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BERILMU BERBAKTI

**INFLUENCING FACTORS ON COMMUNITY-BASED TOURISM
DEVELOPMENT SUPPORT IN THAILAND**

By

PAKIN WITCHAYAKAWIN

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

August 2024

SPE 2024 58

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirements for the degree of Doctor of Philosophy

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PAKIN WITCHAYAKAWIN

August 2024

Chairman : Professor Yuhanis binti Abdul Aziz, PhD
Faculty : Business and Economics

Community-based tourism (CBT) is a hope of the Thailand government to alleviate poverty. Problem statement: one colossal gap was a lack of community participation, and others include unfair distribution of benefits, harmful negative impacts, imbalance of external support, and problems in marketing. Research objectives: this study investigates the three dimensions of the problem—first, the relationship between the six factors that influence community participation. Second, exploring the role of community participation and the perceived benefits as mediators between the six factors and CBT development support, and third, testing the role of socio-demographics as moderating factors between community participation and CBT development support.

Methodology: this empirical quantitative study uses a survey method in 47 CBT villages in four regions of Thailand. The population is 69,404 people who are village leaders, CBT operators, homestay owners, and villagers, while the samples are 472 subjects. Data collection by purposive sampling uses self-administrative

questionnaires. Descriptive statistics describe the characteristics of respondents, while Structural Equation Modelling (SEM) – Analysis of Moment Structures (AMOS) identifies the direct and indirect relationships of the variables, including the analysis of the measurement of Confirmatory Factor Analysis (CFA), the Measurement Model, and the Structural Model.

The findings: factors influencing the development of CBT consist of ownership, external support, marketing, and community empowerment. Community participation and the perceived benefits are mediators, while gender, age, marital status, and income play moderating roles in the relationships between community participation and CBT development support. The body of knowledge contribution is to confirm the influential factors driving CBT development. Significances and conclusion: the study successfully establishes a significant relationship between ownership, external support, community empowerment and community participation. The perceived benefits, community participation, and the socio-demographics of the stakeholders can identify the success of CBT development support.

Keywords: Community Participation, Community-Based Tourism, Ownership, Socio-Demographics, The Perceived Benefits.

SDG: GOAL 1: No Poverty

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**FAKTOR-FAKTOR YANG MEMPENGARUHI SOKONGAN
PEMBANGUNAN PELANCONGAN BERASASKAN KOMUNITI DI
THAILAND**

Oleh

PAKIN WITCHAYAKAWIN

Ogos 2024

Pengerusi : Profesor Yuhanis binti Abdul Aziz, PhD
Sekolah : Perniagaan dan Ekonomi

Pelancongan berasaskan komuniti (CBT) merupakan satu harapan kerajaan Thailand untuk mengurangkan kemiskinan. Pernyataan masalah: salah satu jurang yang besar adalah kekurangan penyertaan komuniti, dan lain-lain merangkumi pembahagian faedah yang tidak adil, impak negatif yang memudaratkan, ketidakseimbangan sokongan luaran dan isu pemasaran. Objektif penyelidikan: Kajian ini menyiasat tiga dimensi masalah-pertama, hubungan antara enam faktor yang mempengaruhi penyertaan komuniti. Kedua, meneroka peranan penyertaan komuniti dan faedah yang dirasakan sebagai perantara antara enam faktor dan sokongan pembangunan CBT, dan yang ketiga, menguji peranan sosiodemografi sebagai moderator di antara penyertaan komuniti dan sokongan pembangunan CBT.

Metodologi: kajian kuantitatif empirikal ini menggunakan kaedah tinjauan di 47 kampung CBT di empat wilayah Thailand. Populasi seramai 69,404 orang terdiri daripada ketua kampung, pengusaha CBT, pemilik inap desa dan penduduk kampung

manakala sampel terdiri daripada 472 orang subjek. Pengumpulan data secara persampelan menggunakan soal selidik pentadbiran sendiri. Statistik deskriptif menggambarkan ciri-ciri responden, manakala Pemodelan Persamaan Struktur (SEM) – Analisis Struktur Momen (AMOS) mengenal pasti hubungan langsung dan tidak langsung antara pembolehubah termasuk pengukuran Analisis Faktor Konfirmatori (CFA), Model Pengukuran dan Model Struktur.

Penemuan: faktor-faktor yang mempengaruhi pembangunan CBT terdiri daripada pemilikan, sokongan luaran, pemasaran dan pemberdayaan komuniti. Penyertaan komuniti dan faedah yang dirasakan adalah perantara, manakala jantina, umur, status perkahwinan dan pendapatan merupakan moderator dalam hubungan antara penyertaan komuniti dan sokongan pembangunan CBT. Kajian ini menambah nilai dengan mengesahkan faktor-faktor berpengaruh yang memacu pembangunan CBT. Kepentingan dan kesimpulan: kajian ini berjaya menjalin hubungan yang signifikan antara pemilikan, sokongan luar, pemeraksanaan komuniti dan penyertaan komuniti. Faedah yang dirasakan, penyertaan komuniti, dan sosio-demografi pihak berkepentingan boleh mengenal pasti kejayaan sokongan pembangunan CBT.

Kata kunci: Pelancongan Berasaskan Komuniti, Penyertaan Komuniti, Faedah Yang Dirasakan, Sosio-Demografi, Pemilikan

SDG: MATLAMAT 1: Tiada Kemiskinan

ACKNOWLEDGEMENTS

All praise God for his strengths and blessing in completing this thesis. Special appreciation goes to Professor Dr. Yuhanis binti Abdul Aziz, Associate Professor Ts. Dr. Anuar Shah bin Bali Mahomed and Dr. Nawal Hanim binti Abdullah for their supervision and constant support. Their invaluable assistance with constructive comments and suggestions throughout this study has contributed to the completion of this research. Special thanks to the executive teams of the municipality and subdistrict administrative organization in Thailand, community leaders, villagers of CBT communities, and Miss Porngam Liamsiriwatana (CBT project founder) for their welcoming, humble attitude, valuable help, and cooperation in preliminary study and primary data collection process.

I wish to thank Mr. Roy I. Morien and Mr. Kevin Mark Roehl of the Naresuan University Graduate School for editing the grammar and syntax in this thesis and contribution to the text and the English expression in the document. I also wish to thank the Foundation of Professor Sujin Jinahyon of Naresuan University Thailand for the supportive fund of the data collection. Finally, my deepest gratitude goes to my beloved parents and sisters for their infinite love and encouragement. Thanks to all my friends for their kindness and moral support during my study. Thanks for the friendship and memories. To those who indirectly contributed to this research, your kindness means a lot to me.

Thank you very much.
With love!

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Yuhanis binti Abdul Aziz, PhD

Professor
School of Business and Economics
Universiti Putra Malaysia
(Chairman)

Anuar Shah bin Bali Mahomed, PhD

Associate Professor Ts.
School of Business and Economics
Universiti Putra Malaysia
(Member)

Nawal Hanim binti Abdullah, PhD

Senior Lecturer
School of Business and Economics
Universiti Putra Malaysia
(Member)

ZALILAH MOHD SHARIFF, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 17 April 2025

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LIST OF ABBREVIATIONS

ADB	Asian Development Bank
ASEAN	The Association of Southeast Asian Nations
B2B	Business to Business
CBT	Community-Based Tourism
CBT-I	Thailand Community-Based Tourism Institute
CBT-IRDC	Community Based Tourism International Research for Development Center
CBT-N-CC	CBT Network Coordination Center
CPT	Community Participation Theory
DASTA	Special Area Development Administration Organization for Sustainable Tourism (Public Organization)
DNA	Deoxyribonucleic Acid. In terms of tourism, DNA means the identity or uniqueness of the destination
DOT	Department of Tourism
FIT	Foreign Individual Tourists
GDP	Gross Domestic Product
HRD	Human Resource Development
MOTS	Ministry of Tourism and Sport, Thailand
SEM	Structural Equation Modeling
SET	Social Exchange Theory
ST-EP	Sustainable Tourism - Eliminate Poverty
TAT	Tourism Authority of Thailand
TDT	Tourism Development Theory
TRF	Thailand Research Funding
UNEP	United Nations Economic Program
UNWTO	The United Nations World Tourism Organization
WIFI	A wireless network technology

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

This chapter displays the study background by highlighting general tourism and the overview of community-based tourism (CBT) globally and in Thailand. Additionally, the chapter reveals the problems' statements by including academic and industry gaps. Besides, it presents the research objectives and research questions of the study. Finally, the chapter presents the significance of the study, its scope, and its operational terms.

1.2 Background of the Study

Over the decades, tourism has been one of the most significant drivers of world trade, economic forces, robust business sector, and prosperity (Asian Development Bank, 2008; The World Tourism Organization, 2004, 2019). As a critical component of several countries' service exports, tourism has the potential to release significant global earnings that support the world's priority of alleviating poverty (UNWTO, 2004). The importance of tourism seems to be as a tool of economic driving for covering poverty alleviation. On the one hand, poverty alleviation is one of the most significant world challenges (UNWTO, 2019). In terms of poverty alleviation through tourism, Thailand's government set CBT, as one type of tourism in Thailand that is important for the national development agenda (Thai National Assembly, 2019). The Thai government wants to develop CBT as a vital tourism type from its roots (Thai National Assembly, 2019). Moreover, the policy agenda indicated that the Thai

government aims to strengthen communities by upgrading community market quality, establishing community financial organizations, the community welfare system, community public health, community forests, community tourism, and supporting the international market (Thai National Assembly, 2019). Besides, tourism plays a pivotal role in making crucial foreign exchange earnings, while global tourism and worldwide revenue receipts express about 7.3% of world exports of merchandise and services (Asian Development Bank, 2008). Tourism is a principal function of service exports in many countries, which drives environmental prevention, improves the economic value of cultural and natural resources, and generates job opportunities and foreign exchange (Asian Development Bank, 2008). Since 2014, the World Tourism Organization (UNWTO) has aimed to contribute positively to poverty reduction and regional economic development; community-based tourism (CBT) is the purpose of UNWTO to set up the commission for a study to better understand the dynamic of river-based tourism in the ten Association of Southeast Asia Nations (ASEAN) member states (UNWTO, 2016). In ASEAN, tourism is an important industry; the comparison of the number of global tourists in Thailand and neighbouring countries is in Table 1.1.

Table 1.1: Number of International Tourists in Thailand, Malaysia, and Singapore

Country (million)	2020	2021	2022	2023	% Change (+/-)		
					21/20	22/21	23/22
Thailand	6.72	0.51	11.15	24.83	-92.41	2,086.27	122.69
Malaysia	4.33	0.13	10.07	14.46	-97.00	7,646.15	43.59
Singapore	2.74	0.33	6.31	12.37	-87.96	1,912.12	96.04

(Source: Ministry of Tourism and Sports [MOTS], 2022; Ministry of Tourism & Culture of Malaysia, 2023; Singapore Tourism Board [STAN], 2023)

Table 1.1 displays the number of international tourists arriving in Thailand, Malaysia, and Singapore from 2020 to 2023. The number of international tourist arrivals sharply dropped from 2020 to 2021, while the numbers dramatically increased in 2023 in these three countries. Thailand received about double the number of tourists arriving in Singapore in 2022 and 2023. The number of tourist arrivals plummeted in 2020 and dropped to the lowest in 2021, including Thailand (0.51 million), Singapore (0.33 million), and Malaysia (.013 million). Malaysia shows a significant increase in tourist arrivals, 7,646.15 percent in 2022, followed by Thailand at 2,086.27 percent and Singapore at 1,912.12 percent. But Malaysia has the lowest change in 2023, only 43.59%, while Thailand has 122.69 percent, followed by Singapore 96.04 percent. There is the most significant number of arrivals in Thailand every year compared with others. Hence, the considerable number of foreign visitors in Thailand affects the number of receipts, which may reflect the potential quality of tourism products in this country. The following reports show the receipts from international tourists in Thailand and neighbouring countries, as presented in Table 1.2.

