBT in the two communities. Meanwhile, the second model provides more detailed aspects of success and tourism development by focusing on the residents' overall rating of the success factors.

Model 1: (Dependent Variable = Level of Success)

Table 19 shows the results of the regression analysis which considers the level of success, from one question asking respondents to rate the success of CBT, as the dependent variable and the ten success factors as the predictor variable. The standard

error, standardized coefficients, t-statistics, and collinearity statistics are shown. Results show that only two out of ten factors are strong predictors of success. These include local ownership, and management and leadership. The two factors explain just only 16% of the total variance (very low R-Square). The actual parameter estimates depend on the scale of measurement of independent variables. Thus, standardized regression coefficient is used to compare the importance of independent variables on the same scale. Based on the maximum of absolute standardized regression coefficients, management and leadership is the most important independent variable (positive relationship) with standardized coefficient (β) of 0.443. Local ownership, on the other hand, has an inverse relationship with the level of success (standardized coefficient (β) of -0.201). Equation 1 presents the final regression model where independent variables are local ownership (X_1) and management and leadership (X_2) and dependent variable (Y) is the level of CBT success.

$$Y = 2.285 - 0.358 X_1 + 0.72 X_2 \quad (1)$$

Thus, when management and leadership (X_2) is increased by 1 point-scale, the level of success (Y) will increase by 0.72 points, holding everything else constant.

Table 19. Stepwise Multiple Regression Analysis (Model 1)

Model Summary								
R	R Square	Adjusted R Square	Std. Error of the Estimate					
0.401	0.161	0.152	1.088					

Analysis of Variance								
	Sum of Squares	df	Mean Square	F	Sig.			
Regression	43.016	2.000	21.508	18.167	0.000			
Residual	224.943	190.000	1.184					
Total	267.959	192.000						

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
(Constant)	2.285	0.478		4.782	0.000		
Mean score of Management and leadership	0.720	0.119	0.443	6.025	0.000	0.817	1.224
Mean score of Local ownership	-0.358	0.131	-0.201	-2.729	0.007	0.817	1.224

Dependent variable: The level of success in CBT development in your community

Model 2: (Dependent Variable = Overall Opinions)

Table 20 shows the stepwise regression results of the influence of ten predictor factors on the mean score of overall ratings based on the ten detailed questions related to the respondents' overall opinion on CBT development in the communities. The coefficients of the independent variables along with the standard error, standardized coefficients, t-statistics, and collinearity statistics are shown in the table. Among the ten variables entered in the model, only four variables (quality of life, benefit sharing, tourist satisfaction, and management and leadership) are significant (p value less than 0.05) in

explaining the level of success in CBT development. The R-Square shows that the model predicts 65% of the total variance.

Based on the maximum of absolute standardized regression coefficients, tourist satisfaction is the most important independent variable (positive relationship) with standardized coefficient (β) of 0.375. The least important independent variable in the model is benefit sharing with standardized regression coefficient of 0.115. Equation 2 presents the final regression model where independent variables are tourist satisfaction (X_1), quality of life (X_2), management and leadership (X_3), and benefit sharing (X_4) and dependent variable (Y) is the opinion of CBT success.

$$Y = 0.385 + 0.375 X_1 + 0.286 X_2 + 0.189 X_3 + 0.109 X_4 \quad (2)$$

Similarly, when tourist satisfaction (X_1) is increased by 1 point-scale, the dependent variable (Y) will increase by 0.375 points, holding everything else constant.

Table 20. Stepwise Multiple Regression Analysis (Model 2)

Model Summary							
R	R Square	Adjusted R Square	Std. Error of the Estimate				
0.806	0.650	0.642	0.361				

Analysis of Variance					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.468	4.000	11.367	87.117	0.000
Residual	24.530	188.000	0.130		
Total	69.998	192.000			

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
(Constant)	0.385	0.198		1.944	0.053		
Mean score of Tourist satisfaction	0.375	0.051	0.391	7.357	0.000	0.660	1.516
Mean score of Quality of life	0.286	0.057	0.276	5.036	0.000	0.621	1.610
Mean score of Management and leadership	0.189	0.046	0.228	4.081	0.000	0.597	1.675
Mean score of Benefit sharing	0.109	0.049	0.115	2.199	0.029	0.679	1.472

Dependent variable: Mean score of overall opinion

CBT PRACTICES IN AMPHAWA AND BANGNOI

This section reports the results of the residents' perception toward CBT practices in their communities. Respondents were asked to provide answers to each item based on a five-point Likert scale ranging from 1=strongly disagree to 5=strongly agree. However, negatively-keyed items were reverse-coded in order to keep the scale consistent. The detailed results for each success factor are reported hereafter.

Community Participation

This measurement scale consists of 17 items related to residents' perception on community participation in tourism development (Table 21). Overall, the combined mean scores of the items are 3.67 (SD=.534) for Amphawa and 3.78 (SD=.535) for Bangnoi. The scores range between a high of 4.53 for Item 17 (full participation a necessity for success) to a low of 2.60 for Item 15 (provided funding), both in Bangnoi. Of the 17 items, response to only one item (Item 4, local government responsibility in tourism planning) is statistically significant between the two communities ($t = -1.892$, $p = .006$).

Benefit Sharing

Table 22 shows 11 items related to residents views about sharing benefits. Based on the mean scores, the data shows that Amphawa and Bangnoi residents for the most part agree with the statements. Mean scores for all items combined are 3.88 (SD=.624) for Amphawa and 3.75 (SD=.655) for Bangnoi. The scores range from a high of 4.32 for Item 11 (tourism is necessary for community's economy) in Bangnoi to a low of 3.35 (Item 6, benefits are distributed fairly) in Amphawa.

Table 21. Descriptive Statistics of Community Participation (n=193)

	Community Participation	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	Local people need to have more input into tourism development.	A	1.8	0.9	15.5	60.9	20.9	3.98	0.754	-1.408	191	0.161
		B	1.2	2.4	4.8	65.1	26.5	4.13	0.712			
2	Community residents have opportunities to be involved in tourism decisions.	A	3.6	5.5	22.7	52.7	15.5	3.71	0.922	0.776	191	0.438
		B	6	8.4	13.3	63.9	8.4	3.6	0.975			
3	Public involvement in planning and development of tourism lead to preserving local culture, traditions, and lifestyle.	A	1.8	2.7	12.7	53.6	29.1	4.05	0.833	-1.892	191	0.060
		B	1.2	0	4.8	59	34.9	4.27	0.664			
4	The tourism planning responsibility should be left to the local government.	A	7.3	26.4	8.2	32.7	25.5	3.4	1.3	-2.778	186	0.006*
		B	6.0	10.8	3.6	43.4	36.1	3.9	1.2			
5	I believe community residents have the right to know how tourism development in their community is planned.	A	0	1.8	11.8	46.4	40	4.25	0.732	-0.294	191	0.769
		B	1.2	2.4	3.6	53	39.8	4.28	0.754			
6	I have been consulted by the community leader regarding tourism development in my community.	A	6.4	8.2	33.6	41.8	10	3.41	0.998	-0.73	191	0.466
		B	7.2	9.6	19.3	51.8	12	3.52	1.063			
7	I am willing to attend community meetings to discuss important tourism issues.	A	1.8	2.7	30.9	47.3	17.3	3.75	0.837	-1.319	191	0.189
		B	2.4	4.8	10.8	62.7	19.3	3.92	0.844			
8	I have been informed by the community leaders regarding tourism development decisions and directions.	A	4.5	10	31.8	45.5	8.2	3.43	0.943	-0.651	191	0.516
		B	3.6	13.3	21.7	50.6	10.8	3.52	0.98			
9	I have opportunities to influence my community's decisions regarding tourism development.	A	5.5	10	40.9	37.3	6.4	3.29	0.932	0.012	191	0.990
		B	8.4	12	26.5	48.2	4.8	3.29	1.03			
10	I have been volunteering my time and efforts to tourism development activities (e.g. collecting trash in the canals).	A	0.9	6.4	21.8	58.2	12.7	3.75	0.792	-1.053	191	0.293
		B	2.4	3.6	16.9	57.8	19.3	3.88	0.847			
11	I have attended public meetings regarding tourism planning and development.	A	6.4	6.4	33.6	46.4	7.3	3.42	0.952	-1.943	191	0.053
		B	3.6	8.4	18.1	55.4	14.5	3.69	0.949			
12	I have been involved in action initiation relating to tourism planning.	A	7.3	10	35.5	39.1	8.2	3.31	1.011	-1.909	191	0.058
		B	6	13.3	13.3	49.4	18.1	3.6	1.115			
13	I am able to voice my opinions about tourism planning and development in the meetings.	A	5.5	9.1	35.5	40	10	3.4	0.979	-1.624	191	0.106
		B	3.6	7.2	25.3	50.6	13.3	3.63	0.933			
14	I have been involved in decision-making regarding tourism planning and development.	A	7.3	11.8	40	34.5	6.4	3.21	0.987	-0.378	191	0.706
		B	10.8	8.4	28.9	47	4.8	3.27	1.06			
15	I have provided funding for tourism development in my community.	A	10.9	14.5	47.3	25.5	1.8	2.9	1.0	2.314	152	0.022
		B	26.5	21.7	25.3	22.9	3.6	2.6	1.2			
16	I have hosted tourists in my property (home, orchard, etc.).	A	5.5	8.2	17.3	42.7	26.4	3.76	1.1	1.215	191	0.226
		B	9.6	6	19.3	48.2	16.9	3.57	1.139			
17	Full participation of everyone in the community in tourism related decisions is a must for successful tourism development.	A	0	1.8	10.9	40	47.3	4.33	0.743	-1.92	191	0.056
		B	1.2	1.2	1.2	36.1	60.2	4.53	0.704			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Table 22. Descriptive Statistics for Benefit Sharing (n=193)

	Benefit Sharing	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	Most people in my community have benefitted from having tourists visit my community.	A	3.6	3.6	12.7	45.5	34.5	4.04	0.976	1.649	191	0.101
		B	2.4	14.5	8.4	50.6	24.1	3.8	1.045			
2	Most people in my community have a chance to get jobs in tourism businesses.	A	2.7	7.3	17.3	43.6	29.1	3.89	0.999	0.919	191	0.359
		B	2.4	10.8	14.5	53	19.3	3.76	0.97			
3	Tourism brings more investment to the community.	A	1.8	6.4	7.3	50.9	33.6	4.08	0.91	1.731	191	0.085
		B	3.6	2.4	18.1	56.6	19.3	3.86	0.885			
4	Community residents should receive a fair share of benefits from tourism.	A	2.7	10	12.7	42.7	31.8	3.91	1.045	0.584	191	0.560
		B	4.8	7.2	16.9	43.4	27.7	3.82	1.072			
5	The most of benefit from tourism development goes to local entrepreneurs.	A	4.5	11.8	10	46.4	27.3	3.8	1.107	0.187	191	0.852
		B	3.6	9.6	13.3	53	20.5	3.77	1.004			
6	The benefits from tourism are distributed fairly throughout my community.	A	6.4	11.8	36.4	30.9	14.5	3.35	1.072	-0.753	191	0.452
		B	6	10.8	24.1	48.2	10.8	3.47	1.028			
7	The tourism industry provides many worthwhile job opportunities for community residents.	A	4.5	5.5	12.7	50.9	26.4	3.89	1.008	1.007	191	0.315
		B	2.4	8.4	20.5	49.4	19.3	3.75	0.948			
8	I would benefit from more tourism development in my community.	A	2.7	10	25.5	49.1	12.7	3.59	0.932	1.462	191	0.145
		B	4.8	10.8	38.6	32.5	13.3	3.39	1.01			
9	Tourism has contributed to community improvement funds.	A	1.8	4.5	14.5	49.1	30	4.01	0.893	1.083	191	0.280
		B	1.2	7.2	19.3	48.2	24.1	3.87	0.908			
10	My income has increased because of tourism.	A	3.6	3.6	26.4	42.7	23.6	3.79	0.968	1.758	153	0.081
		B	8.4	10.8	26.5	30.1	24.1	3.51	1.213			
11	I believe tourism is necessary for my community's economy.	A	0	1.8	6.4	50	41.8	4.32	0.676	0.697	191	0.487
		B	2.4	1.2	9.6	43.4	43.4	4.24	0.864			

Note: Percentages are based on valid cases.

^a Study sites: A = Amphawa; B = Bangnoi

Tourism Resources Conservation

This measurement scale contained 14 items related to environmental and cultural perceptions (Table 23). Overall, the combined mean scores of the items are 3.49 (SD=.510) for Amphawa and 3.73 (SD=.475) for Bangnoi. The scores range between a high of 4.48 (Item 4, strengthening tourism businesses' efforts in environmental conservation) to a low of 1.87 (Item 1, natural resource degradation due to tourism), both in Amphawa. Of the 14 items, responses to six items are statistically significant between the two communities. These items include degradation of natural resources (Item 1, $t = -.4081$, $p = .000$), help from local government (Item 3, $t = -2.699$, $p = .008$), protection by the tourism business community (Item 6, $t = -2.888$, $p = .004$), cultural exploitation (Item 9, $t = -3.64$, $p = .000$), perception of cultural damage (Item 10, $t = -2.441$, $p = .016$), and effects on local way of life (Item 11, $t = -3.091$, $p = .002$).

Partnership and Support from within and outside the Community

Table 24 shows 10 items related to responses to the importance of support from within and outside of communities. Residents in both communities agree that they have received support from the government as well as the local community; overall mean scores are 3.79 (SD=.599) for Amphawa and 3.98 (SD=.494) for Bangnoi. The scores range between a high of 4.45 for Item 7 (pride in the community's tourism resources) to a low of 3.35 for Item 2 (local government's educational support), both in Bangnoi. Of the 10 items, responses to three items are statistically significant between the two communities. These items include maintenance of infrastructure by government (Item 1,

$t = -2.939, p = .004$), funding support from government (Item 3, $t = -2.414, p = .017$), and engagement of interested parties (Item 8, $t = -2.939, p = .004$).

Table 23. Descriptive Statistics of Tourism Resources Conservation (n=193)

	Tourism Resources Conservation	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			T	df	Sig.
1	Natural resources have been degraded because of tourism development.	A	39.1	43.6	10	5.5	1.8	1.87	0.93	-4.081	151	0.000*
		B	18.1	44.6	12	18.1	7.2	2.52	1.193			
2	Local people have tried to protect natural environment such as canals and waterways, native trees, fireflies, etc.	A	2.7	4.5	16.4	40	36.4	4.03	0.981	-0.688	191	0.492
		B	2.4	1.2	13.3	48.2	34.9	4.12	0.861			
3	The local government has helped protecting natural resources.	A	4.5	8.2	27.3	42.7	17.3	3.6	1.015	-2.699	191	0.008*
		B	1.2	2.4	19.3	54.2	22.9	3.95	0.795			
4	Tourism businesses should strengthen their efforts in environmental conservation.	A	0.9	2.7	4.5	30.9	60.9	4.48	0.787	1.536	191	0.126
		B	2.4	1.2	6	44.6	45.8	4.3	0.837			
5	I think that tourism in the local area will not damage the local environment in the future.	A	12.7	26.4	14.5	28.2	18.2	3.13	1.335	-0.633	187	0.527
		B	7.2	21.7	24.1	33.7	13.3	3.24	1.154			
6	The diversity of nature has been valued and protected by the tourism businesses in the community.	A	9.1	10	27.3	38.2	15.5	3.41	1.144	-2.888	189	0.004*
		B	2.4	8.4	13.3	54.2	21.7	3.84	0.943			
7	Traditional Thai houses have been preserved for tourism purposes.	A	0.9	3.6	23.6	45.5	26.4	3.93	0.854	-0.4	191	0.689
		B	2.4	2.4	12	61.4	21.7	3.98	0.811			
8	Tourism development improves appearance of an area.	A	0	6.4	10.9	59.1	23.6	4	0.778	-0.539	191	0.590
		B	1.2	2.4	10.8	60.2	25.3	4.06	0.755			
9	Local culture is exploited by tourism in the community.	A	13.6	3.09	30	19.1	6.4	2.74	1.114	-3.64	191	0.000*
		B	7.2	18.1	28.9	24.1	21.7	3.35	1.214			
10	I think that tourism in the local area will not damage local culture in the future.	A	10.9	19.1	20	36.4	13.6	3.23	1.224	-2.441	191	0.016*
		B	3.6	13.3	19.3	43.4	20.5	3.64	1.066			
11	Tourists negatively affect a community's way of life.	A	14.5	35.5	22.7	20.9	6.4	2.69	1.147	-3.091	191	0.002*
		B	4.8	31.3	18.1	28.9	16.9	3.22	1.2			
12	Tourism has been developed in harmony with the natural and cultural environment.	A	1.8	10.9	18.2	51.8	17.3	3.72	0.94	-0.736	191	0.462
		B	1.2	6	13.3	69.9	9.6	3.81	0.74			
13	Local people have tried to protect local cultures such as agrarians' way of life, the uses of canals, handicrafts and cultural performances in order to promote tourism.	A	0.9	2.7	14.5	46.4	35.5	4.13	0.825	0.056	191	0.955
		B	1.2	3.6	10.8	50.6	33.7	4.12	0.832			
14	Tourism promotes cultural exchange and education.	A	1.8	4.5	20.9	49.1	23.6	3.88	0.885	-1.798	191	0.074
		B	0	2.4	14.5	54.2	28.9	4.1	0.726			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Table 24. Descriptive Statistics of Partnership and Support from within and outside of Community (n=193)

	Partnership and Support	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	Local government has created and maintained infrastructure necessary for tourism.	A	3.6	7.3	29.1	46.4	13.6	3.59	0.941	-3.021	190	0.003*
		B	1.2	2.4	16.9	57.8	21.7	3.96	0.772			
2	Local government provides educational support for employees or business related to tourism industry.	A	6.4	7.3	35.5	40	10.9	3.42	0.999	0.488	191	0.626
		B	3.6	13.3	34.9	41	7.2	3.35	0.93			
3	Local government provides funding for tourism development and promotion.	A	2.7	9.1	30	47.3	10.9	3.55	0.905	-2.414	191	0.017*
		B	2.4	7.2	14.5	53	22.9	3.87	0.934			
4	New knowledge and technology have been transferred to the community with support from government and outside organizations.	A	3.6	7.3	28.2	49.1	11.8	3.58	0.923	-0.807	191	0.420
		B	2.4	4.8	27.7	51.8	13.3	3.69	0.854			
5	The majority of residents support tourism development in the community.	A	3.6	1.8	21.8	56.4	16.4	3.8	0.865	-1.259	191	0.210
		B	0	3.6	21.7	50.6	24.1	3.95	0.779			
6	I am happy to have tourists visiting my property (home, orchard, etc.).	A	1.8	0.9	8.2	50.9	38.2	4.23	0.786	-1.609	191	0.109
		B	0	1.2	4.8	47	47	4.4	0.643			
7	I am happy and proud to see tourists coming to see what my community has to offer.	A	0	1.8	10.9	45.5	41.8	4.27	0.728	-1.731	191	0.085
		B	0	1.2	3.6	44.6	50.6	4.45	0.63			
8	Tourism planning process in my community has engaged all interested parties so all views are equally represented.	A	1.8	6.4	35.5	37.3	19.1	3.65	0.923	-3.009	188	0.003*
		B	0	2.4	21.7	47	28.9	4.02	0.78			
9	National government has strongly supported tourism development in my community.	A	2.7	6.4	28.2	49.1	13.6	3.65	0.894	-1.144	191	0.254
		B	3.6	2.4	24.1	50.6	19.3	3.8	0.907			
10	Overall, I support tourism development in my community.	A	0	2.7	10.9	53.6	32.7	4.16	0.723	-1.46	191	0.146
		B	0	1.2	8.4	48.2	42.2	4.31	0.679			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Local Ownership

A total of nine items measured the local sense of ownership of tourism development (Table 25). Overall, the combined mean scores of the items are 3.29 (SD=.732) for Amphawa and 3.81 (SD=.397) for Bangnoi. The scores range between a high of 4.19 for Item 4 (local ownership of restaurants) to a low of 2.27 for Item 5 (outside tour operators), both in Bangnoi. Of the nine items, responses to seven items are statistically significant between the two communities. These items include ownership of accommodation facilities (Item 1, $t = -2.298$, $p = .023$), vendors (Item 2, $t = -6.552$, $p = .000$), floating market (Item 3, $t = -4.513$, $p = .000$), restaurants (Item 4, $t = -7.941$, $p = .000$), acceptance of non-local ownership (Item 6, $t = 3.414$, $p = .001$), local operation of floating market (Item 7, $t = -4.363$, $p = .000$), and local control of tourism development (Item 8, $t = 3.183$, $p = .002$).