Table 1.2: International Tourism Receipts in Thailand, Malaysia, and Singapore

Country USD billion	2020	2021	2022	2023	% Change (+/-)		
					21/20	22/21	23/22
Thailand	10.27	0.72	12.80	27.13	-92.99	1,677.78	111.95
Malaysia	2.74	0.05	6.09	10.64	-98.18	12,100.00	74.43
Singapore	3.66	1.43	10.74	9.12	-60.93	651.05	-15.08

(Source: Ministry of Tourism and Sports [MOTS], 2022; Ministry of Tourism & Culture of Malaysia, 2023; Singapore Tourism Board [STAN], 2023)

Table 1.2 presents the tourism receipts in Thailand, Malaysia, and Singapore from 2020 to 2023. All countries had a sharp drop in receipts from 2020 to 2021 and a dramatic increase in 2023. Thailand has the highest revenue annually, followed by Singapore and Malaysia. The most elevated receipt of Thailand was 27.13 billion

dollars in 2023. In 2021, Malaysia received the lowest receipt, 0.05 billion dollars, while Singapore received the highest, 1.43 billion dollars, followed by Thailand, 0.72 billion dollars. Thailand, Malaysia, and Singapore gained negative receipts changes in 2020 and 2021. Thailand gained receipts of 12.80 billion dollars in 2022, which is a double receipt of Malaysia's gains in the same year (6.09 billion dollars). Malaysia got the most significant change of the receipts between 2021 and 2022 at 12,100 percent, which is approximately septuple the revenue of Thailand (1,677.78), and about twentyfold income of Singapore (651.05). Thailand got a 111.95 percent change in receipts in 2023, followed by Malaysia at 74.43 percent, while Singapore gained a negative change (-15.08 percent). Overall, the number of tourists spending presents income generation in countries, especially Thailand. The per diem expenditure and the average stay in the three countries are revealed in Table 1.3.

Table 1.3: Per Diem Expenditure of Stay in Thailand, Malaysia, and Singapore

Country	Per Diem Expenditure (USD)				% Change (+/-)		
	2020	2021	2022	2023	21/20	22/21	23/22
Thailand	173.57	130.48	185.40	130.02	-24.83	42.09	-29.87
Malaysia	632.48	0.00	637.03	735.68	-100.00	0.00	15.49
Singapore	1,334.85	4,346.21	1,703.03	1,448.48	225.60	-60.82	-14.95

(Source: Ministry of Tourism and Sports [MOTS], 2022; Ministry of Tourism & Culture of Malaysia, 2023; Singapore Tourism Board [STAN], 2023; Tan, 2024)

Table 1.3 illustrates per diem expenditure in Thailand, Malaysia, and Singapore from 2020 to 2023. Singapore had the highest per-day expense per international tourist from 2020 to 2022. There was a drop in the expense per tourist per day in all countries in 2021 except Singapore, which presents the highest per-day expense per international tourist at 4,346.21 USD, followed by Thailand at 130.48 USD. In 2022, only Singapore had decreased per-day expense per international tourist (60.82 percent). In 2023, only Malaysia increased the per-day expense per international tourist by 15.49 percent. The average stay in Thailand, Malaysia, and Singapore is presented in Table 1.4.

Table 1.4: Average of Length of Stay in Thailand, Malaysia, and Singapore

Country (night)	Average Length of Stay (Night)				% Change (+/-)		
	2020	2021	2022	2023	21/20	22/21	23/22
Thailand	2.08	2.05	12.40	9.00	-1.44	504.88	-27.42
Malaysia	1.93	2.19	2.50	-	13.47	14.16	-100.00
Singapore	4.29	22.42	5.04	3.81	422.61	-77.52	-24.40

(Source: Ministry of Tourism and Sports [MOTS], 2022; Statista Research Department, 2022; Singapore Tourism Board [STAN], 2023)

Table 1.4 presents the average stay in Thailand, Malaysia, and Singapore. The highest stay average was in Singapore, about 22.42 nights in 2021, followed by Malaysia at 2.19 nights and Thailand at 2.05 nights. The greatest change was in Thailand, at 504.88 percent in 2022/2021, followed by Malaysia at 14.16 percent, and Singapore at -77.52 percent. During the peak of the COVID-19 pandemic in 2020 and 2021, Singapore gained the highest average length of stay among neighbouring countries, while the greatest changed to Thailand in 2022 and 2023. The volume of an overnight stay is an opportunity to gain income in the tourism industry, especially the accommodation business. In the case of CBT, visitors stay in the homestay. The ASEAN Homestay Standard is evaluated as a CBT initiative product, followed by accommodation providers, administration authority, central area, committees, food and beverage providers, friendly tour operators, guides, activities, members, stakeholders, compliance level, and government tourism organizations (ASEAN, 2016). Thus, CBT and homestay businesses can generate more revenue if the visitors stay longer overnight. Accordingly, the high average stay in Thailand may also contribute to the increased revenue for CBT.

It is evidence that tourism is a robust industry in Thailand. Based on the preceding discussion, Thailand's tourism industry has the potential to attract a high volume of international tourists and gain revenue from the massive number of overnight stays in world markets. Compared with Malaysia and Singapore, Thailand has shown better

performance and dominance in recent years. Tourism in Thailand has included various sections such as cultural tourism, natural tourism, shopping, activity tourism, and CBT. In recent decades, the Thai government set CBT on the national agenda to develop tourism at the community level. The current study is interested in examining the factors of CBT development in Thailand to support the sustainability of tourism in rural areas. The findings of this study might change from a decrease in overnight stays to an increase in tourists' overnight stays in Thailand by indicating the influencing factors for CBT development. Based on the preceding discussion, CBT is a vital tourism product to drive the economy at the community level and expand economic growth to the national level. CBT is a crucial tourism cluster, and Thailand's government needs to improve it in the plan of the National Tourism Development Board Issue 2 (2017-2021).

The Trend of CBT

The European market is a vast source of CBT tourists, with the highest demand from the Netherlands, Germany, and the UK (CBI, 2015). A wide variety of travellers' characteristics include obligation travellers whose travel plans are determined mainly by work, family, religion, or holiday commitments. There are also simplicity searchers, where simplicity implies ease of travelling, convenience in finding accommodations, and valuable, helpful, and non-intrusive services. The reward hunters seek more exciting and adventurous activities outside their usual comfort zone and more off-the-grid locations. The ethical travellers who prefer to patronize organizations and service providers known for cultural and environmental awareness, cultural purists who want to immerse themselves in local cultures, stay in traditional accommodations and foods. Lastly, there are social capital seekers who wish to be seen as culturally and socially aware as their peers and will gain experiences like those their peers have encountered.

These tourist characteristics must be accommodated by 2030 and included in planning for future CBT services and experiences (Besperstov, 2015). CBT is of growing importance, with UNWTO announcing 2020 as the Year of Tourism and Rural Development and declaring an international World Tourism Day (UNWTO, 2023).

CBT in Thailand Tourism Policy

The National Tourism Development Board, Issue 2 (2017-2020) as the latest update issue, is a five-year development policy that sets five strategies, including (1) to develop the quality of tourism resources, tourism products, and services for balance and sustainability; (2) to develop infrastructures and facilities for supporting the expansion of tourism industry; (3) to develop human resources in tourism and to support citizen participation for tourism development; (4) to create the tourism balance of Thailand through niche market, to support Thainess, and trust making for visitors; and (5) to integrate tourism administrative management, and to support international collaboration (National Tourism Policy Committee, 2017). Thainess refers to the authenticity of Thailand and people's ways of thinking (Witchayakawin, 2016). CBT is a tourism cluster in the 5th strategy, which supports CBT development for income distribution, and the indicator of the success of this policy is the continuous increase of CBT networks (National Tourism Policy Committee, 2017). The Ministry of Tourism and Sports and agencies take responsibility for operating the CBT development projects under the National Policy Committees (see Chapter 2). CBT was developed in the Thailand Tourism Strategy (2015-2017) as a preceding development policy issue by proposing prioritized knowledge development for CBT administrative management (MOTS, 2015). However, there remain several problems in Thailand's CBT, which will be discussed in the statement of problem section.

1.3 Problem Statement

Over a decade, several researchers investigated CBT and reported academic gaps in CBT worldwide and in Thailand. Besides, tourism and media organizations reported industry gaps in Thailand's CBT. Thus, this section will discuss the gaps in CBT and summarize the statement of the problems, including the industry and academic gaps. The existing issues with CBT in worldwide and Thailand are summarized in Table 1.5.

Table 1.5: Summary of Problem Statement

No.	Issues	Worldwide Academic gap	Thailand	
			Industry gap	Academic gap
1.	CBT areas lack planning management, encountering negative impact, and unsustainable.		√	
2.	Stakeholders have inadequate knowledge of management and business skills.		√	
3.	People have conflicts of land ownership and unfair benefit sharing in CBT.		√	
4.	Stakeholders lack community participation in CBT.		√	
5.	Leaders lack leadership, and villagers lack ownership and unity.		√	
6.	CBT lacks updated law enforcement and financial support.		√	
7.	CBT has insufficient networking, standard homestays and promoting CBT products.		√	
8.	Stakeholders have insufficient tourism knowledge and marketing mentors.		√	
9.	Stakeholders have inadequate knowledge of business and training of CBT.	√		
10.	Stakeholders have insufficient and unequal community participation in CBT.	√		
11.	CBT encounters negative economic impact, lack of entrepreneurship and product design.	√		
12.	CBT confronts negative social impact, and problems of human and social capitals.	√		
13.	Stakeholders have insufficient knowledge, skills and training of CBT.			√
14.	Stakeholders have inadequate community participation in CBT.			√
15.	CBT stakeholders have financial problems, benefit leaking, and conflict of ownership.			√
16.	CBT areas have low capability, poor infrastructure, and negative environmental impacts.			√
17.	CBT villagers confront negative social impact.			√
18.	Previous studies of CBT in Thailand covered only few villages in a study.			√
19.	The role of partnership, external support, sharing of resources are not clear in CBT study.			√
20.	The benefit sharing is not active in CBT study that conflicts with Social Exchange Theory.			√

Table 1.5 presents the issues related to CBT, which have found in worldwide and Thailand. This section explains the industry gap in Thailand, followed by worldwide academic gap, and academic gap in Thailand.

Industry Gap in Thailand

In the industry context, there are several gaps based on a report from newspapers, the Ministry of Tourism and Sports (MOTS), commercial banks, tour business organizations, local government developers, and a preliminary study. Moreover, the investigator took the preliminary study through in-depth interviews the community leaders, CBT operators, and a project founder in June and July 2019 in Phitsanulok Province, Thailand. The findings from personal communication have been beneficial in highlighting the problems faced by the stakeholders (see more details in Chapter 3).

CBT areas lack planning management, encountering negative impact, and unsustainable.

The CBT villages confronted with inadequate area planning, area management, and benefits management (Bangkokbiznews, 2018; Department of Tourism, 2018; GSB-Research, 2018). Furthermore, the CBT areas confront negative impacts on environment and society, including increasing garbage, waste, noise pollution and congestion of visitors (Bangkokbiznews, 2018; Department of Tourism, 2018; GSB-Research, 2018; MGR Online, 2013). Based on the preliminary study, first, CBT operators reported that their villagers encountered a negative impact on environment due to the increase of garbage. Second, they reported that CBT in their villages is not sustainability due to many young people working in the capital city, the villages lack young labours to work and continue in CBT. Thus, The CBT areas in Thailand need

to get empowerment support. This industry gap also supports the intention of the current study to explore the relationship between the community empowerment factor and CBT development support.

Stakeholders have inadequate knowledge of management and business skills.

Villagers lack knowledge and skill in management, an understanding of the tourist types, and the way to create activities (Bangkokbiznews, 2018; MOTS, 2018a). For example, the CBT operators and villagers in the Loei Province of Thailand have inadequate knowledge and experience in the tourism business and marketing mentors (Department of Tourism, 2018). Besides, the CBT villagers have insufficient knowledge of CBT operations, experienced marketing mentors (Department of Tourism, 2018; MGR Online, 2013). Based on the preliminary study, CBT operators revealed that local people in their villages have insufficient entrepreneurship skills, which are basic for persons who run local businesses, such as homestays, and cafeterias.

People have conflicts of land ownership and unfair benefit sharing in CBT.

The CBT operators are conflicted with the tour operators regarding the benefits agreement, and conflict among villagers form inequity benefit distribution (Department of Tourism, 2018). In addition, villagers have conflict with tour operator companies because of unfair benefit sharing (Department of Tourism, 2018; MGR Online, 2013). Moreover, a significant proportion of benefits belong to outside companies, while local people received a small portion of the benefit (Bangkokbiznews, 2018; Department of Tourism, 2018; GSB-Research, 2018). The

benefit issue is accorded with a case in academic gaps about benefit sharing in CBT. Thus, this problem in the industry section supports the current study's purpose of testing the relationship between community participation and CBT development support factors mentioned in the academic gap summary. This investigation is getting support from Social Exchange Theory (SET) that the benefit factor determines exchange and participation among people in a community (see Chapter 2).

Stakeholders lack community participation in CBT.

Regarding the preliminary study, the community leaders have less community participation in CBT and do not note the importance of CBT, and villagers have a low level of community participation in CBT. Moreover, villagers do not participate in tourism development because they do not understand the reason, benefit, and position of community participation in tourism (DASTA, 2018). Additionally, they lack participation in CBT activities (Bangkokbiznews, 2018; Department of Tourism, 2018; GSB-Research, 2018; MGR Online, 2013). Besides, there is not enough community participation in CBT because villagers have a low level of community participation in CBT (Bangkokbiznews, 2018; DASTA, 2018; Department of Tourism, 2018; GSB-Research, 2018; MGR Online, 2013). Furthermore, local people do not have enough participation since they do not know about benefit receiving, how to participate, and do not know their positioning in CBT participation (DASTA, 2018). The issues related to community participation in CBT villages are found in both the industry gap and the academic gap.