Management and Leadership

This measurement scale contained 10 items associated with the importance of management and leadership as a success factor (Table 26). Overall, the combined mean scores of the items are 3.47 (SD=.716) for Amphawa and 3.52 (SD=.746) for Bangnoi. The scores range between a high of 3.89 for Item 9 (trust on community leaders) to a low of 3.28 for Item 4 (effectiveness of development plan), both in Bangnoi. Of the 10 items, responses to two items are statistically significant between the two communities. These items include assuming leadership roles (Item 1, $t = -2.977$, $p = .003$), and community trust on local leader (Item 9, $t = -2.091$, $p = .038$).

Table 25. Descriptive Statistics of Local Ownership (n=193)

	Local Ownership	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	Most of the homestays and resorts are owned by local residents.	A	9.1	17.3	12.7	40	20.9	3.46	1.254	-2.298	187	0.023*
		B	1.2	6	19.3	57.8	15.7	3.81	0.818			
2	Vendors in the floating markets are local people.	A	14.5	27.3	9.1	34.5	14.5	3.07	1.339	-6.552	184	0.000*
		B	2.4	2.4	7.2	59	28.9	4.1	0.821			
3	I believe that the floating market belongs to community residents.	A	6.4	21.8	11.8	31.8	28.2	3.54	1.283	-4.513	182	0.000*
		B	0	6	2.4	56.6	34.9	4.2	0.761			
4	Most of the restaurants are owned by local residents.	A	13.6	28.2	12.7	30.9	14.5	3.05	1.316	-7.941	168	0.000*
		B	0	2.4	6	61.4	30.1	4.19	0.653			
5	Most of the tour operators are people who come from outside of the community.	A	18.2	49.1	12.7	10.9	9.1	2.44	1.177	1.104	189	0.271
		B	19.3	49.4	20.5	7.2	3.6	2.27	0.976			
6	It is acceptable when tourism businesses are not locally owned and operated.	A	7.3	24.5	25.5	25.5	17.3	3.21	1.205	3.414	188	0.001*
		B	7.2	45.8	26.5	14.5	6.0	2.66	1.015			
7	The floating market is operated by local people.	A	6.4	16.4	18.2	44.5	14.5	3.45	1.122	-4.363	188	0.000*
		B	0	6	8.4	61.4	24.1	4.04	0.756			
8	Tourism development in my community is not controlled locally.	A	8.2	30.0	22.7	29.1	10.0	3.03	1.153	3.183	191	0.002*
		B	18.1	44.6	12.0	20.5	4.8	2.49	1.152			
9	It is necessary that people from my community own tourism related businesses.	A	0.9	2.7	15.5	52.7	28.2	4.05	0.794	-0.131	191	0.896
		B	1.2	3.6	7.2	63.9	24.1	4.06	0.755			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Table 26. Descriptive Statistics of Management and Leadership (n=193)

	Management and Leadership	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	Community residents have been encouraged to assume leadership roles in tourism planning committees.	A	5.5	10	30	42.7	11.8	3.45	1.01	-2.977	188	0.003*
		B	3.6	3.6	12	65.1	15.7	3.86	0.857			
2	Tourism development in my community is well managed.	A	2.7	16.4	34.5	40	6.4	3.31	0.916	-0.368	191	0.713
		B	6	16.9	20.5	48.2	8.4	3.36	1.054			
3	Tourism development leaders in my community have strong leadership skills.	A	2.7	12.7	31.8	41.8	10.9	3.45	0.945	0.918	158	0.360
		B	9.6	14.5	20.5	45.8	9.6	3.31	1.136			
4	Tourism development strategy/plan in my community is effective.	A	3.6	10	37.3	43.6	5.5	3.37	0.876	0.701	191	0.484
		B	6	15.7	30.1	41	7.2	3.28	1.016			
5	I am willing to follow tourism development directions given by the community leaders.	A	0.9	3.6	23.6	56.4	15.5	3.82	0.768	-0.439	191	0.661
		B	1.2	4.8	15.7	62.7	15.7	3.87	0.777			
6	The community leaders are able to manage the problems related to tourism development.	A	3.6	12.7	32.7	43.6	7.3	3.38	0.928	-0.66	191	0.510
		B	2.4	13.3	26.5	50.6	7.2	3.47	0.902			
7	Tourism development plan has been effectively implemented.	A	3.6	12.7	30	42.7	10.9	3.45	0.973	0.909	191	0.364
		B	6	14.5	31.3	38.6	9.6	3.31	1.035			
8	I think that the tourism development leaders can manage most of the problems related to tourism development in my community.	A	3.6	19.1	24.5	41.8	10.9	3.37	1.03	0.074	191	0.941
		B	7.2	14.5	22.9	45.8	9.6	3.36	1.077			
9	People in my community trust and are willing to support the community leaders.	A	4.5	4.5	28.2	47.3	15.5	3.65	0.954	-2.091	190	0.038*
		B	0	1.2	25.3	56.6	16.9	3.89	0.681			
10	Tourism development plan has been regularly evaluated and adjusted accordingly.	A	3.6	7.3	36.4	43.6	9.1	3.47	0.896	-0.062	156	0.950
		B	6	15.7	15.7	49.4	13.3	3.48	1.097			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Communication and Interaction among Stakeholders

This measurement scale contains eight items (Table 27). Overall, the combined mean scores are 3.62 (SD=.600) for Amphawa and (SD=.650) 3.72 for Bangnoi. The scores range between a high of 3.96 for Item 7 (information provided to tourists) in Amphawa to a low of 1.95 for Item 3 (preference for little contact with tourists) in Bangnoi.

Quality of Life

Overall, the combined mean scores are 3.30 (SD=.570) for Amphawa and 3.65 (SD=.542) for Bangnoi. The scores range between a high of 4.02 for Item 3 (improved image of the community) and Item 11 (satisfaction with quality of life in the community) in Bangnoi to a low of 2.11 for Item 6 (increase in living costs) in Amphawa (Table 28). Of the 11 items, responses to five items are statistically significant between the two communities. These items include overcrowding (Item 1, $t = -9.076$, $p = .000$), increase cost of living (Item 6, $t = -6.282$, $p = .000$), lower quality of life due to tourism (Item 7, $t = -3.296$, $p = .001$), increase in crime rate (Item 8, $t = -2.720$, $p = .007$), and satisfaction with quality of life (Item 11, $t = -2.202$, $p = .029$).

Table 27. Descriptive Statistics of Communication and Interaction among Stakeholders (n=193)

	Communication and Interaction	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	I usually talk to my neighbors about tourism development in the community.	A	1.8	4.5	27.3	51.8	14.5	3.73	0.834	-1.871	186	0.063
		B	1.2	2.4	15.7	62.7	18.1	3.94	0.738			
2	I discuss issues related to tourism in my community with the community leader.	A	3.6	8.2	39.1	38.2	10.9	3.45	0.925	-0.693	191	0.489
		B	4.8	7.2	32.5	39.8	15.7	3.54	1.004			
3	I prefer to have as little contact as possible with tourists.	A	33.6	32.7	17.3	9.1	7.3	2.24	1.219	1.679	191	0.095
		B	43.4	32.5	13.3	7.2	3.6	1.95	1.092			
4	Tourism development leaders always respond to the residents' inquiries or concerns regarding tourism development in the community.	A	4.5	9.1	35.5	43.6	7.3	3.4	0.921	-0.848	191	0.397
		B	4.8	9.6	27.7	44.6	13.3	3.52	1.004			
5	There is a full of collaboration and cooperation among government authorities responsible for tourism planning.	A	5.5	10	24.5	47.3	12.7	3.52	1.02	-1.242	191	0.216
		B	4.8	4.8	22.9	50.6	16.9	3.7	0.972			
6	Issues related to tourism development are widely discussed in the community meetings.	A	3.6	10	34.5	42.7	9.1	3.44	0.924	-1.6	191	0.111
		B	3.6	6	25.3	51.8	13.3	3.65	0.916			
7	I have chances to give information to tourists about my community and the floating market.	A	0.9	5.5	15.5	52.7	25.5	3.96	0.845	0.285	191	0.776
		B	2.4	3.6	18.1	50.6	25.3	3.93	0.894			
8	Tourists talked to me about their experiences from traveling in my community.	A	2.7	3.6	18.2	54.5	20.9	3.87	0.879	0.945	191	0.346
		B	2.4	7.2	25.3	43.4	21.7	3.75	0.961			

Note: Percentages are based on valid cases.

^a Study sites: A = Amphawa; B = Bangnoi

Table 28. Descriptive Statistics of Quality of Life (n=193)

Quality of Life	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
		SD	D	N	A	SA			t	df	Sig.
1 In recent years, my community has become overcrowded because of tourists.	A	25.5	35.5	26.4	9.1	3.6	2.3	1.063	-9.076	191	0.000*
	B	1.2	13.3	26.5	33.7	25.3	3.69	1.035			
2 Because of tourism, community has developed more parks and recreational areas that local residents can use.	A	6.4	7.3	27.3	49.1	10	3.49	0.993	-0.021	191	0.983
	B	4.8	12	25.3	44.6	13.3	3.49	1.029			
3 Tourism improves image of my community or culture.	A	4.5	5.4	11.8	60.9	18.2	3.84	0.934	-1.598	191	0.112
	B	1.2	2.4	8.4	68.7	19.3	4.02	0.698			
4 The quality of public service (e.g. transportation and utilities) in my community has improved due to tourism.	A	8.2	5.5	23.6	43.6	19.1	3.6	1.11	-0.164	191	0.870
	B	8.4	6	18.1	49.4	18.1	3.63	1.112			
5 Tourism development increases the quality of life in the area.	A	3.6	0	21.8	53.6	20.9	3.88	0.865	-0.56	191	0.576
	B	2.4	2.4	16.9	54.2	24.1	3.95	0.854			
6 Tourism results in an increase in the cost of living.	A	30.9	40	19.1	7.3	2.7	2.11	1.017	-6.282	155	0.000*
	B	7.2	31.3	16.9	26.5	18.1	3.17	1.257			
7 My quality of life has deteriorated because of tourism.	A	8.2	15.5	36.4	23.6	16.4	3.25	1.151	-3.296	191	0.001*
	B	2.4	10.8	24.1	31.3	31.3	3.78	1.083			
8 Tourism has increased the crime rate in my community.	A	7.3	28.2	28.2	24.5	11.8	3.05	1.14	-2.72	191	0.007*
	B	3.6	22.9	18.1	28.9	26.5	3.52	1.213			
9 Healthcare facility has been improved as a result of tourism development in the area.	A	4.5	6.4	36.4	45.5	7.3	3.45	0.894	0.54	191	0.590
	B	3.6	13.3	33.7	41	8.4	3.37	0.946			
10 I have more opportunity to succeed in life due to tourism development in my community.	A	5.5	3.6	29.1	50	11.8	3.59	0.941	0.436	191	0.663
	B	4.8	6	34.9	39.8	14.5	3.53	0.98			
11 Overall, I am satisfied with the quality of life in my community.	A	2.7	3.6	20	60	13.6	3.78	0.828	-2.202	189	0.029*
	B	0	3.6	12	62.7	21.7	4.02	0.698			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Scale of Tourism Development

A total of nine items measuring respondents' perceptions regarding the scale of tourism development in the communities and their ability to manage it locally is presented in Table 29. Overall, the combined mean scores of the items are 3.45 (SD=.565) for Amphawa and 3.20 (SD=.601) for Bangnoi. The scores range between a high of 3.85 for Item 7(negative effects if large scale development) in Amphawa to a low of 1.84 for Item 3 (expanding the scale of development) in Bangnoi. Of the nine items, responses to four items are statistically significant between the two communities. These items include willingness to expand the scale (Item 3, $t = 5.604$, $p = .000$), inappropriateness of large scale development (Item 5, $t = 1.977$, $p = .050$), environmental impact (Item 7, $t = 4.869$, $p = .000$), and social and cultural impacts (Item 8, $t = 4.999$, $p = .000$).

Tourist Satisfaction

This measurement scale contained eight items reflecting local perceptions of tourist satisfaction with the floating market attractions (Table 30). Overall, the combined mean scores are 3.76 (SD=.626) for Amphawa and 4.04 (SD=.603) for Bangnoi. The scores range between a high of 4.23 for Item 5 (satisfaction with local hospitality) in Bangnoi to a low of 3.35 for Item 7 (price of goods and services) in Amphawa. Of the eight items, responses to five items are statistically significant between the two communities. These items include tourist satisfaction with food and drinks (Item 3, $t = -3.004$, $p = .003$), shopping experience (Item 4, $t = -2.699$, $p = .008$), local hospitality

(Item 5, $t = -2.059$, $p = .041$), accessibility to floating market (Item 6, $t = -2.597$, $p = .010$), and price of goods and services (Item 7, $t = -4.746$, $p = .000$).

Table 29. Descriptive Statistics of Scale of Tourism Development (n=193)

Scale of Tourism Development	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
		SD	D	N	A	SA			t	df	Sig.
1 Tourism development in my community is in a small scale.	A	3.6	12.7	22.7	51.8	9.1	3.5	0.955	-1.48	191	0.140
	B	3.6	6	18.1	61.4	10.8	3.7	0.88			
2 Tourism development at this level is locally manageable.	A	0.9	22.7	20.9	47.3	8.2	3.39	0.959	-0.558	191	0.577
	B	4.8	15.7	13.3	60.2	6	3.47	0.992			
3 The scale of tourism development in my community should be expanded to the larger scale.	A	11.8	45.5	27.3	10	5.5	2.52	1.011	5.255	191	0.000*
	B	32.5	55.4	8.4	2.4	1.2	1.84	0.773			
4 I think that tourism development in my community will be locally manageable if it is in a small scale.	A	2.7	12.7	23.6	50	10.9	3.54	0.945	-0.128	191	0.898
	B	4.8	12	14.5	60.2	8.4	3.55	0.978			
5 The large scale of tourism development is not appropriate in my community.	A	8.2	18.2	23.6	39.1	10.9	3.26	1.131	1.977	191	0.050*
	B	12	32.5	14.5	32.5	8.4	2.93	1.218			
6 Proper tourism development involves building facilities relatively small in scale.	A	2.7	9.1	23.6	54.5	10	3.6	0.89	-1.623	191	0.106
	B	3.6	4	8.4	69.9	12	3.81	0.862			
7 Large-scale tourism projects produce negative environmental impacts in my community.	A	1.8	11.8	16.4	39.1	30.9	3.85	1.048	4.869	191	0.000*
	B	10.8	22.9	24.1	32.5	9.6	3.07	1.177			
8 In my community, large-scale tourism projects create negative social and cultural impacts.	A	2.7	13.6	17.3	44.5	21.8	3.69	1.047	4.999	161	0.000*
	B	15.7	26.5	22.9	26.5	8.4	2.86	1.221			
9 Small-scale of tourism facilities, such as the floating market, canal tour, and homestay, is important to the success of tourism development in my community.	A	2.7	8.2	22.7	50.9	15.5	3.68	0.928	1.029	191	0.305
	B	4.8	8.4	22.9	55.4	8.4	3.54	0.941			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Table 30. Descriptive Statistics of Tourist Satisfaction (n=193)

Tourist Satisfaction	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
		SD	D	N	A	SA			t	df	Sig.
1 I believe that tourists are satisfied with the local accommodations (homestays, hotels, and resorts).	A	1.8	6.4	20	54.5	17.3	3.79	0.868	-1.832	189	0.069
	B	1.2	2.4	10.8	66.3	19.3	4	0.716			
2 I believe that tourists are satisfied with the local attractions and tour programs (floating market, historic sites, canal tour, firefly watching tour, etc.).	A	0	1.8	10.9	60.9	26.4	4.12	0.66	0.098	191	0.922
	B	1.2	1.2	9.6	61.4	26.5	4.11	0.716			
3 I believe that tourists are satisfied with the quality of food and drinks.	A	1.8	10.9	30	45.5	11.8	3.55	0.905	-3.004	182	0.003*
	B	1.2	6	14.5	55.4	22.9	3.93	0.852			
4 I believe that tourists are satisfied with their shopping experiences.	A	3.6	10	23.6	50.9	11.8	3.57	0.953	-2.699	184	0.008*
	B	1.2	7.2	12	56.6	22.9	3.93	0.866			
5 I believe that tourists are satisfied with the hospitality of local people.	A	0.9	2.7	13.6	59.1	23.6	4.02	0.754	-2.059	191	0.041*
	B	0	1.2	7.2	59	32.5	4.23	0.631			
6 I believe that tourists are satisfied with accessibility to the floating market.	A	4.5	10.9	16.4	51.8	16.4	3.65	1.028	-2.597	191	0.010*
	B	1.2	4.8	10.8	60.2	22.9	3.99	0.804			
7 I believe that tourists are satisfied with the reasonable price of goods and services.	A	5.5	15.5	25.5	45.5	8.2	3.35	1.019	-4.746	190	0.000*
	B	2.4	4.8	6	65.1	21.7	3.99	0.834			
8 Overall, I think tourists are satisfied with their visits to my community.	A	0.9	3.6	11.8	57.3	26.4	4.05	0.783	-0.947	191	0.345
	B	0	2.4	6	66.3	25.3	4.14	0.627			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

Overall Opinion about Tourism Development

Overall, the combined mean scores are 3.85 (SD=.647) for Amphawa and 3.97 (SD=.536) for Bangnoi. The scores range between a high of 4.14 for Item 9 (tourism holds a great promise) in Bangnoi to a low of 3.48 for Item 4 (more benefits than problems) in Amphawa (Table 31). Of the 10 items, responses to five items are statistically significant between the two communities. These include involvement in tourism (Item 1, $t = -2.046$, $p = .042$), collaboration between local residents and the government (Item 3, $t = -2.967$, $p = .003$), benefits from tourism (Item 4, $t = -2.423$, $p = .016$), self appreciation of local way of life (Item 7, $t = -2.317$, $p = .022$), and the overall success of tourism development (Item 10, $t = 3.884$, $p = .000$).

In sum, overall, Bangnoi residents score higher than Amphawa in almost all of the success factors except benefit sharing and scale of tourism development. The next section provides the results of hypothesis testing, based on the differences in mean scores between Amphawa and Bangnoi.

Table 31. Descriptive Statistics of Overall Opinion about Tourism Development in the Community (n=193)

	Overall Opinions on Tourism Development in Community	Study sites ^a	Percent %					Mean	Std.	Test Statistics		
			SD	D	N	A	SA			t	df	Sig.
1	The community enjoys being involved in tourism activities and interacted with tourists.	A	0.9	5.5	21.8	54.5	17.3	3.82	0.815	-2.046	191	0.042*
		B	0	3.6	12	60.2	24.1	4.05	0.714			
2	Life is better in the community because of tourism.	A	0.9	3.6	11.8	66.4	17.3	3.95	0.722	-0.09	191	0.929
		B	0	2.4	19.3	57.8	20.5	3.96	0.706			
3	Tourism helps increase the level of collaboration between residents and the local government.	A	2.7	5.5	31.8	48.2	11.8	3.61	0.868	-2.967	191	0.003*
		B	0	6	16.9	50.6	26.5	3.98	0.826			
4	Tourism has created benefits more than problems to the community.	A	4.5	17.3	19.1	43.6	15.5	3.48	1.09	-2.425	191	0.016*
		B	0	10.8	13.3	59	16.9	3.82	0.843			
5	Tourism is necessary to community development.	A	1.8	0.9	15.5	63.6	18.2	3.95	0.734	-1.278	191	0.203
		B	0	2.4	9.6	65.1	22.9	4.08	0.648			
6	Tourism has increased residents' pride to be in the community.	A	0.9	1.8	19.1	55.5	22.7	3.97	0.76	-1.531	191	0.127
		B	0	2.4	8.4	62.7	26.5	4.13	0.658			
7	Tourism has made local residents appreciate their way of life more.	A	3.6	5.5	17.3	51.8	21.8	3.83	0.956	-2.317	189	0.022*
		B	0	2.4	9.6	63.9	24.1	4.1	0.655			
8	The local residents are satisfied with tourism development in the community.	A	2.7	2.7	22.7	54.5	17.3	3.81	0.851	-1.082	191	0.280
		B	1.2	4.8	13.3	60.2	20.5	3.94	0.802			
9	Tourism holds great promise for my community's future.	A	2.7	1.8	11.8	59.1	24.5	4.01	0.829	-1.221	191	0.224
		B	0	2.4	8.4	61.4	27.7	4.14	0.665			
10	Overall, tourism development in my community is successful.	A	1.8	2.7	11.8	55.5	28.2	4.05	0.822	3.884	160	0.000*
		B	2.4	12	28.9	42.2	14.5	3.54	0.967			

Note: Percentages are based on valid cases.

*Significant at .05 level

^a Study sites: A = Amphawa; B = Bangnoi

COMPARISON OF CBT SUCCESS FACTORS AND HYPOTHESIS TESTING

As presented in Chapter III, the third hypothesis of this study is to examine the difference in CBT success factors between two communities. Results of the surveys conducted with the residents in Amphawa and Bangnoi floating markets are compared and tested using independent sample t-test at the .05 significance level in order to examine whether the mean score of each CBT success factors, the residents' opinions about tourism development and the level of CBT success between Amphawa and Bangnoi are statistically different.

Level of CBT Success

According to the survey results, the Amphawa residents rated the level of CBT development as successful (Mean=4.0) while Bangnoi residents believed the success to be low to moderate (Mean=2.93). The t-test result indicate significant differences between the views of the two groups of residents ($t=6.975$, $p=.000$), supporting the hypothesis.

CBT Success Factors

Table 32 summarizes the results from of the two-sample t-test analysis at the .05 significance level. The results show that while the previous analysis showed that Amphawa was rated as more successful in CBT practice that Bangnoi, the former has higher mean scores for only two of the CBT success criteria, namely benefit sharing and

scale of tourism development. Bangnoi, with the lower score in CBT success, has higher mean scores in the rest of the CBT success factors.

Table 32. Differences in Success Criteria, Results from Two-sample T-test Analysis (n=193)

Variables	Mean Difference	SD	t-test			
			T	Sig.	95% Confidence interval	
					Lower	Upper
Community participation	-.106	0.535	1.413	0.159	-0.040	0.243
Benefit sharing	.132	0.639	-1.428	0.155	-0.315	0.050
Resources conservation	-.244	0.508	3.387	0.001*	0.102	0.386
Partnership and support	-.190	0.563	2.406	0.017*	0.034	0.345
Local ownership	-.517	0.661	4.468	0.000*	0.157	0.406
Management/leadership	-.047	0.728	0.439	0.661	-0.163	0.256
Communication	-.094	0.622	0.576	0.565	-0.114	0.208
Quality of life	-.349	0.583	4.308	0.000*	0.189	0.510
Scale of tourism development	.252	0.592	-2.982	0.003*	-0.418	-0.085
Tourist satisfaction	-.278	0.630	3.100	0.002*	0.101	0.455

*Significant at .05 level

The results indicate significant differences in six of the ten success factors at .05 significant levels. Therefore, the results support the hypothesis that differences exist between the two study areas in terms of tourism resources conservation ($t=3.387$, $p=.001$), partnership and support from within and outside of community ($t=2.406$, $p=.017$), local ownership of tourism related businesses ($t=4.468$, $p=.000$), quality of life ($t=4.308$, $p=.000$), scale of tourism development ($t= -2.982$, $p=.003$), and tourist satisfaction ($t=3.1$, $p=.002$). Criteria that are not statistically different between the two communities include community participation, benefit sharing, management and leadership, and communication and interaction among stakeholders.

Importance of Each CBT Success Factor

Respondents were asked to rank the success factors according to the importance of each factor as they perceived. The survey results show that tourism resources conservation and community participation are the hallmarks of success in Amphawa, while community participation, management and leadership are identified as the main success factors in Bangnoi. Clearly, each of the CBT success factors is not equally important according to the local perspective. Detailed results of the rank can be found in Table 33.

Table 33. Ranking of Perceived Importance of CBT Success Factors in Amphawa and Bangnoi

Rank #	Amphawa		Bangnoi	
	Factors	Scores	Factor	Scores
1	Tourism resources conservation	6.47	Community participation	7.29
2	Community participation	5.88	Management and leadership	6.55
3	Partnership and support from within and outside of community	5.81	Partnership and support from within and outside of community	6.2
4	Management and leadership	5.34	Tourism resources conservation	5.47
5	Quality of life	4.85	Quality of life	4.51
6	Tourist satisfaction	4.40	Communication and interaction among stakeholders	3.88
7	Communication and interaction among stakeholders	3.47	Tourist satisfaction	3.46
8	Local ownership	3.21	Scale of tourism development	3.07
9	Scale of tourism development	3.11	Local ownership	2.49
10	Benefit sharing	2.49	Benefit sharing	2.19

The next chapter summarizes the results of qualitative research methods, primarily focused on interviews with the key informants and participant observations made during the fieldwork. This is then followed by a discussion chapter where the results of the two methods are integrated to provide meaning and context to the study.

CHAPTER VI

QUALITATIVE RESULTS

This chapter reports the results of qualitative data analysis based on in-depth interviews with the key informants and participant observations. Secondary data such as meeting minutes and related documents was analyzed and used as supplementary data.

CHARACTERISTICS OF THE KEY INFORMANTS

A total of 32 key informants, mostly government officials, 15 from Amphawa, 12 from Bangnoi, and five from provincial organizations were interviewed. Most of them hold multiple positions; only the main positions are reported in Table 34. The key informants were selected for their knowledge of and involvement in the tourism development processes in Amphawa and Bangnoi.

Resulting from the interviews and participant observation, the main topics discussed here are the history of the communities and floating markets, the development of tourism, the CBT success factors, and the emerged issues related to the CBT development and practices in both communities. Additional information was incorporated based on the previous visits and related documents.

Table 34. Profile of Key Informants

#	Pseudonym	Gender	Organization Represented	Age Bracket (years)	Date of Interview
Amphawa					
1	Paiboon	Male	Amphawa Municipality	40-49	05/03/2010
2	Vilai	Female	Amphawa Municipality	40-49	05/03/2010
3	Rassamee	Female	Amphawa Stall Sellers Club	40-49	05/04/2010
4	Kitti	Male	Amphawa Market Community	50-59	05/10/2010
5	Decha	Male	Amphawa Market Community	60+	05/12/2010
6	Pornthip	Female	Amphawa Municipality	50-59	05/18/2010
7	Wanpen	Female	Pracha Utis Community	<30	05/19/2010
8	Rewat	Male	Pracha Utis Community	40-49	05/20/2010
9	Rattana	Female	Khlong Amphawa Community	40-49	05/20/2010
10	Veera	Male	Amphawa Market Community	<30	05/20/2010
11	Somporn	Female	Wat Amphawan Community	50-59	05/21/2010
12	Orawan	Female	Rong Jay Community	50-59	05/24/2010
13	Suriya	Male	Rong Jay Community	60+	06/01/2010
14	Jintana	Female	Amphawa Municipality	40-49	06/01/2010
15	Mongkol	Male	Amphawa Chaipattananurak Royal Foundation	30-39	06/08/2010
Bangnoi					
16	Tossapol	Male	Rak Bang Konthi Ecotourism Group	60+	04/15/2010
17	Jittra	Female	Koh Kaew Pattana Community	30-39	04/15/2010
18	Sopa	Female	Kradang-nga Ruam Jai Community	40-49	04/15/2010
19	Somkit	Male	Kradang-nga Municipality	50-59	04/20/2010
20	Vichai	Male	Kradang-nga Municipality	30-39	04/20/2010
21	Sattha	Male	Koh Kaew Pattana Community	40-49	04/20/2010
22	Yuttana	Male	Koh Yai Ruam Jai Pattana Community	50-59	04/20/2010
23	Sumalee	Female	Koh Yai Ruam Jai Pattana Community	40-49	04/21/2010
24	Siriporn	Female	789 Rom Sai Pattana Community	50-59	04/26/2010
25	Duangjai	Female	789 Rom Sai Pattana Community	50-59	04/26/2010
26	Pranee	Female	Kradang-nga Ruam Jai Community	60+	04/26/2010
27	Kanjana	Female	Kradang-nga Ruam Jai Community	50-59	04/26/2010

Table 34. Continued

#	Pseudonym	Gender	Organization Represented	Age Bracket (years)	Date of Interview
Samut Songkhram Province					
28	Yuttapong	Male	Samut Songkhram Provincial Office	50-59	03/04/2010
29	Wattana	Male	Samut Songkhram Provincial Office	50-59	03/04/2010
30	Choosak	Male	Samut Songkhram Chamber of Commerce	50-59	04/23/2010
31	Sombat	Male	Samut Songkhram Tourism and Sport Office	60+	05/06/2010
32	Wanvipa	Female	Tourism Authority of Thailand Samut Songkhram Office	40-49	05/12/2010

BACKGROUND OF CBT DEVELOPMENT

This section provides information relating to the history of communities and floating markets as well as the background of CBT development in Amphawa and Bangnoi.

CBT Development in Amphawa

More than sixty to seventy years ago, Khlong (canal) Amphawa was crowded with small and large boats that came together in the morning to sell or exchange fresh produces from local orchards and products from other provinces such as Ratchaburi, Supanburi, and Chonburi. Because water ways were the major means of transportation, the merchants came to the floating market by paddle boats or steamships using Maeklong River and the connected canals.

Around thirty to forty years ago, the popularity of Amphawa floating market declined due to the development of roads and in-land markets. According to the

respondents, during the past thirty years, the town had turned into a quiet community with only senior citizens and children living there. The teenagers moved to get higher education in Bangkok or other provinces. The orchards were abandoned as adults went to work in the factories in nearby provinces such as Samut Sakorn. By 2003, only a handful of vegetable sellers and one meat stall had remained in Amphawa municipal area. The town was dying, according to the informants.

Before the decision to re-establish the floating market was made, residents discussed amongst themselves their willingness to see the floating market as they had seen in its glory days. The current mayor, who was born in one of the canal side homes in Amphawa reminisced how he grew up experiencing life in the floating market. The market was often crowded with many boats. He was sad to see the market's decline. A few years ago, he had a strong desire to bring the floating market back to the community, so when he got elected and assumed the current position in 2004, he proposed to restore the floating market in Amphawa, but specifically as a tourist attraction. At the beginning, people were hesitant and wondered how it could happen. But most of the residents were willing to improve their economic condition and earn more income, so they supported the Mayor's project and helped in its establishment in August 2004. Assisted with heavy promotion and advertisement through many media channels such as TV shows, magazines, and newspapers, Amphawa floating market became very well known within a year and unexpectedly reached its peak, according to the respondents, in four to five years. At present, Amphawa is a nationally known tourist

destination for its traditional way of life, Thai houses along the canals, delicious food, and boat tours to see fireflies after dusk.

As mentioned earlier, the researcher visited Amphawa several years ago, in 2005 and 2008. She noticed dramatic changes had occurred during that period. In 2005, the floating market was very small, but full of community spirit, pride and joy. There were only a few hundred tourists leisurely wandering throughout both sides of the canal to absorb the beauty of this old town and enjoy the market place. Tourists appreciated the small but lively floating market, the hospitality and sincerity of local people, and the beautiful canal. The atmosphere of a calm rural canal-based community in 2005 was diluted by the crowds of tourists and vendors when the researcher revisited Amphawa in 2008. Tourism had immensely grown as evidenced in the rising number of tourists as well as sellers. The floating market had been expanded to the inner part of the canal. Walkways were full of hawkers, food and souvenir stalls, and thousands of tourists crowded the place every Friday, Saturday, and Sunday evenings. The atmosphere had changed into the faster pace of activities such as selling and buying goods. Every seller wanted to sell, therefore, they shouted out loud to get customers' attention. Sometimes when the walkway was overcrowded, tourists were pushed to move forward by other tourists behind them. As a result, they could not stop at any particular shop to look at the products. They also did not have enough time to think and make decisions whether to buy anything or not. This situation happened regularly as told by many of the respondents and observed by the researcher when she was in Amphawa (in 2008 and 2010).

According to the fast growth experienced in Amphawa floating market, prominent benefits and problems were noticed by the respondents and this researcher as well. Generally, the main advantage that tourism development has brought to Amphawa is the improvement in local economy. The respondents see numerous benefits due to the floating market, as Siriporn, one of the residents commenting on before and after tourism in Amphawa states below:

There are plenty of benefits to the communities. People who were there during the death of the market would know. Even basic food such as grilled pork could never sell. In the market, there were only small cooked food stall and vegetable stall. It was a town for older people, able only to see the tides of water and breathe. Local people could not make a living...lot of debts... earning enough just to pay the interests. But now, ones who were buried under high debt are able to own cars and have careers of their own.

The major disadvantage from increasing popularity of the floating market is the growing problem of forced evictions. The local residents who rented the houses along the canal were asked to move out or were forced to move elsewhere due to the increase in rent. Most of the landlords (of the houses along the canal) are rich people who live in Bangkok or other developed areas. They own big pieces of land along the canal and rent out their properties to others. Talking about the landlords, Rewat explains:

Land in Amphawa area is owned by rich people. Actually, it is owned by less than ten families...Most of them live in Bangkok. They just collect rents every month. But the rents were increased dramatically. It used to be only 1,000 baht but now it is 4,000 – 5,000 baht.

After the tenants moved out, the landlords either rented their houses to outside investors or sellers who earned enough money to pay for the higher rent. Some of the landlords returned to Amphawa and opened shops during the weekends. As a result, the

former residents who had been there for three or four generations, who were the “real Amphawa people”, who carried local culture and traditions, were displaced.

CBT Development in Bangnoi

In the past, Bangnoi canal was a central trading location for farmers and merchants from within Samut Songkhram province and outside. There were more than a hundred boats coming into Bangnoi canal to trade or sell their products each day. Somkit recalled his childhood memory that, “when I was five or six years old (almost 50 years ago), we did not use money, we exchanged things in the old time. Every canal had its floating market.” According to the interview, the popularity of the market had declined after the development of roadways. The market was less crowded but still had some boats selling local agricultural products. During the early 1990s, the floating market ceased to function, as in-land markets became more popular among local residents. Residents around Bangnoi floating market abandoned their communities and moved elsewhere. Sumalee stated that, “...before the re-opening of the floating market, Bangnoi was extremely quiet. Only two or three shops opened regularly, the clothing shops and Chinese medicine shop...Actually, this market used to be the largest market in the past.”

Inspired by the success of Amphawa, some local residents got together in 2006, and agreed to re-create a floating market in Bangnoi canal. During the first year, some residents came to sell food, vegetables, and fruits in the canal and on the sidewalk, but they were not very successful, according to the respondents. Only four to five vendors remained, but they moved from the canal area to sell in the temple area on the river

bank. The issue of floating market had been in the community and municipal meeting agendas for several years. Two years later, the four communities, with the support of Kradang-nga Municipality, made another decision to re-create the floating market in order to increase income of the local residents. In April 2008, the municipal office contracted with several vendors to sell in the canal during the tryout day and paid them B200 per boat. On that day, a national TV station came on site and had a nationwide broadcast about the revival of the floating market. Following this, many tourists came to see the floating market, but they were soon disappointed. Not only there were not many vendors as seen on TV, but the weather was also quite hot and sunny during the day. Therefore, all the boat vendors went to stay under the bridge and it was difficult for tourists to shop. The enthusiasm among the boat sellers had dwindled.

The researcher visited Bangnoi in the summer of 2008 (a few months after the broadcasting of that TV show) and found that the floating market was relatively quiet with a few sellers and only a few dozen of tourists. Most of the houses along the canal were closed except some shops that open regularly for local customers (e.g. a couple of retail shops, food stalls, and a drug store). There were a few boats that came to sell fruits and vegetables to tourists. However, sellers were very happy to see tourists and enjoyed talking to them.

Sometime during the second half of 2008, with support from the provincial government and Bang Konthi District, Kradang-nga municipal office held several meetings about restoring the floating market. According to the respondents more than 50 meetings were held at the community and municipality levels. The first meeting was

started by searching and appointing the president and committees. The later meetings were about planning and finding agreement. There were many times when disputes among attendants would arise, but nothing was serious. The floating market officially opened in April 2009.

CBT PRACTICES IN AMPHAWA AND BANGNOI

This part describes the practices of CBT in Amphawa and Bangnoi according to the ten factors. The success of CBT development in each study sites is also discussed.

Community Participation

Amphawa. According to the key informants, although an idea to re-establish the floating market came from the mayor, he consulted the residents and called for meetings with community leaders and sellers to ask for their collaboration and support. The Amphawa Stall Sellers Club (established one year before the floating market was opened) as well as residents in the floating market area played important roles during the initiating stage. Many residents attended the meetings, provided their opinions and feedbacks, and some of them became sellers either on the boats or along sides of the canal. The stall sellers club has the responsibility to recruit sellers to sell on boats and has the authority to arrange selling space for street vendors. However, boat vendors do not have to register at the municipality, while street vendors do.

At the beginning, sellers on the boats received B300 each day for coming to sell in the canal. This amount of money was provided by the municipal budget. However,

with support from local wealthy business owners and the mayor, sellers could participate in the drawing for prizes such as gold necklaces and small electric appliances. In the case that sellers could not sell all of their products by the end of the day (around 9 pm.), the mayor and wealthy business owners sometimes bought those products so that the sellers would not lose money or felt discouraged. After Amphawa became widely known in a few months, there was no need to pay for the sellers to encourage them to come to the floating market. Instead, many sellers now wanted to come to the floating market because they knew they could make a good business there.

The floating market, to everyone's surprise, grew larger within a few years. As a result, many problems that did not exist before started to occur, for example, sellers started to fight for rights over the selling space (in the canal and surrounding areas), canal tour operators competed to get customers, and the prices of food and other products increased uncontrollably. These problems led to arguments between sellers, municipal officials, and local residents. Unfortunately, some problems could not be solved because either there was no related ordinance or regulation to deal with the problems, or conflicts were related to benefits of some people with power or money. The meetings became more focused on solving individual problems or specific issues than community wide concerns, which was a primary reason why some people stopped attending the meetings. Consequently, fewer meetings were held.

Regarding the types or level of involvement, along the continuum where the one end is proactive participation and the other end is passive participation (Arnstein, 1969; Pretty, 1995; Tosun, 1999), the results indicate that Amphawa is on the middle of the

line towards active participation. Half of the key informants reported that they attended the meetings related to the floating market issues. A few of them stated that they sometimes provided opinions in the meeting and got involved in interactive discussions. However, many times municipal officials or the mayor were the one who made final decisions. But, because recently there are fewer meetings, people have fewer chances to actively participate in tourism planning and management. They become more passive participants. Some respondents said that they are willing to follow the rule or policy that come from the municipality or provide other forms of involvement such as taking care of the area surrounding their houses or shops.

Eviction of the original tenants was one of the reasons leading to fewer participants in CBT development. Some of the landlords received offers from outside investors who were willing to pay higher rent because they wanted to sell goods during the weekends. Other landlords saw opportunities to remodel their houses and turn those into homestays or shops. The average rent increased from 700 baht to 3,000 baht per month (1 USD = 30 THB), which the local residents (tenants who had lived there for 60 or more years) could not afford, and therefore, were forced to move out. As a result, there was no resident living in those houses during the week days. Thus, when there were meetings, people who rent those houses would never attend because they lived in other provinces and came to Amphawa only during the weekends.

In sum, the level of community participation in Amphawa was high during the initial stage of tourism development, that is, when economic improvement was the main emphasis. As the floating market developed fully, the main role of local people was

limited to selling at the market during the weekends. They did not frequently provide inputs about the development or maintenance of the floating market to the authorities. However, they often discussed the issues with their friends and neighbors.

Bangnoi. The community leaders and local residents in Bangnoi area are very active in participating in the planning and development of the floating market. They initiated the renovation project, although not very successful, they did not give up. Instead, they tried to manage the project and worked together with the government. Many residents showed their support by opening their houses as shops and selling products from local orchards or preparing homemade food. Those who did not want to sell would let other sellers use the space in front of their houses.

The meetings were held to have a candid discussion of issues with the mayor. People were very enthusiastic about the prospect of a floating market similar to the one at Amphawa. Some of the key informants indicated that they were homemakers and do not have to work for their livings. But they want the floating market to have many sellers in order to attract tourists, so they decided to become sellers at the market during the weekends. Some of these sellers said that they enjoy selling there and looking forward to the weekend so that they can have fun selling things and meet their friends at the market.