Leaders lack leadership, and villagers lack ownership and unity.

Besides, there are problems with the strong leadership of leaders in CBT villages (GSB-Research, 2018), which may lead to untrust the community leaders by local people. For example, based on preliminary study, local people do not trust in their leaders and do not have unity, which means they lack ownership. Tanner (2017) described low trust as poor productivity, and to develop trust needs to have ownership. If people do not trust their teammates, they spend time and energy following up and fostering details they should not be (Tanner, 2017). Thus, based on this ownership problem, the current study intends to investigate the relationship between the ownership factor and the CBT development support factor, and there is a community participation as a mediator.

CBT lacks updated law enforcement and financial support.

CBT in Thailand lacks updated law enforcement related to tour guides and tour businesses, which is an obstacle for CBT management that claimed by Jhanhom (2018), who suggested that should have a proposal to push for a specific rule for CBT. Based on preliminary study, CBT operators explained that CBT in Phitsanulok Province has inadequate financial support.

CBT has insufficient networking, standard homestays and promoting CBT products.

CBT stakeholders cannot link their networks because of personal problems, the long distance between communities, and the form of networks in each province (Jhanhom, 2018). For example, CBT operators reported that they lack business partners, including travel agents, and tour operators to cooperate tour package designing and selling

tourism products, based on the preliminary study. Besides, CBT products do not successfully promote high-quality travellers because the main customers are excursionists and school students (based on an individual interview with DASTA officer on the 18th of July 2020). For example, CBT stakeholders explained that CBT products in Phitsanulok Province have insufficient promotion, and all homestays are still not received the Thailand Homestay Standard, based on the preliminary study. CBT is one of the most critical tourism products in Thailand, based on the national agenda. However, CBT is facing many difficulties and challenges, as explained earlier. So, the issue of marketing needs to be recovered by the current study. It is critical to investigate the factors that influence CBT development in Thailand due to its contribution to the tourism industry.

Stakeholders have insufficient tourism knowledge and marketing mentors.

Villagers have insufficient basic knowledge and skills about tourism principal and management, including understanding the tourist types and tourism activity creation (Department of Tourism, 2018). Besides, they lack knowledge and experience in the tourism business and marketing, and marketing mentors (Department of Tourism, 2018; MGR Online, 2013). Regarding the preliminary study, CBT operators explained the villagers lack experience in CBT, marketing skills and product design. Thus, the problem in marketing knowledge and experience among stakeholders is the interesting point for the current study to explore the significance of marketing factor. This research investigated the relationship between the marketing factor and CBT development support factor, as well as the community participation factor as a mediator supported by tourism development theory. The marketing factor is a critical theory component (see Chapter 2).

Worldwide Academic Gap

Previous research around the world claimed that there were several problems with CBT. The issues include inadequate knowledge and training, insufficient community participation, negative economic impact, and negative social impact.

Stakeholders have inadequate knowledge of business and training of CBT.

Among the critical issues faced is where CBT operators and villagers have inadequate training in CBT management, knowledge of tourism and CBT, know-how to manage successful CBT, and experience in business operation (Addison, 1996; Blackstock, 2005; Đurkin *et al.*, 2017; Getz & Jamal, 1995; López-Guzmán *et al.*, 2011; Tasci *et al.*, 2014). Besides, CBT villages lack tourism enterprise operation (Đurkin *et al.*, 2017; López-Guzmán *et al.*, 2011; Phommavong & Sörensson, 2014). Additionally, CBT stakeholders lack local tourism business understanding and training (Gascón, 2013). Finally, CBT's primary challenges are the marketing handling (Saayman & Giampiccoli, 2016).

Stakeholders have insufficient and unequal community participation in CBT.

CBT was rarely supported and received a lack of participation from the government, NGOs, communities, and other stakeholders (Okazaki, 2008; Phommavong & Sörensson, 2014; Tasci *et al.*, 2014; Zapata *et al.*, 2011). Furthermore, there was unequal participation in CBT between males and females; males have more opportunity participate in CBT than females in Laos (Phommavong & Sörensson, 2014). Additionally, there is an imbalance of power to operate CBT in communities (Addison, 1996; Blackstock, 2005; Đurkin *et al.*, 2017; Getz & Jamal, 1995; Tasci *et*

al., 2014). Finally, CBT stakeholders have faked participation (Gascón, 2013). Based on the preceding worldwide academic gaps, there was an unequal balance of participation between males and females at the international level; the current study aims to examine the role of socio-demographics as a moderator between community participation and CBT development support. Furthermore, a survey by Kayat (2007) in CBT Malaysia found that none of the research on community involvement and participation utilized the concept of motivation to explain community participation – their lack of motivation – may describe their non-participation (Kayat, 2007). So, the current study aims to explore the role of community participation as a mediator between six factors and CBT development support in Thailand.

CBT encounters negative economic impact, lack of entrepreneurship and product design.

CBT is facing insufficient financial assistance (Addison, 1996; Blackstock, 2005; Durkin *et al.*, 2017; Getz & Jamal, 1995; Tasci *et al.*, 2014). CBT's primary challenge is the economy's viability (Saayman & Giampiccoli, 2016). CBT lacks law enforcement (Addison, 1996; Blackstock, 2005; Durkin *et al.*, 2017; Getz & Jamal, 1995; Tasci *et al.*, 2014). CBT has limited capacities in the community, limited knowledge of the market in designing products, limited access to information, skills and capital resources, and a lack of entrepreneurial and managerial skills (Imbaya *et al.*, 2019; Sithole *et al.*, 2021).

CBT confronts negative social impact, and problems of human and social capitals.

The negative social impacts include increasing social differentiation, social unrest, and problems with local decision-making (Gascón, 2013). CBT stakeholders also have insufficient human and social capital, including norm and unity (Đurkin *et al.*, 2017; López-Guzmán *et al.*, 2011; Phommavong & Sörensson, 2014). Finally, CBT villages have problems of local capacity (Saayman & Giampiccoli, 2016), e.g., the communities' skills in several fields are problems in Indonesia, such as tour guides, communication, languages, and revealing decision-making opinions (Sutresna *et al.*, 2019).

Academic Gap in Thailand

Previous researchers on CBT communities in Thailand have reported that stakeholders encountered with several issues, including insufficient knowledge and training of CBT, low community participation, financial problems, low capability of CBT, negative impacts, and theoretical gap.

Stakeholders have insufficient knowledge, skills and training of CBT.

Villagers face inadequate training in tourism management, a lack of education in CBT, and a shortage of know-how for CBT management. Moreover, CBT operators lack an understanding of the principle of tourism, language skills, knowledge of CBT management and development (Dolezal, 2015; Polnyotee & Thadaniti, 2015; Suttichuwong, 2009). Additionally, Suttichuwong (2009) reported that villagers had insufficient knowledge to manage activities and human resource preparation in CBT. (See Appendix 1.1 for more details).

Stakeholders have inadequate community participation in CBT.

There was also insufficient participation in marketing cooperation and environmental conservation by villagers (Chunhunboonthip, 2017; Polnyotee & Thadaniti, 2015). There is minimal participation from local organizations (Naipinit & Maneenetr, 2010). For example, community participation is a problem of implementation CBT in Chiang Mai Province (Lo & Janta, 2020). Another example in Nakhon Ratchasima Province, there is no activities and second jobs available for non-participated local people to raise their income in CBT villages (Naipinit & Maneenetr, 2010).

CBT stakeholders have financial problems, benefit leaking, and conflict of ownership.

CBT in Thailand suffers from insufficient financial assistance (Dinkoksung & Nejati, 2017; Polnyotee & Thadaniti, 2015; Tippeng *et al.*, 2011). The challenges in CBT implementing in Chiang Mai involve a conflict over resource ownership, benefit leaking, and financial issues (Lo & Janta, 2020). Finally, CBT operators suffer from the high cost of advertising and the obstacles in marketing (Boonratana, 2011a; Kontogeorgopoulos *et al.*, 2014; Leksakundilok & Hirsch, 2008b; Suansri & Richards, 2013).

CBT areas have low capability, poor infrastructure, and negative environmental impacts.

CBT areas are confronted with crucial problems, including the low capability to serve a large number of visitors, lack of management, negative environmental impacts (congestion of visitors and the high volume of garbage), natural disasters (flood), lack of development, and long-term growth (Chatkaewnapanon & Kelly, 2019; Polnyotee

& Thadaniti, 2015). Moreover, CBT areas have poor infrastructure for tourism activity development, which are considered relatively common in CBT (Dinkoksung & Nejati, 2017; Polnyotee & Thadaniti, 2015; Tippeng *et al.*, 2011). In addition, most community areas that involve CBT activities in Thailand confront geographical problems such as far-distance and insufficient appropriate natural assets (Kontogeorgopoulos *et al.*, 2014). The most significant problem in a village is public utilities, including limited volume and unclean water supply, usually the order of electricity and non-covering for all areas, and low quality of the roads, which affects visitors (Naipinit & Maneenetr, 2010).

CBT villagers confront negative social impact.

CBT villagers face negative social impacts by congestion of visitors (Chatkaewnapanon & Kelly, 2019; Polnyotee & Thadaniti, 2015). Besides, local people perceived cultural clashes with tourists, including inappropriate dress and noisy behaviour (Naipinit & Maneenetr, 2010).

Previous studies of CBT in Thailand covered only few villages in a study.

However, some success factors for CBT in Thailand have studied by several investigators (Kontogeorgopoulos *et al.*, 2014; Lo & Janta, 2020, 2021; Nitikasetsoontorn, 2015; Panich *et al.*, 2018; Somnuek, 2010; Suttichuwong, 2009). Most of these previous studies have done only one or two communities. The results cannot represent their discovered factor in all four regions of Thailand (north, northeast, central and south region). For example, the study of Nitikasetsoontorn (2015) who claimed that eight factors (participation in decision-making process, local

ownership, collective responsibility, leadership and management, achieving authenticity, achieving destination, sharing of resources, and partnership and outside support) were factors for success CBT in Thailand, but this research studied in only two communities in central region of Thailand (Sam Chuk Community and Klong Suan Community). So, the current study intends to study covering all four regions of Thailand (north, northeast, central and south region).

The role of partnership and external support are not clear in CBT study.

There is the unclear role of partnership and outside support (external support) that they are influencing the success of CBT in Klong Suan Community, but they are not in Sam Chuk Community (Nitikasetsoontorn, 2015). Thus, the current study intends to explore and ensure the role of external support influencing community participation and CBT development support.

Theoretical Gaps

Whilst numerous studies have explored residents' perceptions of CBT development, there are significant gaps related to Social Exchange Theory (SET), which include (1) heterogeneity of stakeholders' perceptions in four regions of Thailand [north, northeast, central and south region], and (2) Role of the benefits in a CBT literature (Nitikasetsoontorn, 2015) conflicting with SET. Based on the literature reviews, there is only one study about CBT and SET in a community and data collection by qualitative method from only policy-makers and community leaders (Kattiyapornpong *et al.*, 2021).

The benefit sharing is not active in CBT study that conflicts with Social Exchange Theory.

Two factors, including local innovation and sharing of benefits are not influenced factors in all communities in the study of Nitikasetsoontorn (2015) that conflict with Social Exchange Theory (SET). Furthermore, SET reveals that people exchange, participate and interact in society because they receive profits or benefits, which are related to the concept of CBT. Additionally, SET concept relates to the benefit factor influencing people to participate in the community, such as participating directly in community development and tourism development and exchange in the trade because of expected benefits. So, this theoretical gap related to SET and CBT needs to be explored. Thus, the current study would like to explore the relationship between community participation in supporting CBT development and the benefit factor as a mediator supported by SET.

New Factors (Entrepreneurship and Tour Package Design)

The preliminary study (see more details in Chapter 3) found two new factors in CBT development support: the sense of entrepreneurship and tour package design.

The CBT stakeholders have insufficient entrepreneurship.

Mitchell and Muckosy (2008) found that collective entrepreneurship is a significant obstacle for CBT operators because CBT is operated under a sophisticated service sector, which a large group of community members best manages. Besides, collective entrepreneurship is yet to be thoroughly learned in tourism and is still a problem in CBT (Mitchell & Muckosy, 2008). The CBT stakeholders receive income as business

owners, entrepreneurs, and service providers. The initial CBT stakeholders and local governments in Thailand have insufficient knowledge of tourism business operations and entrepreneurship, therefore, they cooperate with university scholars to get knowledge and encouragement in the meetings (Nitikasetsoontorn, 2015). Thus, the investigators study the role of entrepreneurship as a factor (independent variable) in the current study.