Currently, a general meeting is held every month among the vendors, community leaders, the mayor, and municipality officers to discuss issues related to the floating market. If there is a serious issue such as infrastructure development or some problems that are over the communities' ability to manage, they will arrange formal meetings at

the municipal office and invite all stakeholders to attend. With respect to the level of involvement continuum (Arnstein, 1969; Pretty, 1995; Tosun, 1999), community participation in Bangnoi is very active.

Benefit Sharing

Amphawa. According to data from observations and interviews, benefits from having the floating market in the community have gone directly to the residents especially those who sell goods in the market. Sellers from outside of the community, mostly employees working fulltime in private companies or government sectors, have gained extra income from selling goods during weekends. Amphawa municipality has received revenue from business in the area mostly from signboard tax and local development tax. Other tourist attractions or local businesses located in the nearby areas also benefit from the growth of Amphawa.

Many key informants in Amphawa agreed that the main beneficiaries (in economic sense) of the floating market have been the local sellers. In the beginning, it was easy for local people to reserve space to sell products. Community leaders and the stall sellers club could arrange the spots for those who wanted to sell at the market. However, due to the popularity of the floating market, the number of sellers increased exponentially. Residents of the houses by the canal began to rent out the walkway in front of their houses to sellers, some of whom came from outside the community and the province.

Bangnoi. The major benefit from the floating market goes to the sellers as extra cash income. One respondent reported that there are some conflicts between the Bangnoi Stall Sellers Club leader and other residents especially those who live along the canal. The conflicts mainly relate to the unfair arrangement of the vending space. Some complained that the club president gets the better spot where tourist traffic is higher. A reservation (for space allocation) system was put in place but it is never followed.

Another concern is the unequal development between the two sides of the canal. One side is in Koh Kaew Pattana community and the other side is in Koh Yai Ruam Jai Pattana community. Some respondents believe that this may be due to the unequal support from the municipality. Vichai explained:

Koh Kaew Pattana seems to have more support from the municipality. But we agreed in the meeting that Koh Kaew Pattana side is more ready because there are more shops open, community committees are stronger, the residents provide more collaboration, and the abbot also supports us.

Other respondents agreed that the residents of Koh Yai Ruam Jai Pattana community are not highly involved in the floating market (e.g. they do not open shops and do not let others to use space in front of their houses).

Currently, Bangnoi does not have many outsiders in the floating market. Most of the sellers are from Kradang-nga municipal area and nearby communities. Only a couple of homestay owners and sellers are from other provinces. Benefits, therefore, go directly to local people who participate in the floating market activities especially the shop owners and agriculturists (e.g. farmers and fishermen).

Tourism Resources Conservation

Amphawa. In Amphawa, several environmental concerns were expressed by local residents. The presence of cork trees (“Lampoo”, in Thai) and fire flies (“Hinghoi”, in Thai) along both sides of the canals are huge attractions after dusk. Tourists take boat trips to see the fire flies swarming around the trees. Residents living along the canals were annoyed by the loud noise of the boat engines and the tourists who shouted upon seeing the fireflies. Spotlights and flashes from tourists’ cameras also interrupted those residents in the dark nights. A couple years ago, some residents had cut the cork trees along the canals to show their anger against tourist crowding and noise. This act caused the reduction of fire flies. Currently, boat tour operators have tried to solve the problem by apologizing to those residents and by turning off the engines when getting closer to the houses. However, some residents still complain about the noise. Other sources of noise pollution are from some restaurants with live music and karaoke stalls located on both side of Amphawa canal.

Another problem from the long-tail boats was that these boats ran in high speeds causing strong waves affecting other boats parked along the canal. Occasionally, some paddle boats (sellers’ boats) would flip causing the produce to sink in the water. This was often the reason for the fights between boaters. Sellers complained that the municipality office did not enforce any rules to prevent such events. However, the municipal office and the provincial government recently implemented rules that successfully prevented these problems.

According to the interviews, most of the respondents were concerned about waste management. During the weekends, trash cans were always full. The local municipality did not have enough workers to collect the trash during the market hours. However, the seller sometimes helped remove trashes and stored them at the back of their houses to improve the appearance of the walkways and cleanliness of the canal. Some of the interviewees reported that some sellers have started to use environmental friendly products such as banana leaf vessels and avoid using Styrofoam containers.

Respondents also expressed their concerns about socio-cultural resources in the area including the traditional Thai houses, local culture, and local people. Amphawa people know that the Thai houses are one of the main attractions; therefore they have tried to conserve and maintain the appearance of traditional roll houses. The conservation of local culture and way of life such as the use of water and canals was reported as an important tourism resource in Amphawa that needed to be actively emphasized in CBT development plan. Some respondents also suggested that local people should be encouraged to maintain their residence in Amphawa because they are the ones who carry local culture and represent that culture to the tourists.

Bangnoi. Overall the environment of Bangnoi is still in good conditions. The water is clean and clear. The air is fresh. It is not crowded, therefore, not noisy. The traditional houses along the canal are well preserved. Many houses along the canal are located in Koh Kaew Temple (“Wat Koh Kaew”, in Thai) area; therefore the residents do not have the full rights to rebuild the house as they are tenants only. Trash is not yet the problem

because there are not many tourists and sellers. Because the market is located partly in the temple area, sellers manage to clean up their own spot to return to the abbot's kindness to allow them to use the temple space. In terms of waste management, Duangjai explained that, "The municipal office helps by collecting trash. Sometimes there are provincial level campaigns for cleaning the canals, so we participate in the campaign by going on the boats and collecting trash".

Thai houses and local culture are important in terms of socio-cultural resource concerns. People realized that they need to protect local culture and architecture for tourism purpose. The new house that was built recently is made from wood and using traditional style of architecture in order to maintain local atmosphere.

Partnership and Support From within and outside of the Community

Amphawa. Initially, Amphawa did not receive support from outside organizations. The initiative was between local and the municipal office. But today, there is increasing collaboration between the residents, the government, and the business sector. Generally, the government provides supporting budget for infrastructure development and maintenance. The municipal office coordinates with the police department to provide security and solve traffic issues. Many businesses offer supplies such as aprons, awnings, and umbrellas with their logos in order to promote their businesses. Residents mainly support by welcoming tourists who visit their houses or shops and maintain the local atmosphere. Jintana indicated that:

When establishing the floating market, we did not have support from outside, especially financial support. Before the current situation (prosperous market), the government agencies provided occasional financial help.

Paiboon added examples of the sources of support from outside organizations:

Support from outside the community came from the provincial government in terms of development fund. Last year, the Government Housing Bank offered eight million baht to Amphawa municipality in order to change awnings and big umbrellas to be the same color and style, with logos of the bank, throughout the market.

In addition, the TAT has been continuously promoting Amphawa since it opened in 2004. The media also helped with promotion and advertisement through TV shows, magazines, and newspaper.

Bangnoi. As mentioned earlier, communities in Bangnoi strongly support tourism development in the area. Individual residents help in making the sidewalks and canals clean. Residents also built canvas roof over the sidewalk along the canal. The Kradangnga municipality plays a vital role in supporting the communities by providing funds and improving infrastructure around the floating market such as the concrete walkways and metal roofs.

The provincial government also supports Bangnoi floating market by providing funds and promoting it by using the area for festivals (e.g. Samut Songkhram River Prawn Festival in May 2010). The provincial governor selected Bangnoi floating market to be a part of the provincial project to compete with other governors throughout the country. His efforts resulted in the winning of the Participatory Governance Award for

Excellent Governor in 2010. Because the floating market is located next to the temple, another support comes from the religious sector. The abbot of Wat Koh Kaew provides parking space and restrooms for tourists and vendors. More recently, Bangnoi has obtained support from the Tourism Authority of Thailand's Samut Songkhram office in promoting the floating market as a tourist destination. It was promoted in TAT publication guide of 2009 and 2010.

Business sector did not present strong support for the development of Bangnoi floating market. At the time of the official market opening in 2009, many businesses sponsored awnings and big umbrellas for sellers in order to promote their products. But Bangnoi did not receive as many tourists as they expected. Some businesses then stopped their supports and sponsorships. However, local people did not feel that it was an important issue. Those supports are welcomed but not as necessary as the budget support from municipality and provincial office.

Local Ownership

Amphawa. Most of the respondents felt that the floating market belongs to everyone in Amphawa. However, approximately at least 40% of sellers were not residents of Amphawa. Although the rental houses were owned by the same landlords for decades, the tenants were from other areas and only come to the floating market on Friday evenings, and stayed there until Sunday night to gain extra income. During the week days, they would live somewhere else due to work in other places.

During fieldwork, the researcher observed that many local people sold cooked food and fresh fruits and vegetables. Non-local sellers mostly sold souvenir t-shirts, toys, and owned restaurants (also pubs or bars that sell alcoholic beverages). Pub and bar opening in Amphawa was a major concern for some key informants. When asking about the respondents' feeling toward outsiders selling alcohol in the area, Wanpen described her experience of living nearby a restaurant that sells alcoholic beverage and plays loud music:

There is a case of a pub located nearby my house. The home owners are a couple living in Amphawa. Everyone here knows and respects them. But after their daughter graduated from a university in Bangkok, they gave their house to her. The daughter invited her friends to become partners opening a restaurant and selling alcoholic beverages. They also play loud music. Soon after the restaurant opened, the mother and father were condemned by the local residents. The couple was very sad but they could not intervene as they had already given the house to the daughter. They could not do anything. They still feel guilty about it and think they somehow were responsible for creating this problem.

In general, Amphawa residents had strong feeling against having outsiders in the communities. Having more outsiders is nearly unacceptable for some respondents because they felt that outsiders came only to take advantage from the floating market and rarely give back to the communities. However, Rewat had a different opinion:

Those pub and bar effectively draw tourists' attention. I have seen tourists waiting in line in order to get the tables. The owner is not from Amphawa, the family is from Bangkok. They have been here since the project started and have helped the community when it needed help. They fought together with us. They share their revenue and have established scholarships for local students. They did not only take but have also given in return.

Bangnoi. According to the interviewees, almost all of the vendors are from the four communities. Sopa stated that, "most of the vendors are locals, 99%". The rest are from

nearby communities in the same province. For the accommodation, there are three homestays located along the canal in the market area. Two of them are owned by people who live in Bangkok. One of them is locally owned. Jittra opined that:

The floating market belongs to everyone in “Choomchon” (community). For those who want to become sellers at Bangnoi floating market, we give priority to our community members. If possible, I don’t want to have many outsiders as Amphawa. They are difficult to deal with. They don’t care about the community. They just come to take advantage and go. So I don’t want to have sellers from other provinces. This place belongs to us. Those who gain benefits should be us.

However, a few respondents argued that having more outsiders is acceptable because there were not many sellers at Bangnoi. Some residents do not want to take a risk by opening the shops when there are not many tourists. As the previous attempts to have more boat sellers were not successful, many local residents felt less confident about running a business in the floating market. They were afraid that they would lose money instead of gaining extra income. For those respondents, sellers from outside of the communities seemed to be appropriate to fulfill the empty spots along the canal. But the non-resident sellers would need to follow the local rules and norm in order to avoid conflicts or problems.

Management and Leadership

Amphawa. The mayor has been the most influential advocate of the floating market. He is also the main decision-maker. Several informants suggested that without the leadership of the mayor the floating market would not have been a success. They had very positive things to say about the mayor, describing him as smart, intelligent, and

kind. Some described him as a visionary leader because of his idea to position Amphawa as an evening market and open only during the weekend. This is important because Amphawa is located about 30 minutes from Damnoensaduak Floating Market in Ratchaburi province which is the most famous floating market in Thailand. Damnoensaduak is a morning market, open every day, and is aimed at serving mostly foreign tourists and large tour groups. Amphawa, in contrast, is open during the evening to avoid competition with Domnoensaduak. The target group of Amphawa is Thai weekenders from Bangkok and other cities from nearby provinces.

Many respondents praised the mayor's ability to find funding support, for example, from the Government Housing Bank that was mentioned earlier. Currently, the mayor has also made an agreement with the painting company for its support in re-coloring the buildings in the floating market area for landscape development. The project will be completed in 2011.

Some respondents praised the mayor for his strong ability to manage mass media in order to promote Amphawa floating market. For example, Wanpen had a positive view of the mayor:

We are grateful that the mayor is very skillful. He can reach out to the media. The municipal office could promote the market without any funding support from other organizations...If we didn't have him as our mayor, we would never come this far. The floating market would not have been well-known as it is today. He manages the media all the time. But his weakness is his kindness. Sometimes, he tries to compromise too much.

The last part of the above statement refers to some of the issues that the mayor had not been able to resolve. For example, when the residents or sellers went to his

office to complain about fighting or other problems at the market, he would try to seek a conciliatory route than confront the people who cause the problems. Some stated that the mayor does not want to create enemies, and this is for his political benefit. The mayor has to take a balanced perspective. He needs to be careful not to upset someone, as that would mean losing the votes in the next election cycle. Based on the respondents' perceptions in management and problem solving issues, results indicated that they were not satisfied with the current situation. A few respondents critiqued some of the municipal officials for their self-interest, as some officials fully or partially own tourism related businesses in Amphawa. This has affected residents' trust upon these officials.

Community leaders (e.g. community presidents, committees, and stall sellers club president) also played a vital role in managing the floating market. They encouraged residents to support tourism development in Amphawa by opening shops or homestays, selling food or souvenirs, and so on. Some of them also become sellers during the weekend. Those community leaders were the links between the municipal office and the residents.

Bangnoi. The community leaders (e.g. community presidents, committee members, and stall sellers club president) have played leading roles in developing and managing the floating market. Kradang-nga mayor has also taken important part in tourism development, mainly by facilitating and managing the floating market related activities such as organizing general meetings and special festivals. However, there was also some skepticism about the mayor, as Yuttana noted that:

The mayor was a merchant; therefore he does not know how to be a good community leader. He has excellent skills necessary for a businessman, but not as a mayor. Moreover, there were many times that the mayor promised to us that he will support this and that. But it never happened. We don't know what to do. Maybe he does not sincerely work with us to develop the floating market.

However, Jittra had a different opinion that:

I believe that the mayor is very serious about developing the floating market but he has so much work to do. He wants to put more effort and do things by himself but he does not have enough hands to do so. I mean, other municipality officers do not help him. I understand him. I think he does not have time. But whenever we have problems, he comes to help.

One critique that many respondents have toward the mayor is that he does not have personal contacts with outside organizations and mass media that could benefit in sponsoring or promoting Bangnoi floating market in similar ways as Amphawa's mayor has done. Respondents also expressed their concerns about the problems regarding conflict of interest and favoritism of some community leaders and municipal officials. Those leaders and officials are the owners of tourism related business or houses along the canal that would benefit from tourism development. These problems also relate to local politics because there are at least two groups competing for positions in the municipality. Leaders of each group have to favor their supporters and try not to upset other voters.

Communication and Interaction among Stakeholders

Amphawa. In the past, people in Amphawa knew each other very well. It was a small community where residents shared their stories with their neighbors on a daily basis.

Nowadays, this culture is still practiced but not as much as in the past. People still talk to their neighbors about their lives or what is going on in the communities. Other communication channels are more formal, such as meetings, coordinating the work, or announcements from the officials. The mayor is the principal point of contact for establishing networks outside the community, for example, with provincial government officials, the regional director of TAT, or business owners.

Most of the informants stated that they used to talk to tourists about their experience at the market, the quality of products sold, food tastes, the atmosphere, and general environmental conditions. They noted that most of the sellers are friendly to tourists. Tourists also provided their feedback by posting comments on their experiences as well as pictures on the web board such as Pantip.com and Sanook.com which are very popular web boards among Thai people. The mayor and some community leaders have been checking these websites for feedback from the tourists who visit the market. Some local entrepreneurs also have their own websites to promote their businesses (e.g. shops and homestays), and communicate with their customers.

Bangnoi. With respect to the local way of life in Bangnoi area, residents' relationship with their neighbor is very tight. They know each other very well. There is a sense of togetherness. Local residents talk to their neighbors about the floating market. The community leaders know what is going on in the communities by walking through the area and talking to people. Sellers sometimes get together at the end of the day to discuss issues related to the market. The residents can reach the mayor at his office, or at

his shop, or on the street. Sopa expressed that, “when a problem occurs, we discuss it among ourselves (i.e. community members), if the problem is related to the vendors, then they have to solve it within their group. If the problem is too big, then we can ask the municipality to help us.” Official meetings are arranged regularly at the municipality for community leaders and municipal officers to discuss or plan for tourism development and improvement of the floating market. The information shows that there were more than 50 official meetings related to the floating market since 2008, excluding numerous informal meetings. The provincial officers, for example, from the governor’s office (or sometimes the governor himself) have visited Bangnoi to observe the progress made in community development. The mayor is the link between community residents and the governor.

Quality of Life

Amphawa. According to the informants, tourism has created more job opportunities for local people and outsiders. Many residents who are involved in tourism activities such as selling goods, driving boats, opening homestays or resorts have become wealthy, or at least they are free of debt. Better financial conditions have resulted in improved social well-being such as happiness, family warmth, and infrastructure development have been improved since the development of the floating market. Respondents explained that they were happy not only because they have more money, but the floating market has brought back their family. Because of the floating market, their relatives and descendants who study or work in other provinces have come back more often. Some of

them became involved in tourism activities, so they return to Amphawa every weekend. Drug problem has been noticeably decreased as well, due to the improved economic status of many families. Parents could support their children to pursue higher education, thus reducing the number of vulnerable adolescents. Overall, residents felt that their quality of life and living conditions have been improved due to CBT development.

Some negative aspects of tourism were also mentioned. For example, overcrowding during the weekend was a major concern for some informants. On certain days, tourists could be seen packed along the sides of the canal. Sometimes people could not walk or stop by the shops because of the heavy tourist traffic at the market. But, generally, the informants did not feel that the quality of life was degraded. Rattana explained her feelings about the quality of life in Amphawa:

We could compromise the crowded time during the weekend with the emptiness during the weekdays. It (the crowd) is better than we have nothing to eat. The weekdays are extremely quiet and that makes me feel that quality of life is lower during those days as I cannot sell anything. But Saturdays and Sundays are better and more fun. People have jobs and more income. They can work and make their living. Overall, I think our quality of life has improved.

In terms of the cost of living, some informants stated that the price of goods in Amphawa has increased. Therefore, they went to shop at other markets that particularly sell to local people. They indicated that this is not a major concern because they have alternative places to shop.

Bangnoi. The key informants stated that the quality of life in Bangnoi has been improved. Similar to Amphawa, tourism development has brought back family members

who moved out to work or study in other provinces to return every weekend and stay with their parents or children. Respondents reported that they are happier now that they can see their family members more often. Opportunity to have a job or become a business owner has increased due to the development of tourism. Local people who would like to get a job in tourism can do so by becoming a seller, a boat paddler, or opening a homestay. Some residents who are selling at the floating market have earned a lot of extra income during the weekends. As a result, the living condition of those who are involved in tourism activities in the communities has been better than before tourism. Sumalee expressed her happiness in the following way:

I am very happy with my living here. First of all, the environment is good, thus our health is also good. Second, we have more income from tourism. We also have chances to meet and talk to tourists. Sometimes I see superstars, actors and actress who visit our community. I am happy.

Siriporn similarly observed how tourism helps improve living condition especially for local housewives:

Because of this market, many housewives who did not have work previously now have an opportunity to earn extra income. Some of them have found themselves to be a very good cook and have earned a lot of money from selling food. But sometimes it depends on luck, the quality of goods sold. Not everyone sells what tourists like. Not everyone can succeed.

The one concern about local quality of life was the disunity of the residents.

There were debates and disputes among the groups of residents in tourism related issues such as the arrangement of vending stalls or conflict of interest. However, when they have to work together in tourism activities such as in local festivals or when TV shows

come to record the floating market, those residents collaborated well and worked hard to accomplish the collective tasks.

Scale of Tourism Development

Amphawa. When compared to other tourist destinations in Thailand, the scale of tourism development in Amphawa is considered small to medium. However, according to the interviewees, Amphawa today is much larger than what they had anticipated before. In the past two years, the market has expanded into the inner part of the canal because of the substantial growing number of tourists. Pornthip stated that:

Amphawa is too big now. But we cannot do anything. We have to let it grow and be stable. We can address the problems when they occur, one at a time. We cannot address everything at once because we have left it uncontrolled for too long.