The CBT stakeholders lack tour package design skills.

CBT destinations have other competitive destinations to intervene and challenge the initial CBT operators; therefore, there is a need to develop attractive CBT products and tourist experiences through tour package design (Nitikasetsoontorn, 2015). However, tour package design is a major role and skill of the private travel operators to offer information about tourist attractions, accommodations, prices, and popular destinations via tour packages to tourists (Satarat, 2010). It is a problem for CBT operators and villagers to understand tour package design, but CBT stakeholders usually join in excursions and exchange tour programs (tour packages) with other destination operators to get more knowledge and learn how to offer better CBT products and services for tourists (Nitikasetsoontorn, 2015). Thus, the investigators find the role of tour package design as a factor (independent variable) in the current study.

Mediator: Community Participation and Benefit

Based on the gaps identified in the preceding discussion, the current study proposes community participation as the mediator between the six factors and support for CBT

development, the benefit as the mediator between community participation and CBT development support. The investigators of the current study decided to choose community participation as a mediator by following the previous study of Cheng *et al.*, (2019). Cheng *et al.*, (2019) studied the mediating effect of community participation, and suggested that stakeholders' attitudes on sustainable tourism improvement positively and significantly influence both community participation and environmental responsible behaviour. Moreover, Panich *et al.* (2018) claimed that the income distribution factor (benefits) is the most significant success factor for CBT in that it shows the superior influence of the income distribution, among other factors. The previous study by Giampiccoli and Saayman (2018) suggested that future studies explore the comprehension of CBT's role in the local people's profits and marginalize their socio-economy. The current research mainly examines the role of 'benefit' as a mediator to mediate between factors and CBT development among people in CBT villages. Regarding the study by Chen *et al.* (2020) explained that community participation can be both a moderator and mediator in the relationship between the life satisfaction and functional disability.

Moderator: Socio-demographics

The current study tests moderators due to the literature and industry gap. The nature of a moderator offers qualitative variables such as race, gender, and class and quantitative variables such as reward level. A moderator impacts the direction and strength of the relationship between an independent variable (predictor) and a dependent variable (criterion) (Baron & Kenny, 1986). Demographic factors such as age, gender, education, and residence years influence residents' perception in many tourism studies (Huh & Vogt, 2008; Lee & Jan, 2019; Vargas-Sánchez *et al.*, 2009).

The moderators in the current study are the socio-demographic variables, including gender, age, marital status, and income. These four factors may reflect individual characteristics influencing community participation in CBT and CBT development support. Based on the literature review, the researcher did not find the moderating role of socio-demographics in Thailand's CBT research. Thus, the current study will be the first to explore the moderating role of socio-demographics on CBT in four regions throughout Thailand, including northern, northeastern, central and southern regions.

Community-based Tourism (CBT) Development Support

There are many reasons to study CBT development support. First, CBT is on the national agenda to develop tourism at the community level in Thailand (National Tourism Policy Committee, 2017). CBT is a critical tourism cluster, which Thailand's government needs to develop it in the National Tourism Board Plan, Issue 2 (2017-2021) (National Tourism Policy Committee, 2017). Second, CBT is mentioned to be a tool using for achieving the National Tourism Development Board, Issue 2 (2017-2020), Strategy No. V: to integrate tourism administrative management, and to support international collaboration (National Tourism Policy Committee, 2017). Moreover, the Strategy No. V identified to support CBT development for income distribution, while the success indicators of this strategy is the continuous increase of CBT networks (National Tourism Policy Committee, 2017). Thus, regarding this national policy, the investigators of the current study have strongly decided to study community-based tourism (CBT) development support to follow the developmental direction of the government and help the government to explore the CBT development factors in Thailand. Fourth, Thailand's tourism policy focuses to develop ecosystems and places for sustainability, and marketing support (MOTS, 2018). CBT is a part of sustainable

tourism. If a study intends to develop CBT, it also develops sustainable tourism and supports the policy of government. Last, based on literature review, investigators of the current study found the issues in both industry gaps and academic gaps in Thailand. Thus, it can assume that CBT in Thailand has still problems and it is in unstable positioning, which need to be more studied and developed.

1.4 Research Objectives

Based on the research gaps identified in the previous section, the general objective of this study is to examine the six identified factors that influence CBT development support in Thailand. The six identified factors include ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design. The mediators include community participation and the perceived benefits, while the moderators are socio-demographics. Specifically, the current research embarks on the following specific research objectives (RO):

- RO1. To examine the relationships between the factors that influence community participation.
- RO2. To investigate the role of community participation as a mediator between the identified factors and CBT development support.
- RO3. To identify the role of the perceived benefits as a mediator between community participation and CBT development support.
- RO4. To study the role of demographics as a moderator between community participation and CBT development support.

The total research objectives of the current study are four. Community participation in research objective 1 (RO1) is identified as individual variable (IV), while it is mediation variable (MV) in the research objective 2 (RO2).

1.5 Research Questions

The following research questions (RQ) are formulated based on the research objectives and will guide the current research:

- RQ1. What is the relationship between the factors that influence CBT community participation?
- RQ2. Does community participation play a mediator role between those factors and CBT development support?
- RQ3. Do the perceived benefits arising from tourism play a mediator role between community participation and CBT development support?
- RQ4. Do demographics play a moderator role between community participation and CBT development support?

1.6 Significance of the Study

The findings of this study will benefit and have significance for several sectors, including academicians, policy-makers, and practitioners, as the followings:

Academic Significance

According to Nitikasetsoontorn (2015), there is no significant association between the benefit factor and the success of the CBT development factor in both CBT communities. However, as Social Exchange Theory (SET) indicates, the benefit is essential to community engagement and social exchange. The test from the current study may clarify this confusion. Academicians can consider the findings to construct a new model of CBT development and apply the results of this study to create a new body of knowledge in CBT development. For example, if a marketing factor has a significant relationship with CBT development support. Marketing elements such as

electronic word of mouth (eWOM) and marketing mix should be applied to CBT promotion. They can set up a project for academic service to communities using influential factors like keywords. This study also attempts to expand the Community Participation Theory (CPT), Tourism Development Theory (TDT), Social Exchange Theory (SET), and Stakeholders Theory within a single framework to examine the factors influencing community participation and CBT development support. This combination of established theories has never been tested thus far and can provide a better understanding of community behaviour. The study also investigates the role of benefit and community participation as mediators. The outcomes of this investigation on the role of benefits and community participation as a mediator would be significant for academicians working in CBT. Additionally, the community participation factor of these findings will support its role in influencing CBT development support and extend the body of knowledge about its role in the theory of community participation in the context of CBT. The socio-demographic factor also presents its significant role as a moderator in CBT development in Thailand.

Policy-maker Significance

The study will be useful to policy-makers. This study could help policy-makers plan strategically by emphasizing the distinctiveness of CBT across Thailand and its activities that cater to different sorts of visitors by understanding the importance of elements that influence participation and tourism development support. The tourism policy-maker in Thailand is the National Tourism Policy Committee, which designated the Ministry of Tourism and Sports (MOTS) and Special Area Development Administration Organization for Sustainable Tourism [Public Organization] (DASTA) to act under the policy. In terms of CBT, the policy is determined to support CBT

development for local income distribution and to prioritize knowledge development for CBT administrative management. The findings of this study will propose the factors to help the policy in terms of CBT development. The study findings will be significant to policy-makers by assisting them in knowing the CBT development factors in Thailand. Policy-makers can promote community participation to accelerate CBT development projects. They can select the factors for these findings as topics or keywords in their CBT development projects. For example, based on the results of this study, the Ministry of Tourism and Sport (MOTS) could develop and issue a policy to support CBT by giving funds to establish a CBT enterprise (CBTE) in Thailand to empower communities. The Community Development Department (CDD) could also issue a policy to support training tour package design and activity creation skills (tour package design factor) for communities.

Practitioner Significance

The study will be useful to practitioners. This study could assist practitioners in strategically in their working process by understanding the characteristics of CBT across Thailand and its activities provided to different groups of tourists by acknowledging the importance of factors that influence participation and tourism development support. Leaders and villagers could review their CBT development plan by considering the components that impact community participation and CBT development to sustain their CBT communities and achieve their goals. Marketers could promote elements influencing community participation and CBT development support to both communities and visitors. Marketers could support CBT development by promoting activity in the tour itinerary to visitors, empowering the CBT community area such as afforesting, mangrove afforesting, and coral planting. Project founders

could design the projects to support the components that influence community participation and CBT development support. Project founders could support CBT development by designing a project of idealist hosts in CBT.

1.7 Scope of the Study

The scope of the study comprises the scope of research areas, specific parameters within the study, the scope of respondents (population size, characteristics, and specific sample size), and the time range, and the theories that the study is focusing on. First, the current study focuses on factors influencing community-based tourism (CBT) development support in Thailand. Thailand is the location of the study in this research due to its significance as a tourism destination, and CBT is a government policy to develop communities and tourism at the local level. The number of international visitors and global receipts in Thailand (see Table 1.1 and 1.2) are higher than those of neighbouring countries. So, Thailand is a popular destination for tourism among international visitors and is a significant industry to drive the country's economy. Thailand's tourism policy aims to develop areas and ecosystems for sustainability and focus on marketing support (MOTS, 2018). Based on the area's development, this policy aims to improve tourism in a particular river area (MOTS, 2018). Thus, CBT, as a part of the tourism industry at the local level, is an essential tool that Thailand's government put in the national policy. This study's areas cover the CBT villages in four regions of Thailand (north, northeast, central, and south regions), including 47 CBT villages (see more details in Chapter 3).

Second, the specific parameters in the study to identify the relationship among variables. Factors or individual variables include ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design. Dependent variable is CBT development support. Mediation variables include community participation, and the perceived benefits. Moderation variables are socio-demographics, including gender, age, marital status, and income. Third, the study population is 69,404 (Department of Provincial Administration, 2024), and the sampling size is 472 subjects (see more details in Chapter 3, the Sample Size section). The respondents or units of analysis include village leaders, CBT operators, homestay owners, and villagers. The respondents need to have the characteristics by the followings. (1) They live and are community members in the CBT villages where are the selected study areas (47 villages). (2) They receive the benefits from CBT in direct way and indirect way. (3) Community members who are able and feel free to provide personal information via questionnaire and do complete all answers in the questionnaire. Fourth, the data collection by purposive sampling technique takes time between June 2021 and January 2022. Last, the current study focuses on three theories, including Community Participation Theory (CPT), Tourism Development Theory (TDT), and Social Exchange Theory (SET).

1.8 Operational Definition

This section will provide the operational definition that will guide the study. It includes community, community-based tourism (CBT), homestay in Thailand, ownership, external support, marketing, community empowerment, entrepreneurship, tour package design, community participation, socio-demographics, and tourism development support.

Community

Community refers to citizens' group sharing things that bind them, such as physical location (geographic or spatial community) or socio-cultural issues such as heritage, essential experience or visions, values, and expectations (Chile, 2007). Community in this study means a village or location that binds a group of people for living and sharing things.

Community-based tourism (CBT)

Community-based tourism (CBT) is the responsible economic, environmental, social, and cultural visit to local areas to enjoy and admire the assets of culture and nature. Local people have owned tourism resources, products, and services arranged and evaluated by participation, and they hold benefits from tourism that the communities enjoy (Boonratana, 2010). The current study defines CBT as tourism based on community assets, including tourist resources and tourism activity operated by villagers.

Homestay in Thailand

Homestay in Thailand is an accommodation offered in a CBT destination that includes a chamber and space in the personal homes of host families provided for guests with a price (Boonratana, 2010). Homestay in the current study refers to hosts' houses to share space or room for visitors in CBT and rural tourism destinations.

Ownership

Ownership is defined as local people realizing their rights to own the natural and cultural assets that are a significant part of the main tourist sites (Nitikasetsoontorn, 2015). These places and artefacts represent the cultural and religious achievements of the people. Ownership in the current study refers to residents' sense of belonging to natural and cultural assets in their communities.

External support

External support defines as the provision of funds to finance the involvement by state actors, NGOs, and private sector (Kontogeorgopoulos *et al.*, 2014). Such the funding, teaching and other support are necessary for the restoration and preservation of artefacts, buildings and other items that are important to the understanding of the cultural and historic past. External support in the current study means the support and help to CBT villages by offering training, consulting, and financial assistance from outside organizations, such as the government, NGOs, and the business sector.

Marketing

Marketing is a management approach that reflects corporate attitudes of balancing the interests of shareholders with the long-term environmental interests of a destination and satisfying customer wants and expectations (Middleton & Hawkins, 1998). Marketing in the current study refers to an approach to satisfying tourists wants and expectations in CBT, including information and activities in tour programs and word of mouth.