“A few years ago”, as Suriya added, “there were fewer outsiders, and it was manageable.” The results indicated that the current concern was that Amphawa has been growing too fast. However, most of the informants believed that it is still locally manageable at this point. Kittti thought that:

Economy wise, Amphawa has a big potential to grow further. But in my view, the business here has grown incredibly and grown too fast. If I could, I would stop the growth at the level of the past two years. It was nice back then, things were more manageable. There was enough space for tourists to appreciate the natural and traditional atmosphere.

With respect to the concerns about the size and speed of tourism development, respondents agreed that there is no need to expand the scale of tourism development in Amphawa. Although they felt that Amphawa is too big now, the key informants realized

that it is harder to reduce the size or stop the growth. They believed that the best solution is to maintain the current level of development and try to control further expansion. At present, tourism growth has been indirectly controlled by the limited capacity of the parking area.

Bangnoi. Most of the respondents thought that Bangnoi floating market tourism development is small scale, and thus can be managed locally. However, the local residents perceived that Bangnoi is too small. They would like to see an expansion of the market to include Koh Yai Ruam Jai Pattana which is located on the other side of the canal. The speed of tourism development is quite slow when compared to Amphawa. They are also looking for more vendors and would like to see more tourists at the market. But Sumalee added with caution:

I do not want it to be like Amphawa. It is too crowded there. I just want tourists to know more about us and we will try to control the sellers to be someone from our communities. But as I became a seller, I also want other people in the communities to become sellers, open their houses. I only aim for two to three thousands tourists per month and all vendors are able to sell their stuff and gain more money to improve their lives.

As a result, the key informants agreed that the scale of tourism development at Bangnoi should be expanded to a larger size but still in a relatively small scale. However, some respondents believed that Bangnoi has enough potential to attract more tourists, it just need a few more year to develop and prepare in order to become a sustainable tourism destination.

Tourist Satisfaction

Amphawa. The key informants stated that people visiting Amphawa are mostly domestic tourists who came from Bangkok and neighboring provinces. They noticed that most tourists were repeat visitors. Some had come during the initial stages, and have visited more recently. Siriporn recalled her experiences talking to tourists:

Tourists who came during the earlier period complain that so much has changed in Amphawa. They would ask me, where are the traditional local products, why are they gone. I felt so sad. But there are also others who think the transformation of Amphawa is just fine.

Mongkol described similar thoughts about tourists' different points of view:

From listening to the tourists, it is tricky to respond about tourist satisfaction in general because their satisfactions depend on their expectations. Those who expect to see the traditional way of life, a quiet floating market with paddle boats slowly going through the canal, may not be very happy. But those who enjoy crowded settings of a market place ask for bargains, have fun and are happy with it.

Foreign tourists are less than 10% and many of them are from Asian countries such as Taiwan, Korea, and Japan. The respondents did not make contact with the foreigners due to the language barrier. Thus, domestic tourists were the focus when they refer to "tourists".

In regard to their perception of tourist satisfaction, most of the respondents had chances to talk to tourists and learned about their experiences visiting Amphawa. Some of them have read tourists' feedback on the web board. The interviewees indicated that most of the tourists were satisfied with their experiences at Amphawa. They loved the atmosphere of the canal, the traditional Thai houses, and the nature. They also

appreciated the friendliness and hospitality of local people. Moreover, they were satisfied with the variety and quality of food and products selling at the floating market. However, key informants reported that some tourists have complained about the high price of goods, a lot of waste, and overcrowded walkways along the canal.

Bangnoi. According to the interviews, the municipal office used to conduct tourist satisfaction survey. The municipal surveys revealed similar results to this study that the tourists generally enjoyed the atmosphere of the community and the canal. They were also satisfied with the nature and relaxing feelings. Moreover, they were satisfied with the price of goods that is cheaper than Amphawa but they were dissatisfied with the low diversity of products and the small number of sellers at the market. Vichai recalled his experiences talking to tourists in Bangnoi:

Many tourists have said that they run away from Amphawa and come to Bangnoi. They said that they will come back. Some of them came here seven times....Tourists who came here, from my analysis, are the ones with higher quality than those who go to Amphawa. They are searching for the pure nature, peacefulness, and authenticity. Some tourists said that Bangnoi is not crowded and has better air quality. But some of them have asked me how come vendors are not in the canal. They expect to see more vendors on the boats because it is a floating market.

Tossapol had heard of similar views from the tourists and added that, “I have heard some tourists complained that there were too few shops here but the atmosphere was so nice.”

There are some repeat visitors at Bangnoi but most of the tourists were first-time visitors.

The Success of CBT Development

Amphawa. When asking about the residents' perceptions regarding the key success factors of tourism development in the Amphawa, respondents indicated the mayor's ability to manage public media, cooperation from local residents, and the uniqueness of the floating market as the top three important factors leading to the current success in Amphawa. According to the interviews, Amphawa respondents rated their floating market as quite successful. Yet, the level of community participation in Amphawa has decreased in the past few years. The informants believed that more collaboration between local residents, and the government sector, the municipality in particular, is necessary for continued success in the future.

Bangnoi. The main goals of tourism development in Bangnoi are to improve the economy of the community and general well-being (happiness) of the local residents. It should be noted here that although the key informants rated Bangnoi's floating market as not very successful; almost everyone proudly said that they are the ones who initiated the floating market project. When asked about success factors, many informants stated that the top three factors are long term promotion and advertisement plan, improvement of infrastructure (e.g. parking lots, restrooms, and walkway with sunshade), and more vendors with a variety of products. Somkit believed that having more boats and expanding the market to the other side of the canal would make Bangnoi a better destination and more successful: "It would be better if we can have more boats selling

things in the canal and more restrooms for sellers and tourists especially on the Koh Yai Ruam Jai Pattana side.”

This chapter presents the results from qualitative analysis of Amphawa and Bangnoi in many aspects including the background of Amphawa and Bangnoi floating markets, results according to the ten success factors, and the level of CBT success of each study sites. The next chapter provides detailed interpretations and explanations of the results from both qualitative and quantitative data.

CHAPTER VII

DISCUSSION

Community-based tourism is a concept widely employed as an approach to economic development in developing countries (Hipwell, 2007; Hiwasaki, 2006; Li, 2006; Sebele, 2010). The CBT concept was developed based on various frameworks that could be synthesized as inter-connecting concepts of sustainable development (Lele, 1991; Spangenberg 2002), participatory planning and collaboration (Arnstein, 1969; Jamal & Getz, 1995; Prentice, 1993; Tosun, 1999), sustainable tourism (Choi & Sirakaya, 2006; Sofield, 2003), and community-based tourism (Beeton, 2006; Inskip, 1994; Pongponrat & Pongquan, 2007; Suansri, 2003). Ten CBT success factors were developed from the literature including 1) community participation, 2) benefit sharing, 3) tourism resources conservation, 4) partnership and support from within and outside the community, 5) local ownership, 6) management and leadership, 7) communication and interaction among stakeholders, 8) quality of life, 9) scale of tourism development, and 10) tourist satisfaction.

In Thailand, tourism has become a community development strategy for more than a decade. This is mainly a result of recent political reforms which focus on decentralized planning and community participation in development practices (Tipmanosing, 2010). The term “community-based tourism” has been widely used in local government policy documents and some attempts have been made to put these into practice. However, there is very little empirical evidence suggesting that these practices

indeed conform to, and are consistent with, the principles of CBT. This research has provided an empirical evidence of CBT practices in two communities in Thailand's Samut Songkhram province. The floating markets of Amphawa and Bangnoi have been widely promoted within Thailand as CBT initiatives. This research has attempted to verify if the government claims of these initiatives as CBT can be supported. This is done through the examination of local residents perspectives about community involvement in the floating market tourism using the ten success factors as the evaluation criteria.

Three main objectives guided this study: 1) develop an integrative measurement scales to evaluate the success of CBT destinations, 2) identify the determinants of success as perceived by local communities of CBT destinations, and 3) examine the differences in CBT success factors between two communities relative to the duration and scale of tourism development and size of the community. The study incorporated both qualitative and quantitative methodologies by applying the concurrent mixed methods research design (Creswell, 2009; Teddlie & Tashakkori, 2009). The results reflected inputs from 32 key informants and 193 residents from communities surrounding the Amphawa and Bangnoi floating markets. The previous chapter provided an assessment of the local perception, understanding, and actions related to CBT practices. The following sections synthesized and discussed the results in detail.

MEASUREMENTS OF CBT SUCCESS FACTORS

Past literature has focused only on a few factors of success for CBT. This study argues that success in CBT development should be determined by focusing on all of the aspects. Moreover, a few other factors, such as effective promotion and advertisement are also critical to the success of CBT.

In this study, exploratory factor analysis (EFA) was performed to examine the dimensionality of each success factor. As mentioned in Chapter II, the list of CBT success factors was drawn from the literature mainly on sustainable development, sustainable tourism, and community-based tourism. Due to the lack of research on CBT, the key success factors and their baseline measurement scale (indicators) have not been captured very well. In other words, the theoretical measurement model derived from bigger schema like sustainable development or sustainable tourism might not be considered important or practical in the real CBT environments. Thus, with respect to the limited studies of CBT, the outcome of this EFA is a set of construct variables and indicators that can be used as a guideline to examine and measure the success factors in the local community level.

According to the exploratory factor analysis presented in Chapter V, Table 35 presents the summary of the EFA along with its sub-factors and indicators, which are used to measure those sub-factors. Note that sub-factors or sub-constructs were determined based on the Eigen values of greater than 1 and the indicators were ordered based on the factor loading. Below is an example of how this EFA can be applicable in the community level context. For instance, according to both qualitative and quantitative analysis, benefit sharing is one of the important factors of success. However, it is very difficult to measure construct “benefit sharing” directly as, by definition, “benefit sharing” captures different perspectives. Instead, one can measure this construct in terms of distribution of benefits, improvement in jobs and economy, and personal gains. The details of indicators to measure those sub-constructs are included in the attached questionnaire. Similar interpretation can be applied for other success factors.

The stepwise regression results reported in Chapter V explored how each success factor contributed to the relative merit of the overall success of CBT. The first model, with perceived level of CBT success as dependent variable, was influenced mainly by two independent variables – local ownership and management and leadership – which explained 16% of the variance in the level of CBT success.

Table 35. Exploratory Factor Analysis and Sub-factors

Success Factors	Sub-factors	Indicators (Item numbers)
Community Participation	Citizen commitment	I: 13, 14, 11, 12, 10, 9
	Interaction with government officials/ Consultation	I: 8, 2, 6
	Rights and responsibility	I: 1, 5, 3, 7
	Direct participation in tourism	I: 17, 16
Benefit Sharing	Distribution of benefits	I: 1, 2, 9, 11, 7
	Improvement in jobs/economy	I: 4, 6, 5, 3
	Personal gains	I: 10, 8
Resources Conservation	Environmental and cultural protection	I: 4, 13, 8, 2, 7, 14
	Positive affirmation	I: 6, 5, 10, 3, 12
	Negative affirmation	I: 9, 11, 1
Partnership and Support	Government support	I: 2, 1, 3, 9, 4, 8
	Community support	I: 7, 6, 10, 5
Local Ownership	Local ownership	I: 2, 4, 3, 1, 7
	Non-local ownership	I: 9, 5
Management and Leadership	Management and leadership	I: 3, 6, 7, 8, 4, 10, 2, 9, 5, 1
Communication and Interaction	Informal communication (with local people and tourists)	I: 5, 4, 6
	Formal communication (with government officials/in meeting)	I: 1, 7, 2, 8
Quality of Life	Positive impacts	I: 4, 5, 3, 10, 11, 9, 2
	Negative impacts	I: 8, 6, 7, 1
Scale of Tourism Development	Large scale	I: 8, 7, 5, 3
	Small scale	I: 2, 1, 4, 6, 9
Tourist Satisfaction	Tourist satisfaction	I: 4, 7, 8, 3, 5, 1, 2, 6

The second model addressed the overall opinion on CBT development as a more detailed dependent variable. The results indicated that four variables, i.e. quality of life, benefit sharing, tourist satisfaction, and management and leadership, are the most important success factors explaining 64.2% of the variance in the overall opinion on CBT development. Tourist satisfaction is the most important factor based on the highest standardized coefficient (β) of 0.375, followed by the quality of life ($\beta = 0.276$), management and leadership ($\beta = 0.228$), and benefit sharing ($\beta = 0.115$). Although the other six factors are excluded from the regression model, this does not indicate that they are not important and, thus, should be ignored. The model is developed to only justify how these ten factors affect the respondents' perception of CBT success. Excluded variables basically give a sense that the respondents are generally more concerned with quality of life, benefit sharing, tourist satisfaction, and management and leadership, compared to the other factors. Figure 12 presents the stepwise regression model with unstandardized coefficients for all four independent variables.

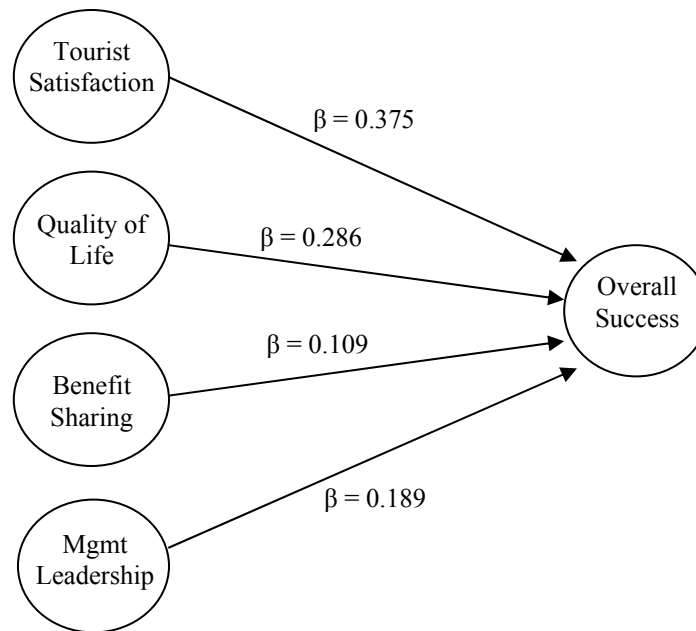


Figure 12. CBT Success Determining Factors

NATURE OF CBT PRACTICES

The findings of this study reveal that CBT development at Amphawa and Bangnoi floating markets have been done in accordance to the sustainability principles outlined in the tourism literature (e.g. Hardy, Beeton, & Pearson, 2002; Hipwell, 2007; Lele, 1991; Sebele, 2010; Sharpley, 2000; Tosun & Timothy, 2003). Therefore, the assessment of the CBT development practices in Amphawa and Bangnoi based on the ten critical success factors identified in the tourism literature is justified and suited to the conditions in Thailand.

Community Participation

Findings indicate that residents in both sites have been engaged in CBT development from the initial stages. Although the mean score of this success factor for Amphawa (3.67) is slightly lower than that for Bangnoi (3.78), they are actively involved in the planning and development of the floating markets as well as in offering tourists services, which are critical elements of community-based enterprises as suggested by scholars like Hipwell (2007) and Rocharungsat (2008). All community members, from government officers to local residents and business operators, have fully participated in the development of both floating markets. However, Amphawa residents were highly involved in CBT planning and development at the beginning stage. After the market grew larger and well-known, participation has changed from intensely attending formal meetings and providing opinions, to maintaining and monitoring the direction of growth.

As the respondents ranked community participation the most important success factor in Bangnoi and the second most important in Amphawa, it can be implied that community participation is highly necessary to the success of CBT in both communities. It should be noted that, despite the active participation in Bangnoi, some conflicts are found between the small groups of people. Therefore, residents' concern about local disunity in Bangnoi might be one of the reasons that respondents ranked community participation as the most important success factor.

Benefits Sharing

In terms of benefits from tourism (mainly jobs and income opportunities), the results indicate that benefits have been distributed fairly among those who participate in the floating market activities. In particular, benefits have reached to the most important stakeholders at the floating markets, i.e. the street and boat vendors and residents along the canals. As both communities ranked benefit sharing the least important among the ten success factors, it confirmed that benefit sharing is not the main issue or problem at this point. Residents from both Ampawa and Bangnoi perceive the same view that tourism brings more job, investment, income, and funding to the communities, according to the high mean score of benefit sharing factor: Ampawa (3.88) and Bangnoi (3.75), as presented in Chapter V.

However, while economic benefits were cited most often, respondents were also aware of problems related to benefits from tourism development such as conflicts between sellers who fight for the better location and jealousy which lead to the decline in personal relationships among community residents (Simpson, 2008). As Stronza and Gordillo (2008) noted that while benefits from tourism have potential to strengthen social cohesion and trust, negative effects of tourism could weaken unity and cooperation within community. Therefore, greater cooperation and collaboration among key CBT stakeholders, especially local residents, are required to reduce controversy and achieve the goal of sustainable community development (Jamal & Getz, 1995).

Tourism Resources Conservation

The literature suggests that the protection of the environment and cultural resources are one of the most important aspects of sustainable development practice (Edgell, 2006; Rocharungsat, 2008). CBT development in Amphawa and Bangnoi has raised awareness of the communities to protect environment and conserve local culture because they are the major resources of tourism development in the area. According to the quantitative results, the overall mean score of resources conservation perceptions for both Amphawa and Bangnoi are fairly high at 3.49 and 3.73, respectively. Consistent to this finding; Kibicho (2008) reported similar result in Kenya that tourism has a positive influence on the awareness of the importance of natural resources in the community. Amphawa residents showed their concerns about tourism resources conservation by ranking it as the most important success factor. It might be because they realized that their tourism resources have been degraded after the popularity of the floating market. For example, many respondents from Amphawa reported that currently trash management is a critical problem. But in general, natural and cultural resources at both sites have been well protected through the support of the surrounded communities, the local and provincial government officials, as well as the private sector.

Partnership and Support from within and outside of Community

Results indicated that partnership and support from government, business, and local sectors are necessary to the success of CBT development. While the residents provided their labor and time, the municipal and provincial offices facilitated tourism

development in terms of community development budget for building and maintaining infrastructure such as street light, roads, bridges, and walkways. The overall mean scores responding to the importance of partnership and support for both Amphawa and Bangnoi are somewhat high at 3.79 and 3.98, respectively. However, business sectors played an important role in sponsoring the sellers (e.g. umbrellas and aprons) and the communities (e.g. paint and sunshade fabric) mainly in Amphawa. Because Amphawa is larger and more famous, those sponsoring businesses could expect higher benefits in return (e.g. promotion of their brands, etc.) from Amphawa than Bangnoi. Rocharungsat (2008) pointed out that the success of CBT depends on active support from locals as well as outside organizations. Despite the strong support from within the communities in both floating markets, the different level of success between Amphawa and Bangnoi might be related to the different level of partnership and support from the outside of communities.

Local Ownership

Suansri (2003) has suggested that local ownership of tourism businesses is a critical element of CBT. This study indicates that the majority of tourism business operators are locals at Bangnoi, while approximately two-thirds of business owners in Amphawa come from Amphawa and surrounding communities. The quantitative results also demonstrate this direction that the mean score of local residents' sense of ownership is quite lower for Amphawa and is slightly higher for Bangnoi at 3.29 and 3.81, respectively. Interestingly, the results also relate to the stage of tourism development in the communities. Currently, Amphawa is in the mature stage, it already has a lot of

outsiders in the area and has experienced problems caused by having outsiders. Therefore, Amphawa residents do not want anymore outsiders. But for Bangnoi, it is still in the beginning stage. Bangnoi residents are looking for more development and some of them think that outsiders may be ready to invest more than locals. Thus, Amphawa and Bangnoi demonstrated different aspects toward having more outsiders in the communities according to the stage of tourism development.

Moreover, the results from qualitative data reveal the problem of eviction in Amphawa and lead to the idea of 'real residents' being displaced by development. The tourism development seems to always produce winners and losers and the qualitative data gives a picture of who may not only have lost benefit but may have actually been harmed by the establishment of the floating market. This story is very similar to that discussed in the US especially in the case of urban development projects in which older, less wealthy people are often driving out of their urban neighborhoods in order for development to take place. The problem of local displacement due to tourism development was also found in periphery areas such as in the Pacific Islands, the Upper Amazon and East Africa (Mansperger, 1995).