Community Empowerment

Community empowerment refers to creating community capacity, making informed decisions, and recognizing that the locals play a role in the stability of tourism resources (Graci, 2012). Community empowerment in the current study refers to village development, such as cleaning and developing accessibility and transportation infrastructure in villages.

Entrepreneurship

Entrepreneurship is managing and spreading assets to build the firm for increased income, even when there are risks and uncertain conditions (Dollinger, 2008). Tourism entrepreneurship is always referred to as lifestyle entrepreneurship, which is defined as a business that offers the chance to offer in-depth place experiences that integrate lifestyle and identity, combining shared values to the sustainability of a sense of place and community, and promote local economic growth and the replication of niche market tourism products (Middleton & Hawkins, 1998). Entrepreneurship in the current study refers to business managing in CBT destinations for low-risk and has a higher tendency to engage in strategic planning activities and CBT tourism products.

Tour package design

Tour package design refers to creating a tour program with a diversity of tour sites and information services related to the destination, including accommodation, activities, landscape, and prices (Lu *et al.*, 2016). Usually, when the customer buys the tour package, the full amount is paid up-front. Tour package design in the current study refers to creating a tour itinerary in CBT destination, including tour title, date and time

details, tourist spots, activities and entertainments, expected moods and experiences of visitors and prices.

Community participation

Community participation refers to local people joining in the decision-making process at the development stages, which include planning, adoption, implementation, and evaluation, so the CBT's success (Nitikasetsoontorn, 2015). Community participation in the current study refers to the collaboration of stakeholders in CBT, such as joining by receiving information, providing consultation, and the decision-making process, as well as collaborating by acting together and supporting independent community interests.

The Perceived Benefits

Benefits refer to profit resulting from the difference between reward and cost (Homans & Rex, 1961). The current study identifies benefits as 'the perceived benefits' and defines them as all advantages of tourism activities, such as profit and income from tourism businesses, cultural exchange, friendship, skill development, and area development.

Socio-demographics

Socio-demographics refer to the characteristics of the population, including gender, age, level of education, employment status, profession, and marital status (Koukouli *et al.*, 2002). The current study explores socio-demographics as moderators, including gender, age, marital status, and income.

CBT development support

CBT development support is a tourism development support that residents are highly concerned with the harmful effects of tourism development on the environment, society, and economy in a community (Yoon *et al.*, 2001). CBT development support in the current study refers to stakeholders' support of CBT development for sustainability.

1.9 The Thesis Content

This thesis content is organized for five chapters.

Chapter 1: Introduction.

Chapter 2: Literature review.

Chapter 3: Research methodology.

Chapter 4: Data analysis and results.

Chapter 5: Discussion, contribution, limitation, and future research.

1.10 Chapter Summary

Thailand depends on the tourism industry to increase its economic status, and the country is the top income from international tourism among neighbouring countries.

CBT, as a section in the tourism industry, is a tool to use for country and tourism development in national policy. The current study focuses on CBT development, so Thailand is selected to be the study area of this research. CBT villagers have inadequate training in tourism management, understanding of CBT, language skills,

and tourism development. CBT has not had enough community involvement and efficient participation of communities and stakeholders. Besides, villagers did not have enough marketing experience and skills, tourism activity creation skills, management skills (planning, general management, and benefit distribution), and tour package design skills. There are problems in CBT, such as environmental conservation, infrastructure development, area management, and practice of action for sustainability. This study examines the relationship between the factors and CBT development support mediated by community participation and benefit moderated by socio-demographics. The investigation is under the concepts of SET, CPT, and TDT. The results will benefit the academic sector, practitioners, and tourism-related policy-makers. The scopes include the CBT influencing factor context gathering data from CBT stakeholders in Thailand. Literature reviews are discussed in the next chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to discuss the background of the global tourism facts, Thailand's tourism development policy, government organizations, and attractive tourist sites. This chapter discusses the fundamental research objectives and community-based tourism (CBT) overview, related theories, and primary constructs of CBT development study that are focussed of this research. The chapter presents the theoretical concepts that provide a basic idea to support the proposed conceptual framework and elaborates on the hypothesis development that explains the relationship among the constructs.

2.2 Overview of the Tourism Industry at the Global Level

This section describes global tourism facts. In recent years, the trend of international tourist arrivals increased throughout all regions, as presented in Table 2.1.

Table 2.1: Global Tourist Arrivals

Year (million)	2020	2021	2022	2023	% Change (+/-)		
					21/20	22/21	23/22
Global	6.73	0.51	11.15	24.84	20.84	2,083.58	122.70
Europe	2.05	0.28	2.55	5.15	-86.48	819.73	101.68
Asia and Pacific	4.25	0.14	7.46	17.91	-96.61	5,077.23	140.12
Americas	0.31	0.05	0.61	1.13	-82.59	1,020.00	85.76
Africa	0.03	0.00	0.07	0.10	-84.96	1,668.67	55.08
Middle East	0.09	0.03	0.47	0.55	-63.25	1,399.43	17.66

(Source: Ministry of Tourism and Sports [MOTS], 2022)

Table 2.1 displays the worldwide tourist arrivals from 2020 to 2023. The number of tourists decreased from 6.73 million in 2020 to 0.51 million in 2021, increasing to 24.84 million in 2023. The most significant change in the growth of tourist arrivals was the Asia and Pacific 5,077.23 percent in 2021. The world's top ten spenders displayed in Table 2.2.

Table 2.2: World's Top Ten Spenders

Rank	Country	2022	2021	% Change (+/-) 22/21
		billion USD	billion USD	
1	USA	115.31	56.69	103.40
2	China	114.79	109.38	4.95
3	Germany	88.25	50.56	74.55
4	UK	81.67	29.95	172.69
5	France	40.87	35.89	13.88
6	Italy	26.91	14.87	80.97
7	India	25.88	14.28	81.23
8	Canada	24.68	7.87	213.60
9	Spain	21.05	12.22	72.26
10	UAE	-	17.2	-

(Source: UNWTO, 2023a)

Table 2.2 indicates the World's top ten spenders in other countries. The most lavish spender was the USA's 115.31 billion USD in 2022, while the UAE was the last in the top ten. The most robust growth of spenders was in Canada, at 213.60%, the UK, at 172.69%, and the USA, at 103.40%. China had the smallest growth of spenders, only 4.95%. Italy grew 80.97%, almost the same as India's (81.23%). Spain also increased 72.26%, almost the same as Germany (74.55%). The substantial spenders are driving inbound growth in the regions and beyond. The top ten country destinations are shown in Table 2.3.

Table 2.3: Top Ten Destinations

Rank	Destination	International tourist arrivals		% Change (+/-)
		2022 (million)	2021 (million)	22/21
1.	France	79.40	48.39	64.08
2.	Spain	71.65	31.18	129.79
3.	USA	50.87	22.28	128.32
4.	Türkiye	50.45	29.92	68.62
5.	Italy	49.81	26.88	85.31
6.	Mexico	38.32	31.86	20.28
7.	UK	30.74	6.28	389.49
8.	Germany	28.46	11.68	143.66
9.	Greece	27.83	14.70	89.32
10.	Austria	26.21	12.72	106.05

(Source: UNWTO, 2023a)

Table 2.3 presents the top ten destinations for worldwide tourist arrivals. Most are in Europe, including France, Spain, Türkiye, Italy, the UK, Germany, Greece, and Austria, followed by America, including the USA and Mexico in 2022. The number one destination is France (79.40 million international tourist arrivals), and the tenth rank is Austria (26 million international tourist arrivals). The UK ranks seventh but reported the most significant change in international tourist arrivals at 389.49%, while Mexico was declared the lowest change in tourist destination at 20.28%. USA has 128.32% growth, almost the same as Spain's (129.79%). The following table will illustrate the top ten tourism earners in the world as in Table 2.4.

Table 2.4: Top Ten Tourism Earners

Rank	Country	International tourist arrivals		% Change (+/-)
		2022 (billion USD)	2021 (billion USD)	22/21
1.	USA	136.87	71.41	91.67
2.	Spain	72.09	34.18	110.91
3.	UK	67.58	32.95	105.10
4.	France	59.18	40.58	45.84
5.	Italy	43.69	24.96	75.04
6.	Türkiye	41.17	26.63	54.60
7.	UAE	38.00	27.55	37.93
8.	Germany	31.25	22.13	41.21
9.	Mexico	28.01	19.76	41.75
10.	Canada	24.24	14.41	68.22

(Source: UNWTO, 2023a)

Table 2.4 shows the top ten tourism earners in the world. The enormous tourism earnings in 2022 were USA 136.87 billion USD, with a growth of 91.67%. The top three percent of change in 2022 included Spain, which was 110.91%, the UK, which was 105.10%, and the USA, which was 91.67%. Germany earned 41.21 billion USD, the smallest change in the top ten, almost equalling Mexico's earnings (41.75%). The following section will continue the discussion by providing an overview of the tourism industry in Thailand.

2.3 Overview of the Tourism Industry in Thailand

As a beautiful tourism destination, Thailand generates many foreign exchange earnings yearly. Thailand has located diverse tourist attractions, such as mountains, beaches, and oceans in the east and the south. The sea of Thailand is a factor that makes this country a super stunning place. Additionally, Thailand's destinations in Bangkok Province, Pattaya City, Chiang Mai Province, and Phuket Province are all familiar cities for foreign tourists. The towns attracted several foreign visitors and became a top ten destination worldwide. Tourism is one of Thailand's core economic sectors, accounting for 6-7% of its GDP (Netherlands Embassy in Bangkok, 2017). The overview of the tourism industry in Thailand will be discussed based on tourism facts and receipts from global tourists.

2.3.1 Thailand Tourism Facts

Tourism is considered one of the most crucial income generations in Thailand, which is importance by evident from the number of tourist arrival and its position as the 10th

most visited country. Ministry of Tourism and Sports Thailand (MOTS) reported the number of international arrivals and revenue generated as summarized in Table 2.5.

Table 2.5: Number of Arrivals in Thailand and Revenue

Year	Number of international tourists (million)	% Change (-/+)	Revenue from international tourists (billion USD)	% Change (-/+)
2020	6.72	-83.16	10.27	-81.41
2021	0.51	-92.41	0.72	-92.99
2022	11.15	2,086.27	12.80	1,677.78
2023	24.83	122.69	27.13	111.95

(Source: Ministry of Tourism and Sports [MOTS], 2022)

Table 2.5 demonstrates the number of international arrivals in Thailand from 2020 to 2023. There was a steep drop in the number of international tourists, from 6.72 million in 2020 to 0.51 million in 2021, then the number sharply increases, to 24.83 million in 2023. The biggest change of the number of international tourist arrivals in 2022 was 2,086.27%. The revenue from international tourists in 2020 dramatically decreased from 10.27 billion USD to 0.72 billion USD in 2021, then the amount sharply increased to 27.13 billion USD in 2023. The most significant growth was 1,677.78% in 2022. The international tourists from the top ten countries visiting Thailand are revealed in Table 2.6.

Table 2.6: Top Ten Countries Visiting Thailand

Rank	2023	International tourists	2022	International tourists
	Country	(million)	Country	(million)
1	Malaysia	4.04	Malasia	0.39
2	China	3.09	Russia	0.17
3	Korea	1.46	India	0.15
4	India	1.45	Singapore	0.13
5	Russia	1.27	Korea	0.13
6	Vietnam	0.96	USA	0.09
7	Singapore	0.89	UK	0.08
8	Laos	0.82	Laos	0.07
9	USA	0.81	Cambodia	0.07
10	Hong Kong	0.73	Germany	0.06

(Source: Ministry of Tourism and Sports [MOTS], 2022)

Table 2.6 presents the top ten countries; most of the visitors in 2022 and 2023 are from Asia. The most extensive number of arrivals in 2023 is 4.04 million from Malaysia, which is also the top one in 2022 (0.39 million). In 2023, another 3.09 million tourist arrivals are from China, followed by 1.46 million tourists from Korea. USA is only one country from the America visiting Thailand in 2023, while Russia is also a country from Europe.

2.3.2 Tourism Receipts from International Tourists

Tourism receipts from global tourists based on expense items are presented in Table 2.7.