Management and Leadership

In both communities, the local leaders have been a major impetus to the development of the floating market. According to Garrod (2003) leadership in community tourism development should be viewed as collective ability to direct the participatory planning process. The quantitative results reveals that the overall mean

scores of management and leadership factors for both Amphawa and Bangnoi are slightly different at 3.47 and 3.52, respectively. However, results from interviews explained different points of views regarding the performance of tourism development leader in the two study sites. In case of Bangnoi, community leaders (e.g. community presidents and committees) played a vital role in establishing and managing the floating markets. But in Amphawa, the development of floating market was guiding by the mayor who is a local politician. Similarly, in many parts of the world, politicians play the leading roles in tourism development (Kim, Timothy, & Han, 2007). Some of them actively work with local residents, but others may advise or influence community leaders from the backstage (Nyaupane & Timothy, 2010), and in this case, Amphawa mayor has done both ways. As a government official, the mayor can control the development of tourism through municipal laws and regulations (Elliot, 1997). With respect to the power relation issue, Amphawa mayor has influenced other local leaders and residents to follow his vision and leadership in tourism development. As a result, the development process was easier with support from the communities and led to the current success of CBT in Amphawa.

For Bangnoi, the main leaders are the community leaders who have less power to control, negotiate, or request for support from other sectors when comparing to the authorities. They might be able to make decisions in some issues. But for the larger issues such as the need for infrastructure improvement related to tourism, they have to propose their ideas to the municipal and let the officials decide. If the municipal officials do not agree or allow, those community leaders would not be able to proceed.

Apparently, the lower level of CBT success in Bangnoi is related to the difficulty in tourism development process and the power of CBT leaders. Therefore, Bangnoi respondents ranked management and leadership as the second most important CBT success factor. It should be noted here that conflict of interest, although mentioned by respondents from both floating markets, has not yet become a serious problem because there is no critical consequence to the residents' life and the CBT development.

Communication and Interaction among Stakeholders

There has been good communication and interaction between the key stakeholders in both Amphawa and Bangnoi. The overall mean score of this factor for both communities are relatively high at 3.62 for Amphawa and 3.72 for Bangnoi. In addition, the municipal officials have been the primary links between residents and government officials at higher levels of organization, e.g. the provincial government, national government, the Chamber of Commerce, and the Tourism Authority of Thailand. Communication and interaction among CBT stakeholders are necessary throughout the process of tourism planning, management, and evaluation (Hiwasaki, 2006; Wearing & McDonald, 2002). Stakeholders can transfer information, provide inputs, exchange ideas, and make collective decisions that are acceptable to majority of the stakeholders. In this study, the results show that informal communication such as general conversations is equally important to formal communication as in the meetings. Although there are several groups associated with CBT development, those groups are linked together through communication between each group. For example, the residents

addressed their concerns to the community leaders, the community leaders then transfer the residents' messages to the higher level of authorities. This strong network could enhance relations between stakeholders, encourage them to participate in tourism development process, and lead to the success of CBT (Pongponrat & Pongquan, 2007; Simpson, 2008).

Quality of Life

Overall, the local residents indicated that their quality of life has generally improved due to the establishment of the floating markets. The mean scores for both Amphawa and Bangnoi from the survey results are fairly high at 3.30 and 3.65, respectively. This result support previous studies that CBT has the potential to improve the quality of life of local communities (Andereck & Vogt, 2000; Hipwell, 2007; Manyara & Jones, 2007). For example, the respondents from Amphawa stated that they earn extra income from tourism development and are able to protect themselves from debt. The results from both study sites illustrate that the standard of living, with respect to improvements in infrastructure, employment opportunities, higher income, and living condition in general has been enhanced due to the floating markets. Social aspect of quality of life was also improved in both Amphawa and Bangnoi in terms of increase in happiness and family warmth.

Scale of Tourism Development

The scale of tourism development is another important factor leading to the success of CBT (Hipwell, 2007; Kibicho, 2008). Hipwell (2007) suggested that CBT should be in a small scale so that it can be managed and controlled by local communities. Apparently, Amphawa is larger than Bangnoi in terms of the size of community and the number of residents. According to the results of this study, respondents perceive the scale of tourism development at Amphawa as much larger than that of Bangnoi. In fact, Amphawa was officially opened in 2004 while Bangnoi was opened in 2009. The five-year difference is significant because tourism in Amphawa today is far more developed than in Bangnoi. It may be concluded that tourism in Bangnoi is still in its infancy, as they are looking to expand it, while Amphawa has reached a mature stage and is less inclined to be interested in further development of tourism. The quantitative results also demonstrate this direction that the mean score of this factor is slightly higher for Amphawa at 3.45 and is lower for Bangnoi at 3.20 (the lower score indicates the need for more development).

Interestingly, the Amphawa residents have experienced the extremely fast tourism growth and understand that the larger scale of development is somewhat difficult to manage locally as it involves more outsiders. When asking about the respondents' willingness to expand the scale of development, many stated that they do not want Amphawa floating market to become larger anymore. The results showed that Amphawa residents are aware of the problems related to scale of development. At this point, proactive planning is very important to Amphawa in order to avoid the

uncontrollable growth. Currently, Amphawa does not have an effective management plan which could be harmful to the future of the floating market itself as well as to the social and environmental resources in the communities. If they can control the development of tourism to be stable at this level, it is believed that the success of their CBT could be secured.

Bangnoi, in contrast, has been growing slowly but unsteadily, therefore the residents are looking for more development and would like to become a larger tourism destination. Although they mentioned that they wanted Bangnoi to be in a small scale, more than half of the respondents indicated that they would like the floating market to become larger than the current stage. Having Amphawa as an example, Bangnoi residents have shown their awareness of the excessive growth and related negative impacts such as the difficulty to control outsiders and tourists.

The fast growth of tourism in Amphawa might be because it was the first floating market that focused on the local culture, traditional architecture, and rural atmosphere and marketed it to domestic tourists. These unique qualities easily attract tourists from urban area (e.g. Bangkok) who long for a nostalgic and slower atmosphere. As a result, Amphawa has become a trendy attraction that everyone knows and wants to visit. The success of Amphawa has inspired many other places to follow its model and develop similar attractions (e.g. floating markets and historic markets) elsewhere. Therefore, the slower growth rate of Bangnoi is not unusual because it is not the first of its kind. Tourists are not excited about the similar floating market anymore, except for Amphawa because it is the first and the most popular one.

Tourist Satisfaction

According to Haywood (1988), local cultures and hospitality are crucial to tourist satisfaction which also leads to the success of tourism development. Residents from both sites believe that tourists who visit their floating markets are quite satisfied, mainly with local attractions, hospitality of local people, and shopping experiences (i.e. the variety of products for Amphawa and the cheaper price for Bangnoi). The survey results show the mean score of local perception of tourist satisfaction as very high for Bangnoi at 4.04 and slightly lower for Amphawa at 3.76. The qualitative data, on the other hand, provide some insights as to the reasons for tourist satisfaction especially in the comparison of the two communities. It is clear that Amphawa is very crowded, with limited parking and packed walkway, tourists would not be able to enjoy the nature and the local culture as they would expect. Apparently some tourists have stopped going to Amphawa because they see Bangnoi as more authentic and so they go there instead. However, some tourists care less for authenticity and thus keep visiting Amphawa as it provides a fun filled environment (e.g., bars and pubs) for them.

THE SUCCESS OF CBT DEVELOPMENT

The comparative analysis of the responses of Amphawa and Bangnoi residents in regards to the CBT success factors reveals the differences in how residents view the current practice of CBT in their communities. On one hand, while Amphawa respondents rated themselves as successful (Mean=4.0), they provided lower scores on most of the success factors. On the other hand, Bangnoi residents had higher scores on

eight of the success factors, but generally perceived that their floating market was not very successful (Mean=2.93).

Bangnoi residents' ratings of CBT success factors are higher than Amphawa residents for all but two factors, namely benefit sharing and scale of tourism development. For benefit sharing, Amphawa, which is a larger floating market, has a greater volume of tourists, thus, there is more money to be made for a higher number of residents. It also has more outsiders involved in tourism. Therefore, the benefits are shared not only between people from within the community but also the outsiders who only come to the floating market on weekends to sell goods to tourists. This result supports the studies of Jamal and Getz (1995) and Kibicho (2008) that for CBT to be developed, individual and mutual benefits must be recognized.

In terms of the scale of tourism development, because Amphawa is larger, older, and more developed, residents have had the experience of what it was like when the development was still in its infancy and small scale compared to its current stage where the development appears to have reached the peak. Some residents there recalled that environment was not the major issue in the beginning but now it is becoming a community concern. This led some residents to suggest that their preference is for a small scale development that would be more locally manageable. Bangnoi, by contrast, is still in its early stage of tourism development. The residents cannot yet imagine the negative impacts that might occur. They are only looking for additional income from more tourists. Thus, they would like their floating market to grow bigger which is not consistent with the principles of CBT (Hipwell, 2007; Manyara & Jones, 2007).

However, if Amphawa and Bangnoi are to be more successful, municipality officials have to issue effective regulations and rules to control the direction of tourism development and to protect local residents from eviction and being taken advantage. Strong government actions are required to implement and enforce policies in order to control the development and to secure tourism benefit for local communities (Godfrey, 1998; Jenkins & Henry, 1982).

DIFFERENCES BETWEEN AMPHAWA AND BANGNOI

The results of the hypothesis testing indicate that overall the level of success between Amphawa and Bangnoi is significantly different ($t=6.975$, $p=.000$). Because Amphawa is more successful, it was common to hear Bangnoi respondents compare their floating market to Amphawa in aspects such as the number of tourists and sellers, as well as the amount of income. While Bangnoi has fewer tourists and boat vendors than Amphawa, they are mostly locals, unlike in Amphawa where there were many non-locals.

A series of t-tests were performed to test the difference in success factors between the two sites. Of the ten factors, differences were found on six, namely tourism resources conservation ($t=3.387$, $p=.001$), partnership and support from within and outside of community ($t=2.406$, $p=.017$), local ownership ($t=4.468$, $p=.000$), quality of life ($t=4.308$, $p=.000$), scale of tourism development ($t=-2.982$, $p=.003$), and tourist satisfaction ($t=3.1$, $p=.002$). These differences could be explained in many ways. Bangnoi has been looking at Amphawa as its example of floating market development. It

has learnt about the good and the bad of Amphawa and tried to develop and plan its tourism development accordingly. Bangnoi residents feel that they are able to control and maintain the development of their floating market to avoid some problems that Amphawa is facing. Therefore, Bangnoi respondents rated their floating market higher than Amphawa in many aspects.

Of the six factors that are significantly different, Amphawa has better result than Bangnoi only on the scale of tourism development factor. As mentioned earlier, the floating market in Amphawa was developed earlier than Bangnoi. The scale of tourism development is also bigger. This has resulted in some negative impacts, for example environmental degradation, declining engagement and support from the local residents, and increasing outside ownership. The awareness of these problems has affected Amphawa residents' preference on the smaller scale of tourism development.

According to the data, there is the perception that the Amphawa floating market has too many vendors from outside which has lead to difficulty in managing the CBT as well as non-participation in community meetings. Vendors or business owners who are non-locals have been less likely to take care of the environment or follow local culture and norms. Many have very little contacts or interactions with local residents. Bangnoi residents are aware of these problems at Amphawa. One major problem in Amphawa is the lack of rules and regulations concerning the management and control of tourism. For example, it does not prevent non-local traders to do business at the floating market. It also could not effectively regulate the hawkers and vendors to remain off the walkways, which affect in the overcrowded atmosphere.

CHALLENGES OF CBT DEVELOPMENT

Although this study focus on the factors associated with the success of CBT development, the issues that might lead to the failure of CBT development should not be overlooked. Interviews and participant observations highlighted some challenges found in Amphawa and Bangnoi. These include imbalanced concentration, conflict of interest and power, and social disintegration.

Imbalanced Concentration

Results of this study indicate that residents of both Amphawa and Bangnoi were unaware of various aspects related to tourism development. Respondents highly mentioned economic aspect of CBT development and seemed to overlook at the socio-cultural and environmental aspects. The reason might be that economic benefits such as income and employment opportunities are more tangible and important to them. This underscores the need for intense effort to raise residents' awareness of other aspects of tourism development as well as potential impacts of tourism, both positive and negative (Sirakaya, Teye, & Sonmez, 2002). The related literature suggested that tourism destinations should maintain the balance of socio-cultural, environmental, and economic implications of development (Shen & Cottrell, 2008; Edgell, 2006; Saarinen, 2006; WTO, 2004). This imbalance consideration might lead to the unsustainability of tourism resources which are local culture, way of life, and the nature (e.g. water, trees, and animals).

Conflict of Interest and Power

Conflict of interest seems to be important issues in these two floating markets. The conflicts stem from the non-transparency in management of some municipal leaders and staffs. In spite of holding positions in the municipal councils and offices, local politicians and municipal officials also own tourism related businesses such as homestays, resorts, restaurants, or shops. Their decisions related to tourism development projects such as infrastructure development or event planning are suspected by the residents because the decisions often directly or indirectly benefit those officials' or their friends and relatives' businesses. This problem reflects the patronage system that has embedded in the Thai society for a long time and influenced the inequality and power relations between the leaders (authorities or elites) and local people (Bunbongkarn, 1993; Elliot, 1983; Hewison, 2000; Rigg, 1991). Although some residents opposed the projects or plans, they could only delay but hardly stop these projects from going forward. Moreover, when there are problems or arguments that need to be judged, the officials have tried to avoid making decisions that negatively affect their voter base. Therefore, many problems are not effectively resolved. This situation has led some residents to distrust the authorities. With limited power, those who disagree with such decisions are likely to remain quiet and will probably discuss with others who have similar opinion (Rigg, 1991). As a result, this conflict of interest appears to be limiting the collaboration of local residents and municipal officials.

Social Disintegration

During the fieldwork, the researcher noticed that there are disagreements between the groups of residents in both study sites which led to the researcher's concern about social disintegration and disunity among local residents. Although the overall picture shows the high level of collaboration in tourism development, conflicts between the small groups of people may undermine the sustainability of CBT development in both communities. Social disintegration, according to Galtung (1996), is considered a global problem as a result of modernization and social development. Because the development of society tends to be on the individualistic and egoistic way, people focus on their personal gain more than the common good, which triggers jealousy and disintegration in the community.

In this study, one reason associated with social disintegration in the communities could be the conflicts among residents relating to the location of stalls (higher or lower tourist traffic) and the popularity of products which reflects the different amount of income from selling goods to travelers. Some sellers competed for the better selling spots. Others were found selling similar types of products to the already famous ones, often located nearby the original sellers, and thus caused problems and arguments among those sellers. Moreover, there are problems between local accommodations or homestays contending for customers in the low seasons. These conflicts have lessened the level of collaboration and interactions among the residents (Ateljevic, 2009), and might lead to the failure of CBT in the future if the problems could not be resolved.

ADDITIONAL CBT SUCCESS FACTORS

Besides examining the success of CBT development in Amphawa and Bangnoi following the ten success factors found from the literature, this study has found two additional factors that were not emphasized in previous CBT research. They consist of advertising and the use of media, and social networking.

Advertising and the Use of Media

Based on the participant observation and in-depth interview of local residents, one of the most factors that differentiated the two communities is the use of media to promote their communities' attractions, products, or advertising materials. Various advertising mediums such as newspapers, magazines, television commercials, billboards, publicity, personal selling, and incentives have been adapted not only to persuade the target market to visit the communities, but to stimulate sales, job, and income among local communities as well. The use of media to promote the community rather than its local businesses is one of the key success factors that have not been captured in quantitative-based CBT context in this study.

Usually, the local community leaders in both Amphawa and Bangnoi are involved in tourism marketing and tourism development. However, different advertising strategies and policies can distinguish the level of success among CBTs. In this study, Amphawa strengthens its economy significantly through the promotion of the community on both on- and off- season by focusing on media pitching and press events. The local leaders in Amphawa encourage media-press relationship among local and

nationwide radio and newspaper constituents, and even with TV series and film industry. With positive relationships with these constituents, the leaders can distribute press materials and storyline press releases or secure the media tour to promote its community's ongoing, special, show case events, or festivals.

The local leaders in Bangnoi, on the other hand, have not prioritized advertising and enhancing the community's image. Traditional media such as newspaper or magazine are used periodically. Due to the size of its community, Bangnoi's tourism planning is focused on increasing the number of local businesses and its unique products and services in order to attract more tourists. The use of media and advertisement is a key to gaining the attention of potential tourists and attracting them to the community (Andriotis, 2005). Even though both Amphawa and Bangnoi are in the same province, this is the reason why Amphawa keeps increasing its reputation and number of tourists visiting throughout the year. Therefore, advertisement and promotion of the destinations are critical to the successful future of Bangnoi.

Social Networking

Another important factor that has not yet been captured as a part of quantitative analysis in this study is how social networking affects community-based tourism on both community and local business levels. Many tourists nowadays use the internet to plan for their trips ahead of time. In addition to the traditional information such as transportation choices or accommodation selections, they usually seek for social advices

regarding choice of activities, points of interest for sightseeing, restaurants, or daily purchasing decision before visiting the travel destinations.

Various search engines such as Google.com and Yahoo.com, tourism web boards such as Pantip.com and Sanook.com (in Thai language), or social networking media such as Facebook.com and Twitter.com are among well-known channels for tourists in Thailand not only to find out information about the desired travel destinations but also to share their good and bad memories through moving images (videos), still images (photos), and words (comments). Local residents in both Amphawa and Bangnoi have utilized these outlets to promote their communities, to diversify their tourism campaigns, and to improve the post-trip “word of mouth” communication and relationship with their customers. Below are common findings regarding the social networking factor found in this study:

Facebook. Many homestay owners in Amphawa and a few in Bangnoi have their Facebook accounts with fan pages, to connect existing and potential customers to visit their Facebook pages. These owners realize that utilizing social networking channel is beneficial not only to promote their business and to entice people to visit, but also to reach more people faster than other traditional advertising media such as TV, newspaper, or magazine. They use their account to inform visitors about recent discounted promotion or upcoming events, display photo galleries and videos. Additionally, they can actually interact with their customers or followers in real time. Existing travelers may share their positive and negative stories on the trips they have experienced, the local

products they have purchased, or even the restaurants they have visited. These customers may recommend their friends to contact those business owners directly through these social networking media in order to obtain updated information about location, price, and availability. Once existing and potential tourists follow homestay owners or other local business owners on Facebook and websites regularly; the chance for these tourists to get to know the owners and communities and to plan their visit to the sites increases significantly.

YouTube. YouTube.com is also one of the well-known video marketing channels giving users the ability to upload and share video for personal and business purposes. YouTube has become a popular advertising outlet in both Amphawa and Bangnoi. For instance, many local business owners can showcase their businesses by uploading professional videos on youtube.com in no time and at no-to-low cost; meanwhile, local leaders in the communities can promote their events through spot advertisement videos on youtube.com to attract more visitors. Once a video is uploaded and shared among users on the site, it increases the opportunity to communicate and deliver valuable information among tourists and communities.

Webboards. Usually, the tourism webboards or blogs allow their registered members to share their photos and experiences and interact with each other by posting the comments. Pantip.com and Sanook.com are the two common places most tourists seek for information of Amphawa and Bangnoi. Registered members usually post their

personal comments and reviews about the communities. Positive comments encourage more tourists to plan a vacation, while negative comments increase the potential to ruin the reputation of the communities. Even though business owners do not have control over the consequence of those word-of-mouth contents on the web board, at least they can monitor their business performance and try to improve their business to satisfy those visitors. In fact, many business owners in Amphawa and Bangnoi are active to respond and follow up any negative reviews those visitors brought up. Additionally, participating directly and indirectly with these visitors can build positive relationship with in the social networks.

The findings are in line with the conclusion of Sparkes and Thomas (2001) that social networking and internet could strengthen promotion and develop a direct and closer relationship with prospective and current customers. In summary, a single feedback message posted on these social network media from any customers can create instant exposure either positively or negatively to many more folks in the same network in a short period of time. Likewise, these media are also useful channels for business owners in the communities to drip feed information including their recent products and services or special forthcoming events out to previous, existing, and potential customers in the same direction. Lastly, increasing their marketing efforts within social networks can helps tourists engage with local communities.