Table 2.7: Tourism Receipts from International Tourists by Expenditure Items

Item / Year (billion USD)	2019	2020	2021	% Change (-/+)	
				20/19	21/20
Shopping	13.42	1.82	0.39	-86.44	-78.57
Entertainment	4.99	0.83	0.05	-83.37	-93.98
Sightseeing	2.15	0.34	0.00	-84.19	-100.00
Accommodation	15.73	2.80	0.74	-82.46	-73.57
Food and beverage	11.69	2.05	0.69	-82.46	-66.34
Local transport	5.39	1.03	0.13	-80.89	-87.38
Medical care	1.01	0.00	0.11	-100.00	0.00
Miscellaneous	0.85	0.14	0.01	-83.53	-92.86
Total	55.24	9.01	2.14	-83.69	-76.25

(Source: Ministry of Tourism and Sports [MOTS], 2022)

Table 2.7 indicates tourism receipts from international tourists based on expenditure items from 2019 to 2021. The trend of receipts sharply decreased from 2019 to 2021, and the total expenditure was 55.24 billion USD, 9.01 billion USD, and 2.14 billion USD, respectively. The highest spending item was accommodation at 15.73 billion USD in 2019, 2.80 billion USD in 2020, and 0.74 billion USD in 2021. The growth of the expenditure dramatically dropped more than seventy percent for every item in these

three years. The income generated from tourism in Thailand is growing, as presented in the preceding tables. However, the revenue decreased significantly at the beginning of 2020, and it is forecast to drop continuously until 2021 because of the Coronavirus pandemic. The following section will discuss this further.

2.3.3 Coronavirus (COVID-19) and Tourism Industry in Thailand

Since the end of 2019, Coronaviruses (Covid-19) have been a pandemic, affecting almost all countries, including Thailand. The World Health Organization (2020) defined ‘coronavirus’ as a vast virus family that might cause illness in the lives of humans and animals (WHO, 2020b). The COVID-19 cases in Thailand reported on the 15th of June 2020, the total number of confirmed cases was 3,135, and the total number of deaths was 58 (WHO, 2020a). The effects of COVID-19 are taking Thailand violently both people’s health, work, aviation, and tourism businesses linked to indirect tourism, the manufacturing sector, and employees working in both direct and indirect tourism fields (Division of Economy of MOTs, 2020). Meanwhile, the tourism situation in February 2020 presented the outbreak of COVID-19 outside China has affected the decrease in the number of foreign tourists coming from Europe and other countries (Division of Economy of MOTs, 2020). Moreover, COVID-19 made a profound Thai loss of income of more than 5 billion and laid off more than 1 million people (Division of Economy of MOTs, 2020). During COVID-19 pandemic, CBT operators stopped tourism activity running, while the government agencies provided knowledge to sustain CBT via seminars.

2.4 Tourism Policy for Development

A principal action or policy is adopted and aimed by the tourism organization's government. The tourism policy is a structure for tourism development to accelerate fixing tourism resources, manage a better tourism providing, stimulate the growth of tourism sites, add diverse abilities in the tourism industry, and support more convenience for visitors. Tourism policy for development is discussed on the global level and in Thailand.

Global Tourism Policy and Development

The UNWTO, as an agency under the supervision of the United Nations (UN), promotes sustainable tourism, and recognizes tourism as a driver of the increase of the economic sector, inclusive development, and environmental stability (UNWTO, n.d.). UNWTO and worldwide members prioritize the world tourism central policy to include: (1) tourism mainstream attached in the global agenda; (2) improving the competitiveness of tourism; (3) support tourism sustainability development; (4) developing tourism's contribution to eliminating poor and development; (5) fostering knowledge, education and capacity building; (6) building partnerships (UNWTO, n.d.). UNWTO launched the Sustainable Development of Tourism policy to support the central prioritized approach of advancing tourism's contribution to poverty reduction and development. This policy accounts for tourism to take future environmental, social, and economic impacts, tourism demands, and communities (UNEP & UNWTO, 2005). A sub-policy, UNWTO Sustainable Tourism – Eliminating Poverty Initiative (ST-EP), was created to promote poor reduction; it has been under the provision of the leading project of sustainable development since 2002

(UNWTO, 2019). As a result, CBT enterprises as a project under ST-EP seems to be a key mechanism and essential tool for sustainable development and eliminating poverty (UNWTO, 2017). Similarly, the activities of the CBT are applied to support UNWTO Mekong River-based Tourism Product Development Project to develop six countries including Thailand (UNWTO, 2016).

Tourism Policy and Development in Thailand

The tourism industry development in Thailand has been under the provision of the Ministry of Tourism and Sport (MOTS) since 2002 (MOTS, 2014). MOTS's views aim for the development and integration of tourism and sports; and to improve the growth of the economy and society in Thailand (MOTS, 2014). The core tourism policy in Thailand focuses on the development of sustainability in the ecosystem and area of river tourism and CBT, as well as supporting marketing (MOTS, 2018). The National Tourism Committee proposed five strategies in the National Tourism Development Plan, Issue 2 (2017 – 2021) (National Tourism Policy Committee, 2017). The strategy pushes tourism development's effectiveness and highlights support for the CBT in Thailand. These five strategies show the pioneer development of Thailand's tourism on both the supply-side and demand-side to aim the sustainability and maximizing benefits for raising the number of quality tourists (National Tourism Policy Committee, 2017). Thus, to process the policy of the National Tourism Policy Committee, MOTS established the Action Plan of the Tourism Authority of Thailand 2019. This action plan mentioned to develop of CBT by supporting CBT and Mueang Rong (minor city) by the TAT as an agency of MOTS created marketing to lead and support the development of tourism resources to generate jobs, and income (MOTS, 2019b).

2.5 Tourism in Thailand

The importance of the tourism industry to be an economic accelerator in Thailand, which is a popular destination and has several interesting exotic tourist sites. An advantage of tourism in Thailand is the geographical conditions in Southeast Asia with an area of 513,000 square kilometres. The borders connect Myanmar and Laos in the north, Laos and Cambodian in the east, the Andaman Sea and Myanmar in the west, and the Gulf of Thailand and Malaysia in the south. Thailand is divided into six characteristics, including (1) mountain areas and plains between the northern mountains where the peak of Inthanon Mountain in Chiang Mai province is lactated, (2) plain areas where the sources of rice fields and travelling by rivers such as boating in Chao Phraya River and Mae Klong River, (3) the northeast plateau region where the UNESCO's Dong Phaya Yen Wildlife Sanctuary and Khmer sanctuaries are located such as Phimai, Phanom Rung and Muaeng Tum Sanctuary, (4) the mountainous region of the western region where the origin of the Kwai Noi River is and famous rafting in rivers, (5) the mountain areas and coastal plains in the eastern region where the sources of fruit gardens and islands such as Koh Chang Island, Koh Kood Island and Koh Sichang Island, and (6) the mountain areas, high plains, coastal plains and islands in the south where Phuket Island and Samui Island are located (MOTS, 2019a). The types of tourist attractions in Thailand as demonstrated in Table 2.8.

Table 2.8: The Types and Number of Tourist Attractions in Thailand

Type	No. I	No. II	No. III	Example of tourist attraction each type
Cave	236	8	-	Tham Luang National Park Khunnamnangnon
Island	139	-	-	Koh Pha-Ngan
Rapid	59	-	-	Khek River
Beach	278	14	-	Pattaya Beach
Waterfall	503	35	-	Thilosu Waterfall
Ecotourism	587	35	-	Doi Inthanon National Park
Geomorphology	75	5	1	Satun UNESCO Global Geopark
Hot spring	62	7	-	Hot Spring Raksawarin Park
Natural	229	30	3	Thungyai-Huai Kha Khaeng Wildlife Sanctuaries, Dong Phrayayen-Khao Yai Forest Complex, Kaeng Krachan Forest Complex
Historical	1,213	12	4	Historic Town of Sukhothai and Associated Historic Towns, Historic City of Ayutthaya, the Ancient Town of Si Thep and its Associated Dvaravati Monuments, Ban Chiang Archaeological Site, Phanom Rung Sanctuary.
Cultural	2,177	4	-	Community – Cultural Tour of Ban Lao Wiang
Agricultural	263	20	-	Bo Hin Farmstay
Recreation	1,162	7	-	Dream World
Art	138	16	-	Ban Dum Museum
Total	7,121	165	8	

Remarks: No. I = general tourist attractions; No. II = Thailand standardized tourist attraction; No. III = UNESCO World Heritage
(Source: DOT, 2022)

Table 2.8 indicates the types and the number of tourist attractions in Thailand, which include 7,121 sites. Cultural sites are the biggest tourist attractions in Thailand, with 2,177 sites and four of them are Thailand standardized tourist attractions. The smallest number of tourist attractions are river rapids at only 59 sites. There are 165 sites gained Thailand standardized tourist attractions, and the most significant type of tourist attractions was waterfall and ecotourism 70 sites. Historical type is the most significant tourist attractions gaining the UNESCO World Heritage, including Historic Town of Sukhothai and Associated Historic Towns, Historic City of Ayutthaya, the Ancient Town of Si Thep and its Associated Dvaravati Monuments, and Ban Chiang Archaeological Site. The samples of tourist sites in Thailand and their locations are presented in Figure 2.1.



Figure 2.1: Thailand Map and Tourist Sites
 [Source: Researcher's work, 2020 (adapted from TAT, 2003)]

Figure 2.1. displays tourist sites in Thailand. Koh Pha-Ngan is a type of island tourist site in Surat Thani Province; and Bo Hin Farmstay in Trang Province, in the South of Thailand. The table shows that Phanom Rung Historical Park is a historical site in the Northeast of Thailand. In Central Thailand, the figure presents Dream World as a famous theme park in Pathum Thani Province and Pattaya Beach in Chonburi Province. The Cultural Tour of Ban Lao Wiang is north of the map in Uttaradit Province. Doi Inthanon National Park is a natural site and the highest point in Thailand in Chiang Mai Province. There are also many tourism products in Thailand which are discussed next.

Tourism Products and Motivation in Thailand

Tourism products in Thailand are identified into several tourism types. Thailand is a combination of natural, cultural, and experiential tourism products. Sharafuddin (2015) studied based on secondary sources and explained the types of tourism in Thailand, including adventure, medical tourism, ecotourism, cultural tourism, wellness tourism, Meeting – Incentive – Conference – Exhibition [MICE], cruise tourism, sport tourism, and educational tourism (Sharafuddin, 2015). Sharafuddin (2015) and Rittichainuwat *et al.* (2008) explained that tourism types motivate tourists to revisit Thailand, consisting of cultural tourism and shopping tourism. CBT is also in these pull factors because CBT is a component of cultural tourism to present community culture and provide shopping local products in villages. The most of the Asian tourists visited Thailand because of tourist attractions and activities, while European tourists were motivated by cultural and historical attractions (Sangpikul, 2008). CBT is becoming a critical tourism product because Thailand's government aims to support CBT to develop tourism in communities and the country from its roots that the CBT is explained in the next section.

Overview of CBT at the Global Level

CBT is a component of sustainable tourism. Many countries use CBT to develop rural villages and communities' tourism. There was a good deal of evidence of CBT as a tool for creating community and tourism from research throughout the world for two decades. First, the studies of CBT in the America Region covered El Salvador, the Republic of Cabo Verde, Costa Rica, and Nicaragua. Determining the number and type of tourists in CBT is the most argued view in literature (López-Guzmán *et al.*, 2011).

The CBT knowledge of community issues, the local community lacks training, education, and qualifications to construct good quality tourism products in El Salvador (López-Guzmán *et al.*, 2011). There were insufficient tourism enterprises, such as sporting activities and tour guides on the island of Fogo in the Republic of Cabo Verde (López-Guzmán *et al.*, 2011). The CBT in Gorski Kotar lacks social and human capital (Đurkin *et al.*, 2017). CBT has insufficient training and know-how in Costa Rica as well as business skill to make CBT in Nicaragua (Tasci *et al.*, 2014; Zapata *et al.*, 2011). Moreover, the CBT in Costa Rica lacks government support, law enforcement, stakeholder involvement, and participation (Tasci *et al.*, 2014). Zapata *et al.* (2011) studied the top-down CBT model and the bottom-up CBT model in Nicaragua.

Second, the studies of CBT in Asia, including the Philippines, Laos, and Malaysia. There is no participation of government and Non-Profit Organizations (NGOs) in the Philippines and Laos (Okazaki, 2008; Phommavong & Sörensson, 2014). Regarding the demographic issue, there is a contradiction between genders for participation in CBT projects in Laos. Men are more involved in CBT than women, which also contracted with the project to promote gender equality (Phommavong & Sörensson, 2014). The awareness of entrepreneurship and mainstreaming has also changed society in Malaysia (Mohamad & Hamzah, 2013). Shareholders empower higher local participation in decision-making, raise tourism revenue distribution, solidify the sense of ownership, strengthen social collaboration and, inevitably, raise community support (Mohamad & Hamzah, 2013). There is an attractive CBT destination in Asia – Thailand which is the area of the current study, which will be discussed next.

Rational to Study CBT

In the Netherlands, CBT has shifted towards immersive experiences whereby the tourist engages first-hand with a community, and opportunities are increasingly diverse (CBI, 2015). This aspect aims to the visitors' experience creation that is different from the perspective in Thailand. Thailand aims to use CBT as an empowerment factor for communities. Tourism in a community plays a passive role for local people, but CBT plays an active role for local people; both types benefit communities, but CBT creates more benefits, provides transferable skills, empowers community participation, and influences tourism activities (Richards, 2016). Community participation in CBT is considered an effective measure to protect the eco-environment and improve people's livelihood (Zhang *et al.*, 2020). Community participation was used to reform Vietnam's government's housing and urban development condition (Ngo *et al.*, 2019).

CBT is a learning centre, and CBT is designed for the educational market, which aims to reduce the poverty in Laos and Thailand (Boonratana, 2009; Phommavong & Sörensson, 2014; Richards, 2016). The current study selects CBT in Thailand as the studying area because CBT is unique tourism activity and has great potential to be commercialised, and to be used to promote community economies and community-based preservation of cultural and natural resources. CBT also boosts community's heritage resources to present communities' identity (Yodsurang *et al.*, 2022), and grassroot innovation, e.g., CBT hosts transform and design farm tractor to be vehicle for tourists, and develop CBT accessibility for disable tourists. Thus, the results of CBT study could help support tourism policymaking at both local and national levels. The impact of CBT study develops from local level to national level that is the outcome

of this study looking for. In the world, there is only Thailand to link primary component of CBT in promotional tourism slogan, which is “Amazing Thailand, It Begins with People.” Local people as CBT hosts are the main element of CBT, which refers to this country offer CBT to tourists. Thus, this is a strong reason of this study to aim to investigate and support CBT in Thailand.

2.6 CBT in Thailand

In Thailand, CBT is a tool to develop tourism products such as the cultural and wisdom of local people through handicraft merchandise in rural areas. Meanwhile, Thailand’s government supports CBT as the necessary tourism goods by setting CBT to relate to national tourism development through the Ministry of Tourism and Sports or MOTS. MOTS announced the policies that Thailand needs to link tourism into the community through tax reduction, and the country needs to use tourism to develop s community livelihood (MOTS, 2019d). But CBT in Thailand still encounters several issues involving stakeholders such as the government, operators, administrators, and villagers. CBT is a famous tourist site in Thailand among domestic and inbound visitors. A recent event operated by the Pacific Asia Travel Association (PATA, 2020) on the first CBT work meeting at the Hub of PATA Engagement in Bangkok in 2019. PATA’s policy shows that the global body is interested in supporting Thailand, to provide authentic experiences and meaningful encounters that benefit all visitors in the CBT context (PATA, 2020).

2.6.1 CBT, CBT Products and CBT Tourists

CBT was an alternative to mass tourism in the 1980, which was emerged a concept to alongside ecotourism and pro-poor tourism from utilizing tourism as development equipment (de Kadt, 1979; Goodwin & Santilli, 2009; Peters, 1969; Rocharungsat, 2005; Smith, 1978). Hall (1996) and Tolkach *et al.* (2013) added that CBT was related to the host community's planning and implementation of tourism development, and enlarged benefits for local people. Tourists have contributed to CBT by changing their expectations (Blapp & Mitas, 2018) and increasingly seeking experience bringing them closer to local people (Butcher, 2003; MacCannell, 1999; Wang, 1999). The CBT definitions and primary characteristics have been highlighted by several sources, which will be discussed in the next section, as displayed in Table 2.9.

Table 2.9: Definitions of CBT

Sources	Definitions of CBT
The Mountain Institute (2000)	CBT is defined as an activity that, through increased intensities of participation, can provide widespread economic and other benefits and decision-making power to communities.
Suansri (2003)	CBT is defined as a type of tourism owned and managed by the community for the community; its purpose is for enabling tourists to raise their awareness and study the community and their native way of living.
Netherlands Development Organization Asia Pro-Poor Sustainable Tourism Network (2007)	CBT is defined as a subset of sustainable tourism that applies pro-poor strategies in a community setting; it aims to involve local hosts in the procedure and management of minimal tourism projects as tools of poverty mitigation and generating extra income for hosts.
Telfer and Sharpley (2008)	CBT is defined as a kind of alternative tourism that includes community participation as the primary component in tourism to achieve the target of sustainable tourism development.
Asker <i>et al.</i> (2010)	CBT is defined as a generally small scale and involves interactions between visitor and host community, particularly suited to rural and regional areas; commonly understood to be managed and owned by the community, for the community.
Boonratana (2010)	CBT is defined as tourism fostering by communities to reveal the uniqueness of each community, focusing on sustainability statements.
CBT-I (2012)	CBT refers to tourism which accounts for the well-being of the environment, society, and culture for sustainability; it is arranged and owned by the locals to sustain their livelihood, with a possible goal of raising the awareness of visitors and studying the local ways of life.

Table 2.5: Continued

Lucchetti and Font (2013)	CBT is tourism with the locals' participation and goal generating profits for local people that allow visitors to tour the rural communities and study local culture and environment.
Sin and Minca (2014)	CBT is travelling to original local villages that have offered outsiders the opportunity to learn their cuisine, customs, way of life, and beliefs.
Giampiccoli (2015)	CBT is a form of oriented-root-based tourism in the way of alternative development.
ASEAN (2016)	CBT is described as a tourism activity, community-managed and belonged, and conducted or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and preventing the value of sociocultural traditions and natural as well as cultural asset resources.
Ministry of Tourism and Hospitality Industry (2017)	CBT is tourism related to projects initiated and managed by the local people for their economic benefit; such projects must be located within the community.
Ernawati <i>et al.</i> (2017)	CBT refers to another procedure of tourism that uses local culture, rural, and natural environments as attractions with the high participation of community members during the development and operation of the project.
DASTA (2018)	CBT is a form of tourism managed by the community and benefits the locals. CBT generates benefits and the sustainability of the local economy, society, culture preservation, and environment to benefit future generations. CBT is the opposite of mass tourism; the CBT form encourages travellers to the community to visit unique local sites and activities; its target is long-term advantages for travellers and locals.
Blapp and Mitas (2019)	CBT is alternative tourism, the attempts to develop in mass tourism destinations, and overlaps with creative tourism, in which tourists' interest in interacting and studying is significant.
Wiltshier and Clarke (2020)	CBT destinations are defined as emerging destinations or places that have yet to achieve maturity in developed or mass tourism; spaces that can explore, analyse, and interpret visitors' responses to an offer; and areas for applying contemporary and emerging visitor management practices.

Table 2.9 reveals the definitions of CBT from several sources, and it can be summed up that CBT is defined as a type of tourism based on the alternative development approach to minimize negative impacts and maximize community well-being that owns and operates in the community to take environmental, social, and economic sustainability. This study defines CBT as tourism based on community assets that include tourist resources in the community and tourism activity operation by villagers.

Products in CBT

The manufacture of attractive and competitive goods is one of the significant success aspects of CBT development (Ernawati *et al.*, 2017). CBT is comprehensive package of products combined with experience creation, while CBT attractions primarily include the natural resources, rural environment, and ethnic culture. (Ernawati *et al.*, 2017). There are different types of tourism products offered by CBT between developed countries and developing countries. In developing countries, classic CBT provides overnight village stays in simple homestays or lodges; there are more comfortable accommodations developed through joint investments; and short visits to support a local craft cooperative and eat a meal (Richards, 2016). In developing countries, CBT products include nine elements: attractions, travel services, transportation and access, accommodation, food and beverage, souvenirs and merchandise, packaging, amenities, and people with awareness (Ernawati *et al.*, 2017). Homestay as an accommodation is a crucial CBT product in Thailand, which has been loosely used for a variety of marketable hospitality located with a local or native community regardless of ownership (Boonratana, 2010). Homestays in Thailand include rooms in private residences of host families, private bed-and-breakfasts, small lodges, privately owned guesthouses, community lodges, and small privately owned resorts, which are provided the fee of services to visitors (Boonratana, 2010).

Tourists in CBT

This section will discuss the definition of community tourism tourists and community-based tourists. Regarding the trend of travellers in 2030, the characteristics of travellers are close to CBT tourists' attributes – ethical travellers, cultural purists, and social

capital seekers. Ethical travellers allow their conscience to be their guide when organizing and undertaking their travel; they might make concessions to environmental concerns or let their political ideals shape their choices (Besperstov, 2015). Cultural purists use travelling as an opportunity to immerse themselves in an unfamiliar culture, seeking to break away from their home and engage with a different way of life. But social capital seekers understand that to be cultured is an enviable personal quality, and their choices are shaped by their desire to take maximal social reward from their travel (Besperstov, 2015). Boonratana (2010) defined community tourist as a visitor going to a local area or community to buy many merchandises and services. Meanwhile, CBT tourist is defined as anyone interested in experiencing local life and well-prepared to travel with respect (CBT-I, 2015). Moreover, Suansri (2003) defined CBT tourists as persons with adequate time for understanding through observation, activities, and discussion; and highly participate in community activities, learning, and exchanging culture with understanding the community by the meaningful observation and interaction with the local members under the tour program design. Lee *et al.* (2013) described that a community-based tourist seeks to experience the aboriginal lifestyle, alpine landscape, and rural tourism. Thus, the CBT tourist in the current study is defined as a tourist who interested in local life and has adequate time for understanding, participating, and interacting in local environment and culture as well as consuming all tourism products which owned by the local community.

Rural Tourism

Lee *et al.* (2013) mentioned that community-based tourists also seek rural tourism. This section describes the definition of rural tourism and its differences from CBT. Rural tourism is defined as farm-based tourism and farm-based holidays, comprising

special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and ethnic tourism (Irshad, 2010). Irshad (2010) added that rural tourism is the country experience that encompasses a wide range of attractions and activities in agricultural or non-urban areas with wide-open spaces, low levels of tourism development, and opportunities for visitors to experience agricultural and natural environments directly. The concept of CBT, owned and managed by the community and intended to deliver wider community as big-scale development, is used for developing nations rather sporadically rural tourism carried out on individual businesses as small scale destination development (Zielinski *et al.*, 2020). Independent family-owned rural businesses (rural tourism) could be CBT initiatives only if a community organization governs them. There are discussions about the differences between rural tourism and CBT. First, rural tourism aims to visit farms and agricultural areas with many activities (Irshad, 2010), while CBT aims to responsibly manage the environment, natural resources, social system and culture in response to the community's needs (Suansri, 2003). Second, the community owns and manages CBT (Suansri, 2003), while there are unspecified owners and managers in rural tourism. Last, rural tourism emphasizes tourism in farms and agricultural destinations with small-scale and low levels of tourism development (Irshad, 2010; Zielinski *et al.*, 2020), while CBT emphasizes holistic development (Suansri, 2003).

2.6.2 CBT Characteristics

The United Nations Economic Program (UNEP) and UNWTO confirmed that the CBT characteristics involve an appreciation of both nature and common native cultures in

natural locations as a part of the tourist experience (Nair & Hamzah, 2015; UNWTO, 2008). Boonratana (2010) revealed the characteristics of CBT as (1) host communities keep a way of life and culture that is of interest to visitors; (2) tourism in host communities are planned and managed with their agreement; (3) host communities are involved in the planning and managing the traveling products and activities; (4) the procedure of planning, managing and developing the tourism assist unite, authorize, and instil pride in the residents; (5) hosts are authorized to plan, manage and develop the tourism balancing to their lives; (6) all residents have the same opportunities to gain income as land directors, entrepreneurs, service providers, and staff; (7) income generated is an additional or alternative source, or used for poverty alleviation; (8) part of the tourist income is reserved for projects that collectively benefits host communities; (9) tourism in host communities contribute to the preservation of cultural heritage and conservation of natural heritage; (10) all stakeholders realize the tourism negative impacts of tourism, and evaluate in destinations to reduce the impacts; (11) visitors are described about social and cultural norms of host communities before or upon arrival, therefore encouraging responsible behaviour; (12) exchanges between visitors and host communities foster tolerance, understanding, and cross-cultural learning; and (13) host communities, visitors, and other stakeholders are obliged to avoid commoditizing rituals and religious ceremonies.

2.6.3 Sustainable Tourism and Community-Based Tourism (CBT)

CBT is recognized mainly as an iteration of sustainable tourism premised on community participation, socio-economic sustainability, and environmental sustainability (Connelly & Sam, 2018). Sustainable tourism accounts for its current

and future impact on the economy, society, and environment to address the demand of visitors, businesses, the environment, and local communities (UNEP & UNWTO, 2005). Three dimensions of sustainable tourism to guarantee its long-term sustainability include environmental, economic, and socio-cultural (UNEP & UNWTO, 2005). CBT emerges and is vital for sustainable tourism, which implies that CBT is a component of sustainable tourism (Han *et al.*, 2019). Thus, CBT is an essential tool for sustainable tourism at the local level.

2.7 CBT Projects and Development by UNWTO

The UNWTO launched the Sustainable Tourism for the Elimination of Poverty Program (ST-EP) policy in 2002 to unite in a concerted effort to use tourism in vigorously contacting poverty throughout the world with 120 projects accomplished in 45 countries and three regional areas. In Asia Pacific, the Cambodia Community-Based Ecotourism Network (CCBEN) and the Thailand Community-Based Tourism Institute (CBT-I) are CBT networks to support the ST-EP policy.