With respect to the higher volume of businesses and tourists in Amphawa, the chances to have or frequencies to see stories, videos, and pictures posted on the websites or social networks mentioned earlier are much higher than Bangnoi. Consequently,

people are more familiar with the name “Amphawa” and perceive that it is a popular destination. Some business owners in Bangnoi have also utilized the social networks to promote the communities and connect to the tourists, but due to the limited number of entrepreneurs, only a few fan pages and YouTube videos can be found at present. It is no wonder that many people are not yet aware of the existence of Bangnoi floating market. The importance of using internet and social networks in tourism related businesses has been noted in the previous study by Avcikurt, Altay, and Ilban (2011) who found out that the use of internet is a very important factor leading to the success of small hotel businesses. Therefore, it can be concluded that social network is one of the important factor associating with the success of CBT development.

In conclusion, this chapter discussed the research findings consisting of the measurements of CBT success, the nature of CBT practices in local communities, the success of CBT development, the differences between Amphawa and Bangnoi, the challenges of CBT development, and the additional CBT success factors found in this study respectively. The next chapter provides conclusions of the study and offers some recommendations based on the findings. Limitations of this study are also discussed.

CHAPTER VIII

CONCLUSIONS AND RECOMMENDATIONS

OVERVIEW

Community-based practice in tourism is a topic of growing importance, especially in the context of sustainable community development in the developing countries. However, limited research has been conducted on what local perspectives of community practices are in tourism settings. Conceptual and empirical research on success factors for CBT exists but they are restricted to examining only a limited set of factors and are often single location case studies. This study had three main objectives: 1) to develop an integrative measurement scale to evaluate the success of CBT destinations, 2) to identify the determinants of success as perceived by local communities of CBT destinations, and 3) to examine the differences in CBT success factors between two communities relative to the duration and scale of tourism development, and size of the community.

The two floating markets, Amphawa and Bangnoi, are located in the Samut Songkhram province of central Thailand. Amphawa and Bangnoi are different in many aspects including the size of community, duration and scale of tourism development, and the level of success in tourism development. The study employed a mixed methods approach for data collection and analysis. The quantitative method, through survey questionnaires and hypothesis testing was utilized not only to discover, measure, and understand the nature of CBT practice but also to draw inferences about the phenomenon

of CBT success from both study sites. The results of this quantitative analysis can then be replicated and generalized in statistical sense to other similar CBT communities.

However, each community is constructed differently in term of cultural and contextual environment. Understanding the phenomenon of CBT practice is varied and socially subjective. Additionally, the result from quantitative methods is just to prove, confirm, or support the existence of selected success factors derived from different theories.

Meanwhile, in fact, there may be a lot more factors that influence the CBT planning and development processes and have not been captured in the CBT context. Thus, this study also used a qualitative approach to explore the nuances that survey designs sometimes are not able to capture, especially in providing the context of the location, the characteristics of the destination communities and local residents response to tourism development.

The results of this dissertation mainly reflect the perceptions and actions of 32 key informants and 193 residents from Amphawa and Bangnoi floating markets. The researcher also provided input from her experience as a participant observer during the fieldwork. The following sections provide a brief summary of the key findings, followed by the recommendations for researchers and practitioners. It concludes with some observations about the limitations of the study.

SUMMARY OF KEY FINDINGS

Based on the three goals of this dissertation mentioned above, the main findings are briefly reviewed below.

CBT Success Measurement Scale

This study has developed the measurement scale to evaluate the success of CBT development in a community. The measurement framework used in this study included the ten factors that were mentioned in previous literature as the critical factors leading to the success of CBT. The scale was constructed based on multiple resources from the previous literature in the fields related to community-based tourism such as sustainable development, community development, and sustainable tourism. Exploratory factor analysis was performed to determine sub-dimensions in each construct (success factor). The results from EFA provide a set of construct variables and indicators which can be applied to CBT development projects as a guideline or a tool for evaluation. Although the CBT success measurement scale requires further development, testing, and refinement, this is the first step toward more precise measurement and understanding of the factors that contribute to success of CBT development in the communities by local residents.

CBT Success Factors

The research findings suggest that residents agree that the ten factors derived from the literature are important determinants of the success of tourism development in their communities, despite the fact that the background concepts of CBT came from Western countries (Timothy, 1999; Tosun, 2005). Ratings of the mean scores of each success factors were ranging from moderate between 3.20 – 3.75 to high of 3.75 and above. This result indicated that, from the residents' evaluations, CBT practices in Amphawa and Bangnoi have been implemented well. Based on the ranking scores of each success factor, all of the factors are not equally important (Figure 13). However, correlation analysis reveals that almost all of the success factors are positively correlated to one another, which means each factor is vital to the success of CBT. Furthermore, the results from stepwise regression analysis determine two models that explained how each success factor influenced the overall success of CBT. In model 1, local ownership and management and leadership are the predictors explaining 16% of the total variance in the perceived level of CBT success. And in model 2, four factors, namely tourist satisfaction, quality of life, management and leadership, and benefit sharing, are significant predictors explaining 65% of the total variance in the respondents' overall opinions on CBT development in the two study sites. In addition, respondents mentioned advertising and the use of media as well as social networks as additional factors important to the success of CBT development.

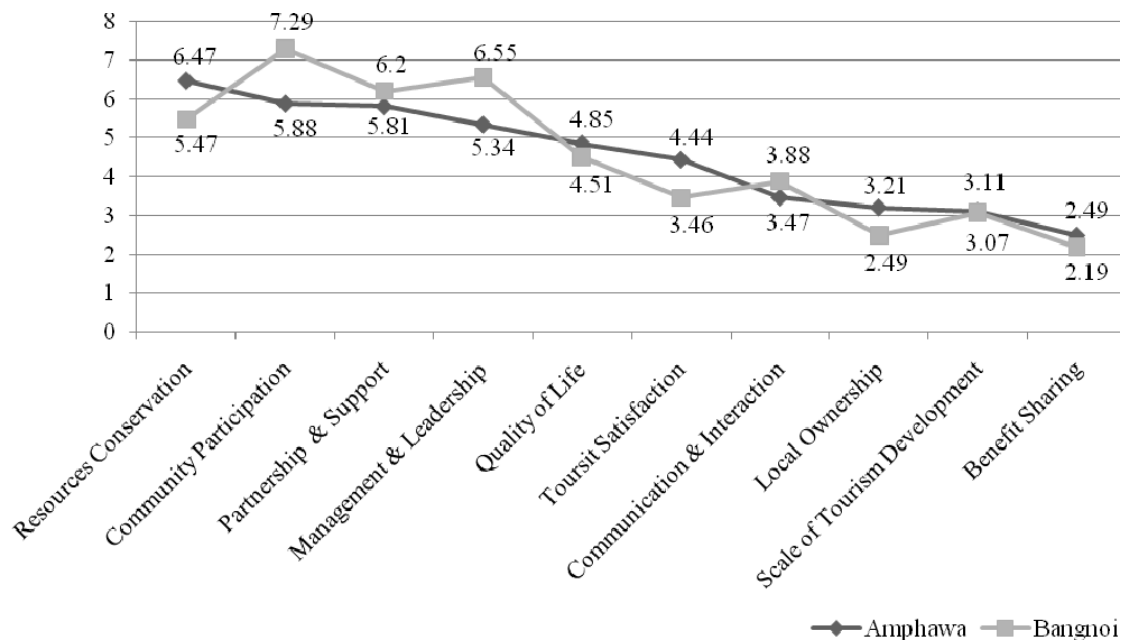


Figure 13. Ranking of Perceived Importance of CBT Success Factors

Practices and Success of CBT in Amphawa and Bangnoi

People in Amphawa and Bangnoi developed their floating markets under the similar goal which was to improve local economy. However, the CBT practices in both communities are different in some aspects. Residents have been involved in the development of floating markets from the beginning. But as tourism development matured, the level of community involvement declined in Amphawa. Benefits have been fairly shared among people who participated in the activities related to the floating markets, both locals and outsiders. Attempts to protect tourism resources such as local culture and nature were found in both communities especially in Amphawa where overcrowded and waste management are noticeable problems. While community support

to CBT development were strong, support from outside of the community such as funding from the government and sponsorship from private businesses are necessary to the success of CBT. Residents in both study sites demonstrated the strong sense of ownership as they reported that they believe the floating markets belong to everyone in the communities. However, Amphawa has many sellers from outside of the local area while sellers in Bangnoi are mostly from communities surrounded the floating market. Municipal officials and community leaders have played an important role in the management of the floating markets. Abilities of those leaders to direct and manage tourism development and work with local people are essential for the success of CBT. Local leaders were also the links between local residents and other stakeholders such as government officials and other related organizations, thus made communication and interaction among stakeholders possible.

Residents reported improvements in quality of life in both Amphawa and Bangnoi, especially in terms of better living conditions and more happiness. However, the results indicated that Bangnoi residents would like to have more tourism development and become a larger tourist destination. They believed that the larger floating market with more sellers and diverse products will draw more tourists and increase tourist satisfaction. Conversely, Amphawa would rather maintain the current scale of development, when reducing the size is barely feasible, in order to satisfy the tourists.

Findings indicated the different levels of CBT success between the two study sites. Results from quantitative surveys and qualitative interviews demonstrated that

Amphawa, a larger and longer developed destination, is more successful than Bangnoi, a smaller and newly developed destination. Moreover, the differences between Amphawa and Bangnoi were tested statistically. Hypothesis #3 was developed in order to test if differences exist in the ten CBT factors between the two floating markets. Results from two-sample t-tests showed that differences exist between the two study areas in six factors including tourism resources conservation, partnership and support from within and outside of community, local ownership of tourism related businesses, quality of life, scale of tourism development, and tourist satisfaction (Table 36).

Table 36. Hypothesis Testing on Differences between Bangnoi and Amphawa

Hypothesis	Result of Testing
Differences exist between Amphawa and Bangnoi in:	
Level of success	different
Community participation	no different
Benefit sharing	no different
Tourism resources conservation	different
Partnership and support from within and outside community	different
Local ownership	different
Management and leadership	no different
Communication and interaction among stakeholders	no different
Quality of life	different
Scale of tourism development	different
Tourist satisfaction	different

RECOMMENDATIONS

The results of this study clearly demonstrate the factors critical to the success of CBT development that could be applied in other similar CBT destinations. Thus, the study offers some recommendations for CBT researchers, policy makers, and practitioners.

Methodological Implications

This study contributes to the study of tourism by providing detailed analysis of the development of CBT in a developing country. The study developed ten success factors to examine whether these factors are present in CBT practices on the ground. The framework was derived from literature on community development, urban and rural planning, and tourism. Although the background of CBT concepts were created under the Western paradigm (Jamal & Stronza, 2009; Timothy, 1999; Tosun, 2005), this study shows that CBT concepts are applicable in Eastern countries such as Thailand.

Additional criteria identified in the study contribute to a better understanding of tourism practices. Most importantly, very few studies have attempted to empirically validate the principles of CBT; previous studies have not applied a comprehensive set of factors as this study has done. The study has provided an example of how the CBT principles are at work in real settings. Tourism scholars would benefit from this study when they apply the reported success factors to develop guidelines and indicators for community-based tourism development.

In terms of research methodology, previous research in CBT either employed a qualitative or a quantitative method which have different limitations and advantages. This study applied the mixed methods approach in data collection and analysis, and has illustrated how the methods may be more beneficial in smaller community settings where the researcher benefited from easy access to key stakeholders in the community, was able to establish rapport with local residents and key leaders, was able to attend several important community meetings and cultural events. This has greatly improved the quality of the study compared to either a primarily quantitative study (e.g. Kibicho (2008)) or a qualitative study (e.g. Manyara and Jones (2007) and Sebele (2010)).

Research Implications

A longitudinal study at the two study sites is suggested to monitor the progress of CBT and how emerging challenges impacts the communities. For example, future studies of environmental and social impacts are suggested for Amphawa. For Bangnoi, when their floating market becomes more saturated with the tourists, what kinds of impact will occur, and how the residents react to the impacts, should be interesting aspects of future study. Similarly, while the study assumes that the benefits of tourism are widespread, it is likely that some residents, particularly in Amphawa, have benefited more than the others. It would be important to examine if benefits are equally distributed among local residents, and whether there are social, economic, and structural barriers preventing some residents from participating in the development process and benefiting from tourism. Moreover, future research applying the CBT success measurement scales

similar to this study in other destinations could increase the external validity of the results presented here.

The distinctive characteristics of the community play a significant role in determining appropriate measurement systems. Certain circumstances and other factors may also affect the appropriateness to employ the measurement scale developed in this study. Therefore, CBT development project should recognize that not every CBT success factor is critical for every CBT destination. Besides as a tool for CBT evaluation, the CBT success factors identified in this research can be used as a starting point for CBT development as well.

Practical Implications

Exploring the experiences of CBT development in this study can provide useful lessons for other tourism development projects in local communities. In spite of the fact that CBT and its supporting concepts such as community participation in development were originated in the western world, this study supported previous studies (e.g. Jamal & Stronza, 2009; Timothy, 1999; Tosun, 2005) that this Western paradigm of community involvement seems to be applicable in the local context of developing countries. However, it should be kept in mind that local cultural and social attributes are varied; differences could be found even among communities in the same country or region. With respect to the uniqueness of each study sites, this research, thus, should be regarded as an adjustable guideline for other communities rather than a strict model. Therefore, the implications of this study can be assessed at different levels. At the local level, the

results of the study can be used as a guideline for further refinement in CBT principles and practices. This study has offered insights into the complexities of local people's perspectives toward CBT development practices. With this knowledge, CBT developers and planners (or community leaders in some cases) can better understand these complexities and be able to design appropriate communication and management strategies that would allow them to generate more support from the local community.

At the national level, this study may serve as a guiding framework when designing tourism projects which aim to improve the quality of life of local residents and at the same time enhance tourist satisfaction. Moreover, at the international level, other developing countries with similar characteristics can benefit from this study by following the guideline and recommendations obtained from the results of this study.

LIMITATIONS

Despite its theoretical and practical contributions in the field of community-based tourism development and planning, several limitations of the current study should be noted. Conceptual limitation can be found in terms of the level of understanding of CBT concepts by local stakeholders. Although the word "community-based tourism" has been applied in many local projects including Amphawa and Bangnoi, residents may not fully understand the meaning of CBT and assess its significance to them. This affected how residents responded to the interview questions because they may misunderstand the questions and the concept being discussed, such as the concept of scale of tourism development. This limitation may also reduce the confidence of the locals to play a main

role in tourism development because they may not fully understand their rights and roles in CBT development, and result in less benefits received and low quality of tourism product.

The measurement used in this study was limited in several aspects. Several measurement scales used in this study have not been used in prior research (such as the measurement of communication and interaction among stakeholders) which may undermine the validity and reliability of the results. Moreover, there are more positive than negative statements in the measurement scales which may introduce bias to the responses. The development of questionnaires with a mix of positive and negative worded statements can obviate the acquiescent response bias in the future study. Due to the fact that this study developed CBT success factor scales and tested them using Exploratory Factor Analysis, additional efforts in scale development (e.g. Confirmative Factor Analysis) need to be done to ensure the validity and reliability of the scales used.

In sum, this dissertation combined qualitative and quantitative methods to investigate the practices of CBT at the community level. The analysis suggested that no single factor could contribute to the success of CBT development. The integration of success factors reported in this study is recommended as a guideline for improvements in CBT development and evaluation.

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APPENDIX A

QUESTIONNAIRE AND INTERVIEW GUIDE

Questionnaire: An examination of the critical components for successful community-based tourism at Bangnoi and Amphawa communities, Thailand

Section A: Personal information

Please provide some information about yourself. This information is confidential and will be used for analysis purposes only.

Gender: Female Male

Age: _____ years

Marital status: Single Divorced
 Married Married but living separately
 Other (please specify):

Education: Elementary School High School College
 Technical School Graduate school
 Other (please specify):

Name of community where you reside: _____

How long have you lived in this community? Born here
 Born somewhere else, but have lived in this community for ___ years. Reason(s) to move here

Annual household income (approximately): _____

Main occupation(s): _____

Secondary occupation(s): _____

How is/are your occupation(s) related to tourism industry in your community? _____

Annual income from tourism related occupation(s): _____

Do you belong to any local clubs, groups, organizations, or associations?

Yes. No.

If YES, a) Please specify the name(s) of the group(s):

b) Among those groups, how many of them are related to tourism?

c) How long have you been involved in tourism related clubs, groups, organizations, or associations?

d) How often do you participate in activities related to tourism development in the community (e.g. attend meetings, work as volunteer, etc.)?

Never Rarely Sometimes Often Always

e) Why do you get involved in tourism related clubs, groups, organizations, or associations?

f) What are the benefits that you gain from getting involved in tourism related clubs, groups, organizations, or associations?

If NO, What is the main reason that you do not participate in the tourism related clubs, groups, organizations, or associations? (Please check ONE)

Lack of information Lack of enthusiasm Time constraint

No interest Disabled/health problem

Other (please specify): _____

How do you get involved in tourism development in the community? (Please check all that apply)

Attend the meetings about tourism development/project

Give opinions in the meeting or to community leader

Provide funding for tourism development

Host tourists in your property (house/shop)

Other (please specify): _____

Section B: Factors contributing to a successful development of community-based tourism

Community participation

The following statements ask you to express your opinion about issues related to community participation in tourism development in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1. Local people need to have more input into tourism development.	1	2	3	4	5
2. Community residents have opportunities to be involved in tourism decisions.	1	2	3	4	5
3. Public involvement in planning and development of tourism lead to preserving local culture, traditions, and lifestyle.	1	2	3	4	5
4. The tourism planning responsibility should be left to the local government.	1	2	3	4	5
5. I believe community residents have the right to know how tourism development in their community is planned.	1	2	3	4	5
6. I have been consulted by the community leader regarding tourism development in my community.	1	2	3	4	5
7. I am willing to attend community meetings to discuss important tourism issues.	1	2	3	4	5
8. I have been informed by the community leaders regarding tourism development decisions and directions.	1	2	3	4	5
9. I have opportunities to influence my community's decisions regarding tourism development.	1	2	3	4	5
10. I have been volunteering my time and efforts to tourism development activities (e.g. collecting trash in the canals).	1	2	3	4	5
11. I have attended public meetings regarding tourism planning and development.	1	2	3	4	5
12. I have been involved in action initiation relating to tourism planning.	1	2	3	4	5
13. I am able to voice my opinions about tourism planning and development in the meetings.	1	2	3	4	5
14. I have been involved in decision-making regarding tourism planning and development.	1	2	3	4	5
15. I have provided funding for tourism development in my community.	1	2	3	4	5
16. I have hosted tourists in my property (home, orchard, etc.).	1	2	3	4	5
17. Full participation of everyone in the community in tourism related decisions is a must for successful tourism development.	1	2	3	4	5

Benefit sharing

The following statements ask you to express your opinion about issues related to benefit sharing from tourism development in your community. Please respond to each of the following statements by marking the response which best described your opinion.

		1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	Most people in my community have benefitted from having tourists visit my community.	1	2	3	4	5
2.	Most people in my community have a chance to get jobs in tourism businesses.	1	2	3	4	5
3.	Tourism brings more investment to the community.	1	2	3	4	5
4.	Community residents should receive a fair share of benefits from tourism.	1	2	3	4	5
5.	The most of benefit from tourism development goes to local entrepreneurs.	1	2	3	4	5
6.	The benefits from tourism are distributed fairly throughout my community.	1	2	3	4	5
7.	The tourism industry provides many worthwhile job opportunities for community residents.	1	2	3	4	5
8.	I would benefit from more tourism development in my community.	1	2	3	4	5
9.	Tourism has contributed to community improvement funds.	1	2	3	4	5
10.	My income has increased because of tourism.	1	2	3	4	5
11.	I believe tourism is necessary for my community's economy.	1	2	3	4	5

Tourism resources conservation

The following statements ask you to express your opinion about issues related to the conservation of tourism resources in your community. Please respond to each of the following statements by marking the response which best described your opinion.

		1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	Natural resources have been degraded because of tourism development.	1	2	3	4	5
2.	Local people have tried to protect natural environment such as canals and waterways, native trees, fireflies, etc.	1	2	3	4	5
3.	The local government has helped protecting natural resources.	1	2	3	4	5
4.	Tourism businesses should strengthen their efforts in environmental conservation.	1	2	3	4	5
5.	I think that tourism in the local area will not damage the local environment in the future.	1	2	3	4	5
6.	The diversity of nature has been valued and protected by the tourism businesses in the community.	1	2	3	4	5
7.	Traditional Thai houses have been preserved for tourism purposes.	1	2	3	4	5

8.	Tourism development improves appearance of an area.	1	2	3	4	5
9.	Local culture is exploited by tourism in the community.	1	2	3	4	5
10.	I think that tourism in the local area will not damage local culture in the future.	1	2	3	4	5
11.	Tourists negatively affect a community's way of life.	1	2	3	4	5
12.	Tourism has been developed in harmony with the natural and cultural environment.	1	2	3	4	5
13.	Local people have tried to protect local cultures such as agrarians' way of life, the uses of canals, handicrafts and cultural performances in order to promote tourism.	1	2	3	4	5
14.	Tourism promotes cultural exchange and education.	1	2	3	4	5

Partnership and support from within and outside of community

The following statements ask you to express your opinion about issues related to the partnership and support of tourism development in your community. Please respond to each of the following statements by marking the response which best described your opinion.

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree						
1.	Local government has created and maintained infrastructure necessary for tourism.	1	2	3	4	5
2.	Local government provides educational support for employees or business related to tourism industry.	1	2	3	4	5
3.	Local government provides funding for tourism development and promotion.	1	2	3	4	5
4.	New knowledge and technology have been transferred to the community with support from government and outside organizations.	1	2	3	4	5
5.	The majority of residents support tourism development in the community.	1	2	3	4	5
6.	I am happy to have tourists visiting my property (home, orchard, etc.).	1	2	3	4	5
7.	I am happy and proud to see tourists coming to see what my community has to offer.	1	2	3	4	5
8.	Tourism planning process in my community has engaged all interested parties so all views are equally represented.	1	2	3	4	5
9.	National government has strongly supported tourism development in my community.	1	2	3	4	5
10.	Overall, I support tourism development in my community.	1	2	3	4	5

Local ownership

The following statements ask you to express your opinion about issues related to local ownership of tourism businesses in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1. Most of the homestays and resorts are owned by local residents.	1	2	3	4	5
2. Vendors in the floating markets are local people.	1	2	3	4	5
3. I believe that the floating market belongs to community residents.	1	2	3	4	5
4. Most of the restaurants are owned by local residents.	1	2	3	4	5
5. Most of the tour operators are people who come from outside of the community.	1	2	3	4	5
6. It is acceptable when tourism businesses are not locally owned and operated.	1	2	3	4	5
7. The floating market is operated by local people.	1	2	3	4	5
8. Tourism development in my community is not controlled locally.	1	2	3	4	5
9. It is necessary that people from my community own tourism related businesses.	1	2	3	4	5

Management and leadership

The following statements ask you to express your opinion about issues related to the leadership and management of tourism in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1. Community residents have been encouraged to assume leadership roles in tourism planning committees.	1	2	3	4	5
2. Tourism development in my community is well managed.	1	2	3	4	5
3. Tourism development leaders in my community have strong leadership skills.	1	2	3	4	5
4. Tourism development strategy/plan in my community is effective.	1	2	3	4	5
5. I am willing to follow tourism development directions given by the community leaders.	1	2	3	4	5
6. The community leaders are able to manage the problems related to tourism development.	1	2	3	4	5
7. Tourism development plan has been effectively implemented.	1	2	3	4	5
8. I think that the tourism development leaders can manage most of the problems related to tourism development in my community.	1	2	3	4	5
9. People in my community trust and are willing to support the community leaders.	1	2	3	4	5
10. Tourism development plan has been regularly evaluated and adjusted accordingly.	1	2	3	4	5

Communication and interaction among stakeholders

The following statements ask you to express your opinion about issues related to communication and interaction among tourism stakeholders in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	I usually talk to my neighbors about tourism development in the community.				5
2.	I discuss issues related to tourism in my community with the community leader.				5
3.	I prefer to have as little contact as possible with tourists.				5
4.	Tourism development leaders always respond to the residents' inquiries or concerns regarding tourism development in the community.				5
5.	There is a full of collaboration and cooperation among government authorities responsible for tourism planning.				5
6.	Issues related to tourism development are widely discussed in the community meetings.				5
7.	I have chances to give information to tourists about my community and the floating market.				5
8.	Tourists talked to me about their experiences from traveling in my community.				5

Quality of life

The following statements ask you to express your opinion about issues related to tourism development and the quality of life in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	In recent years, my community has become overcrowded because of tourists.				5
2.	Because of tourism, community has developed more parks and recreational areas that local residents can use.				5
3.	Tourism improves image of my community or culture.				5
4.	The quality of public service (e.g. transportation and utilities) in my community has improved due to tourism.				5
5.	Tourism development increases the quality of life in the area.				5
6.	Tourism results in an increase in the cost of living.				5
7.	My quality of life has deteriorated because of tourism.				
8.	Tourism has increased the crime rate in my community.				5
9.	Healthcare facility has been improved as a result of tourism development in the area.				5
10.	I have more opportunity to succeed in life due to tourism development in my community.				5
11.	Overall, I am satisfied with the quality of life in my community.				5

Scale of tourism development

The following statements ask you to express your opinion about issues related to scale of tourism development in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	Tourism development in my community is in a small scale.				1 2 3 4 5
2.	Tourism development at this level is locally manageable.				1 2 3 4 5
3.	The scale of tourism development in my community should be expanded to the larger scale.				1 2 3 4 5
4.	I think that tourism development in my community will be locally manageable if it is in a small scale.				1 2 3 4 5
5.	The large scale of tourism development is not appropriate in my community.				1 2 3 4 5
6.	Proper tourism development involves building facilities relatively small in scale.				1 2 3 4 5
7.	Large-scale tourism projects produce negative environmental impacts in my community.				1 2 3 4 5
8.	In my community, large-scale tourism projects create negative social and cultural impacts.				1 2 3 4 5
9.	Small-scale of tourism facilities, such as the floating market, canal tour, and homestay, is important to the success of tourism development in my community.				1 2 3 4 5

Tourist satisfaction

The following statements ask you to express your opinion about issues related to tourist satisfaction towards tourism development in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1.	I believe that tourists are satisfied with the local accommodations (homestays, hotels, and resorts).				1 2 3 4 5
2.	I believe that tourists are satisfied with the local attractions and tour programs (floating market, historic sites, canal tour, firefly watching tour, etc.).				1 2 3 4 5
3.	I believe that tourists are satisfied with the quality of food and drinks.				1 2 3 4 5
4.	I believe that tourists are satisfied with their shopping experiences.				1 2 3 4 5
5.	I believe that tourists are satisfied with the hospitality of local people.				1 2 3 4 5
6.	I believe that tourists are satisfied with accessibility to the floating market.				1 2 3 4 5
7.	I believe that tourists are satisfied with the reasonable price of goods and services.				1 2 3 4 5
8.	Overall, I think tourists are satisfied with their visits to my community.				1 2 3 4 5

Your opinions on tourism development in your community

The following statements ask you to express your opinion about issues related to tourism development in your community. Please respond to each of the following statements by marking the response which best described your opinion.

	1 = Strongly disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
1. The community enjoys being involved in tourism activities and interacted with tourists.	1	2	3	4	5
2. Life is better in the community because of tourism.	1	2	3	4	5
3. Tourism helps increase the level of collaboration between residents and the local government.	1	2	3	4	5
4. Tourism has created benefits more than problems to the community.	1	2	3	4	5
5. Tourism is necessary to community development.	1	2	3	4	5
6. Tourism has increased residents' pride to be in the community.	1	2	3	4	5
7. Tourism has made local residents appreciate their way of life more.	1	2	3	4	5
8. The local residents are satisfied with tourism development in the community.	1	2	3	4	5
9. Tourism holds great promise for my community's future.	1	2	3	4	5
10. Overall, tourism development in my community is successful.	1	2	3	4	5

Section C: CBT success factors

C1. From the scale of 1-5, when 1 means unsuccessful and 5 means very successful, how would you rate the level of success in CBT development in your community? Please give some explanations regarding your choice.

C2. What are the critical components associated with the success of tourism development in your community?

C3. What would be the most important factor contributing to the success of CBT development in your community? Please rank the following factors from 1-10, 1 means the most important factor and 10 means the least important factor.

CBT success factors
_____ Community participation
_____ Benefit sharing
_____ Tourism resources conservation
_____ Partnership and support from within and outside community
_____ Local ownership
_____ Management and leadership
_____ Communication and interaction among stakeholders
_____ Quality of life
_____ Scale of tourism development
_____ Tourist satisfaction

Interview guides for stakeholders of CBT development in Amphawa and Bangnoi

Part I: Background information

1. Please tell me about yourself, how old are you? How long have you lived in this community? (For in-migrants only: Where are you migrating from? When? Why?)
2. What is your occupation? How long have you been working at your current job? How is it related to tourism in your community?
 - 2.1. For business owners: how many employees do you have? Where are they from?
 - 2.2. For government and NGOs officers: what are the major responsibilities of your organization?
 - 2.3. For community leaders: what are your responsibilities regarding tourism development in the communities?
3. What roles have you taken in local tourism development? How did you become involved in tourism?

Part II: CBT development

1. How have tourism been developed in Amphawa and/or Bangnoi? Who initiate tourism development in the areas? Who plays a major role in managing tourism in the areas?
2. How would you describe the floating market(s) in Amphawa and/or Bangnoi? When and how are they initiated? How important are they to tourism development in the areas?
3. What is your opinion about the way tourism has developed in Amphawa and/or Bangnoi?
4. In what ways the two communities differ in CBT practices? And Why?
5. What are the critical issues concerning the management of CBT in the areas?
6. From your experiences and observations, what are the changes brought by tourism to Amphawa and/or Bangnoi? What do you think about these changes?
7. What major advantages do you think tourism has brought to Amphawa and/or Bangnoi?
8. What major disadvantages do you think tourism has brought to Amphawa and/or Bangnoi?
9. What are the challenges for tourism development in Amphawa and/or Bangnoi?
10. How would you like Amphawa and/or Bangnoi to be in the future?

Part III: CBT critical success factors***Community participation***

1. How do Amphawa and/or Bangnoi manage its/their tourism development?
2. Have all stakeholders been involved in tourism planning and decision-making? If not, who have been left out? And Why?
3. Have you ever participated in any tourism development processes taking place in Bangnoi and/or Amphwa? If yes, in what way? Can you please describe your experience?
4. What would be the major obstacles discouraging the involvement and participation of CBT stakeholders in tourism planning and decision-making processes?

Benefit sharing

1. What are the benefits from CBT development in the communities and how are they shared?
2. Who do you think tourism had benefited the most/least? And Why?

Tourism resources conservation

1. What are the characteristics of tourist attractions in the communities that make them different from other destinations?
2. What do you do to conserve tourism resources such as the natural environment as well as local culture and traditional way of life?

Partnership and support from within and outside of community

1. What are the roles of CBT stakeholders in tourism development in the areas?
2. What kinds of support or partnership are available from outside of the communities?
3. What kinds of support or partnership are available from within the communities?
4. How do the residents support or oppose tourism development in the areas?

Local ownership

1. Who is/are the owner(s) of CBT development projects or businesses in Amphawa and/or Bangnoi? (local people or outsiders)
2. How important do you think the ownership of tourism development projects or businesses are local residents?
3. How should tourism development projects or businesses be operated? (only by local people, only by outsiders, or as a partnership between locals and outsiders)

Management and leadership

1. Do you think the current management of tourism in Amphawa and/or Bangnoi are effective? Please specify the reasons of your choice. What could be done in order to improve the effectiveness of tourism management?
2. What are the outstanding characteristics of the current tourism leadership in Amphawa and/or Bangnoi? Please specify the reasons of your answer. What could be done in order to have strong leadership?

Communication and interaction among stakeholders

1. Are you aware of any communications (discussions, meetings, phone conversations) between local people and people, business, or government agencies from outside the community?
2. How often do you discuss issues related to tourism in your community with others? Whom did you talk to?
3. Have you been discussed about tourism development decisions with other local stakeholders?

Quality of life

1. How does tourism development in the areas affect the quality of life in Amphawa and/or Bangnoi?
2. How could CBT development improve the quality of life in Amphawa and/or Bangnoi in the future?

Scale of tourism development

1. How would you describe the size or scale of tourism development in Amphawa and/or Bangnoi?
2. Is it necessary that tourism development in Amphawa and/or Bangnoi should be in a small scale in order to be locally manageable? And why?

Tourist satisfaction

1. How do tourists rate their level of satisfaction towards their experiences in the areas?
2. What do you think tourists like the most about Amphawa and/or Bangnoi?
3. In your opinion, what would be the factors associated with the level of satisfaction of tourists visiting Amphawa and/or Bangnoi?

Successful CBT development

1. What are the goals of CBT development in Amphawa and/or Bangnoi? Why are these goals important to the community? Until now, how have these goals been met? Please explain?
2. What would be the factors contributing to the success of tourism development in local communities?
3. What are the critical components associated with the success of tourism development in Amphawa and/or Bangnoi?

4. What would be the most important factor contributing to the success of CBT development in Amphawa and Bangnoi? Please rank the following factors from 1-10, 1 means the most important factor and 10 means the least important factor.

Amphawa	Bangnoi
____ Community participation	____ Community participation
____ Benefit sharing	____ Benefit sharing
____ Tourism resources conservation	____ Tourism resources conservation
____ Partnership and support from within and outside community	____ Partnership and support from within and outside community
____ Local ownership	____ Local ownership
____ Management and leadership	____ Management and leadership
____ Communication and interaction among stakeholders	____ Communication and interaction among stakeholders
____ Quality of life	____ Quality of life
____ Scale of tourism development	____ Scale of tourism development
____ Tourist satisfaction	____ Tourist satisfaction

5. What are the criteria guiding your decision when determining whether CBT in the community is successful or not?
6. From the scale of 1-5, when 0 means unsuccessful and 5 means very successful, how would you rate the level of success in CBT development in Amphawa and/or Bangnoi? Please give some explanations regarding your choice.
7. What advice would you give to better tourism development in Amphawa and/or Bangnoi?

APPENDIX B

LOG OF DATA GATHERING ACTIVITIES

Table B. Log of Data Gathering Activities

Date	Place	Activity	Who	Note
03/04/2010	Samut Songkhram Provincial Hall	Interview	Yuttapong (Samut Songkhram Provincial Office)	
	Samut Songkhram Provincial Hall	Interview	Wattana (Samut Songkhram Provincial Office)	
03/08/2010	Samut Songkhram Provincial Hall and three communities	Participant observation	Governor of Samut Songkhram province, Chief of Samut Songkhram Governor's Office, provincial officers, evaluators from Ministry of Interior, community leaders and members	Participatory Governance Projects evaluation
03/28/2010	Bangnoi floating market	Participant observation	Kradang-nga Mayor and Bangnoi floating market vendors	Monthly meeting
04/01/2010	Kradang-nga municipal office	Participant observation	Lieutenant governor of Samut Songkhram province, Kradang-nga mayor, municipal officers, local organizations, community leaders	1 st meeting to plan and prepare for the 1 st Annual River Prawn Festival
04/05/2010	Kradang-nga municipal office	Participant observation	Kradang-nga mayor, municipal officers, local organizations, community leaders	2 nd meeting to plan and prepare for the 1 st Annual River Prawn Festival
04/06/2010	Bangnoi floating market	Participant observation	789 Rom Sai Pattana community leaders and members	Building roof on the walk way along Bangnoi canal

Table B. Continued

Date	Place	Activity	Who	Note
04/10/2010	Bangnoi floating market	Participant observation	Governor of Samut Songkhram province, Kradang-nga mayor, municipal officers, local organizations, community leaders, central and local media	Press conference to promote the 1 st Annual River Prawn Festival
04/15/2010	Bangnoi floating market	Participant observation	Community leaders and members from 4 communities in Kradang-nga municipal area	Thai New Year: Buddhist ceremony
	Bangnoi floating market	Interview	Jitra (Koh Kaew Pattana Community)	
	Bangnoi floating market	Interview	Sopa (Kradang-nga Ruam Jai Community)	
	participant's house	Interview	Tossapol (Rak Bang Konthi Ecotourism Group)	
04/20/2010	Kradang-nga municipal office	Interview	Somkit (Kradang-nga Municipality)	
	participant's house	Interview	Yuttana (Koh Yai Ruam Jai Pattana Community)	
	Wat Koh Kaew temple	Interview	Sattha (Koh Kaew Pattana Community)	
	Kradang-nga municipal office	Interview	Vichai (Kradang-nga Municipality)	
04/21/2010	Bann Suan Sai Thong Resort	Participant observation	Rak Bang Konthi Ecotourism Group	Monthly meeting
	participant's house	Interview	Sumalee (Koh Yai Ruam Jai Pattana Community)	
04/23/2010	participant's house	Interview	Choosak (Samut Songkhram Chamber of Commerce)	
04/26/2010	Bangnoi floating market	Interview	Siriporn (789 Rom Sai Pattana Community)	
	Bangnoi floating market	Interview	Duangjai(789 Rom Sai Pattana Community)	

Table B. Continued

Date	Place	Activity	Who	Note
04/26/2010	participant's house	Interview	Pranee (Kradang-nga Ruam Jai Community)	
	participant's house	Interview	Kanjana (Kradang-nga Ruam Jai Community)	
05/01/2010	Bangnoi floating market	Participant observation	Governor of Samut Songkhram province, Kradang-nga mayor, municipal officers, local organizations, community leaders, central and local media, tourists	the 1 st Annual River Prawn Festival
05/03/2010	Amphawa municipal office	Interview	Paiboon (Amphawa Municipality)	
	Amphawa municipal office	Interview	Vilai (Amphawa Municipality)	
05/04/2010	participant's house	Interview	Rassamee (Amphawa stall sellers Club)	
05/06/2010	Amphawa municipal office	Participant observation	Advisor of Samut Songkhram Provincial Office of Tourism and Sport, homestay and resort owners in Amphawa	Amphawa CBT certificate meeting
	Samut Songkhram Tourism and Sport Office	Interview	Sombat (Samut Songkhram Tourism and Sport Office)	
05/10/2010	participant's house	Interview	Kitti (Amphawa Market Community)	
05/12/2010	Amphawa municipal office	Participant observation	Homestay and resort owners in Amphawa, project director from Suan Sunantha University	Homestay standard workshop
	participant's house	Interview	Decha (Amphawa Market Community)	
	Tourism Authority of Thailand Samut Songkhram Office	Interview	Wanvipa (Tourism Authority of Thailand Samut Songkhram Office)	

Table B. Continued

Date	Place	Activity	Who	Note
05/18/2010	Amphawa municipal office	Interview	Pornthip (Amphawa Municipality)	
	Wat Amphawan community	Participant observation	Advisor of Samut Songkhram Provincial Office of Tourism and Sport, homestay and resort owners in Wat Amphawan community	Amphawa CBT certificate meeting
	Pracha Utis community	Participant observation	Advisor of Samut Songkhram Provincial Office of Tourism and Sport, homestay and resort owners in Pracha Utis community	Amphawa CBT certificate meeting
05/19/2010	participant's house	Interview	Wanpen (Pracha Utis Community)	
	Rong Jay community	Participant observation	Advisor of Samut Songkhram Provincial Office of Tourism and Sport, homestay and resort owners in Rong Jay and Rim Khlong Amphawa community	Amphawa CBT certificate meeting
	Amphawa Market community	Participant observation	Advisor of Samut Songkhram Provincial Office of Tourism and Sport, homestay and resort owners in Amphawa Market community	Amphawa CBT certificate meeting
05/20/2010	Amphawa municipal office	Interview	Rewat (Pracha Utis Community)	
	participant's house	Interview	Rattana (Khlong Amphawa Community)	
	Amphawa floating market	Interview	Veera (Amphawa Market Community)	
05/21/2010	participant's house	Interview	Somporn (Wat Amphawan Community)	
05/24/2010	participant's house	Interview	Orawan (Rong Jay Community)	

Table B. Continued

Date	Place	Activity	Who	Note
06/01/2010	participant's house	Interview	Suriya (Rong Jay Community)	
	Amphawa municipal office	Interview	Jintana (Amphawa Municipality)	
06/08/2010	Amphawa floating market	Interview	Mongkol (Amphawa Chaipattananurak Foundation)	

Note: Questionnaires were distributed and collected when the researcher was free from the interview and participant observation activities.

VITA

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