2.8 CBT Organizations in Thailand

The CBT involvement organizations are presented in Table 2.10.

Table 2.10: Organization Profile and Thailand CBT Involvement

Name & Logo	Year	Organization Profile
Home Stay Standard Thailand		
	2003	Home Stay Standard Thailand was established by the government's policy to focus on local decentralization and community development, prioritize job creation, generate income for the community, and use tourism as a development tool, causing various tourism activities in the community (MOTS, 2019c).
	2003	DASTA was established in 2003 by the government's policy to develop tourism to increase revenue and distribute income to locals by having integrated management and development areas for tourism (DASTA, 2018).
	2006	CBT-I was set in 2006 as a partner of the Thailand Research Fund Community Based Research Unit (TRFCBR) and the Responsible Ecological Social Tours Project (REST). It has over ten years of experience working with Thai and ethnic minority communities to develop CBT markets. TRFCBR and REST cooperate in setting the CBT-I to share the learned lessons and means with Thai communities. CBT-I established CBT-N-CC and CBT-IRDC (PATA, 2015).
	2011	CBT-I and Payap University established CBT-IRDC intending to be recognized as a leading Asian regional knowledge centre, providing applied research and education at the intersection of tourism, development, sustainability, and communities (CBT-IRDC, 2013).

Table 2.10 demonstrates the profiles, established years, and logos of organizations involved and supervised Thailand CBT since 2003. First, Home Stay Standard Thailand has a role in constructing the definition, criteria, competency, code of conduct, and standard of Thai homestay for community development through tourism. It is the beginning of CBT in Thailand. Besides, it is the network centre of 171 Thailand standard homestays, including 52 standardized homestays in the north, 24 in the central, 20 in the east, 59 in the northeast, and 4 in the west (MOTS, 2019c). Second, DASTA has a role in creating the rules for the certification of tourist attractions by community and community models for sustainable management (DASTA, 2019a). CBT-I has a role in putting CBT into academic lessons, sharing knowledge, and establishing the CBT Network Coordination Center (CBT-N-CC) (PATA, 2015). Finally, the CBT-IRDC focuses on action-oriented research projects and provides short courses and a bachelor's course on tourism, sustainability, and community development.

2.9 CBT Product and CBT Network in Thailand

The main CBT product in Thailand is homestays available in CBT villages. Villagers operate homestays to combine all local products, which have community participation. The homestay owners and CBT operators need to have a network to develop their products together. The numbers of CBT network villages are shown in Table 2.11.

Table 2.11: The CBT Network Villages in Thailand

Region	Province	CBT Village	No.
North	Chiang Rai	Cha Bu Si, Pong Nam Ron, Huai Khi Lek	3
	Chiang Mai	Kao Dua, Tham, Hua Thuang, Mae Kampong, Mae Klang Luang, Pha Mon, Doi Pui, Pha Tae, and Wiang Haeng	9
	Phayao	Wiang Bua, and Rong Hai	2
	Mae Hong Son	Jabo, Mae Lan Na, Rung Arun, Huai Tong Kom, and Huai Hee	5
	Total in the north		19
Northeast	Mukdahan	Phu	1
	Roi Et	Ku Ka Sing	1
	Amnat Charoen	Pla Khao	1
	Ubon Ratchatani	Somsom, and Pao	2
	Total in the northeast		5
Central	Phetchabun	Nong Mae Na, and Matuli	2
	Phitsanulok	Rong Kla	1
	Samut Prakan	Bang Nam Phueng	1
	Trat	Huai Raeng, Salakkok, and Nam Chiao	3
	Chantaburi	Khao Bai Si, and Khao Soi Dao	2
	Total in the central		9
South	Chumphon	Khlong Ruea	1
	Trang	Lam Khanun	1
	Nakhon Si Thammarat	Phomlok	1
	Phang Nga	Koh Yao Noi	1
	Phatthalung	Tamot	1
	Surat Thani	Tham Phueng, Khlong Noi, and Lee Leet	3
	Total in the south		8
Grand total			41

(Source: CBT-I, 2012b; Witchayakawin *et al.*, 2020)

Table 2.11 presents the 41 CBT villages as members of the Thailand CBT Network Coordination Centre (CBT-NCC), which endorsed by the Thailand Community-based Tourism Institute (CBT-I). The 41 villages include nineteen villages in the north, nine in the central, eight in the south, five in the northeast, which are the study areas of the current study. The CBT villages receiving international awards are displayed in Table 2.12.

Table 2.12: International Awarded CBT Villages of Thailand

Region	Province	Village	International Awards	No.
North	Chiang Mai	Rai Kong King	The 36th ASEAN Homestay & CBT Award (2017); PATA Tourism InSPIRE Award 2015 (Best CBT Initiative)	1
Northeast	Udon Thani	Ban Chiang	The 36th ASEAN Homestay & CBT Award (2017)	1
Central	Sukhothai	Na Ton Chan	PATA Gold Award 2012 ASEAN Level for Wisdom Conservation	1
South	Trang	Bo Hin Farmstay	The 36th ASEAN Homestay & CBT Award (2017)	1
Total				4

(Source: Witchayakawin *et al.*, 2020)

Table 2.12 presents four potential CBT villages that received international awards, including Rai Kong King, Ban Chiang, Na Ton Chan, and Bo Hin Farmstay. Thus, these awarded CBT villages present strong CBT product performance of Thailand, where the current study accounts these four villages into the areas of the study.

2.10 Visitors and Income Generation by CBT

Currently, specific CBT data is unavailable for the overall number of visitors and income generation from CBT in Thailand. Hence, the current study presents the number of visitors and incomes of four CBT villages, unfolded by CBT leaders through personal communication, as shown in Table 2.13.

Table 2.13: Number of Visitors in Four CBT Communities

Region	Village	No. of visitors			% Change (-/+)	
		2016	2017	2018	17/16	18/17
North	Rai Kong King	1,000	2,000	2,800	+100.00	+40.00
Northeast	Ban Chiang	270,000	290,000	300,000	+7.41	+3.45
Central	Na Ton Chan	13,267	8,420	21,905	-36.53	+160.15
South	Bo Hin Farmstay	4,200	4,200	4,200	0.00	0.00
Total		288,467	304,620	328,905	+0.06	+7.97

(Source: Witchayakawin *et al.*, 2020)

Table 2.13 reveals the number of tourists visiting CBT communities in recent years. The number of visitors increased in four villages. The total number of visitors in 2016 was 288,467 and reached 328,905 in 2018. The most significant number of visitors was 300,000 in the Ban Chiang in 2018. In contrast, the smallest amount was 1,000 visitors in Ban Rai Kong King in 2016. The number of visitors dropped in 2017 in Ban Na Ton Chan, but it grew again, reaching 21,905 in the next year. Ban Na Ton Chan had the highest growth in 2018 at 160.15%, but it had the lowest change in 2017 at -36.53%. Bo Hin Farmstay has levelled off in both years. The total number of tourists in 2018 grew to 7.97%. Visitor numbers are related to rising revenue generation, as shown in Table 2.14.

Table 2.14: Income Generation by Four CBT Villages

Region	Village	Income (million USD)			% Change (-/+)	
		2016	2017	2018	17/16	18/17
North	Ban Rai Kong King	0.00	0.03	0.04	+1,233.33	+50.00
Northeast	Ban Chiang	3.28	3.94	4.33	+20.00	+10.00
Central	Ban Na Ton Chan	0.00	0.16	0.41	0.00	+165.21
South	Bo Hin Farmstay	0.09	0.09	0.09	0.00	0.00
	Total	3.37	4.21	4.87	+24.39	+16.12

(Source: Witchayakawin *et al*, 2020).

Table 2.14 illustrates CBT income generation in four villages from 2016 to 2018. The number tends to rise steadily, beginning at about 3.37 million USD in 2016 and reaching approximately 4.87 million USD in the next two years. Based on each village, the most considerable amount was 4.33 million USD in the Ban Chiang Village in 2018. Conversely, there was no income in Rai Kong King Village and Na Ton Chan Village in 2016. Rai Kong King Village had the most significant income change in 2017 at 1,233.33%, while Na Ton Chan Village had an enormous difference in 2018 at 165.21%. The total income changed to 16.12 in 2018, which is lower than the

preceding year. The CBT visitor number and revenue increased in both 2017 and 2018, which presents the growth of CBT in Thailand. This data shows the significance of CBT which is prospered to study as the claim of this research.

2.11 CBT Research in Thailand

The research conducted on CBT in Thailand shows the significance of CBT to the tourism sector. Many academicians studied CBT development in Thailand. The sources and research articles on CBT in Thailand are presented in Table 2.15.

Table 2.15: Summary of CBT Research in Thailand

Authors	Articles
Calgaro and Lloyd (2008)	Sun, sea, sand, and tsunami: examining disaster vulnerability in the tourism community of Khao Lak, Thailand
Leksakundilok and Hirsch (2008)	Community-based ecotourism in Thailand
Boonratana (2009)	An Assessment and Evaluation of Community-Based Tourism's Contribution to Sustainable Lifestyles and Local Socio-economic Development
Boonratana (2010)	Community-Based Tourism in Thailand: The Need and Justification for an Operational Definition
Naipinit and Maneenetr (2010)	Community Participation in Tourism Management In Busai Village Homestay, Wangnamkheo District, Nakhon Ratchasima Province, Thailand
Vuttichai (2010)	Capacity building and strengthening community-based tourism case study of Bangchan Sub-district, Chanthaburi
Satarat (2010)	Sustainable Management of Community-Based Tourism in Thailand
Somnuek (2010)	Key success factors for CBT management of Bansasom Community Naphoklang Sub-district, Khoongchiam District, Ubon Ratchathani Province
Boonratana (2011b)	Sustaining and marketing community-based tourism: some observations and lessons learned from Thailand
Dolezal (2011)	Community-Based Tourism in Thailand: (Dis-)Illusions of Authenticity and the Necessity for Dynamic Concepts of Culture and Power
Tippeng <i>et al.</i> (2011)	Community-Based Tourism Management Case Study Buddhist Way Klong Dan Community Ra-Nod District Songkhla Province
Rojchanaprasart and Thongnunui (2012)	Sustainability of Coastal Community-Based Ecotourism in Trang Province
Suthitakon (2012)	The floating marketing management model to enhance community-based tourism development

Table 2.15: Continued

Supanit and Tantasuttikul (2012)	Community-Based Tourism Management Case Study “Palm Paddy Sea” Cultural Way Community Sa-Ting Phra District, Songkhla Province
Nguangchaiyapoom, Yongvanit and Sripun (2013)	Community-Based Tourism Management of Ban Prasat, Non-Sung District, Nakhon Ratchasima Province, Thailand
Polanarak <i>et al.</i> (2013)	Community-Based Tourism OTOP Village Champion Ban Talad Lang, Sriracha District, Chonburi Province
Putjorn (2013)	Participatory action research in community-based tourism management for sustainable community development at Salak-kok, Trat Province
Chumsri <i>et al.</i> (2014)	Guidelines on Developing Community Base Tourism to Sustainable Management of Tourist Attractions
Dechachai (2014)	Impact of Community-Based Tourism on Akha Ethnic Communities, Chiang Rai Province
Kanitthanon (2014)	Analysis of Community-Based Tourism on the World War II Road at Ban Tor Pae, Tambon Mae-Ngow, Amphoe Khun Yuam, Mae Hong Son
Kontogeorgopoulos <i>et al.</i> (2014)	Success Factors in Community-Based Tourism in Thailand: The Role of Luck, External Support, and Local Leadership
Makornmonthien (2014)	Development of Tourism Management Strategies Using Community-based Approach in Phuchee Fah Forest Park, Thoeng District, Chiang Rai Province
Phabu and Wongphabu (2014)	Development Model of Community-Based Tourism Management for Enhance Quality of Life of Communities in Surin Province by Knowledge Management Process
Pleerux (2014)	Management of Community-Based Tourism in the East Coastal Areas: Chon Buri, Rayong, Chanthaburi and Trat
Pleerux (2014a)	Community-Based Historical and Cultural Tourism in East Coastal Area
Sin and Minca (2014)	Touring responsibility: The trouble with 'going local' in community-based tourism in Thailand
Tokeree (2014)	The Development of Community-Based Tourism Management: A Case Study of Chulabhornphattana 10th Community, Betong District, Yala Province
Vajirakachorn and Nepal (2014)	Local perspectives of community-based tourism: case study from Thailand's Amphawa Floating Market
Chantre <i>et al.</i> (2015)	Guidelines to Develop Community Participation Based Ecotourism Management for Sustainable Tourism: A Case Study of Kwian Hak Community Kwain Hak Subdistrict Khlung District Chanthaburi
Dolezal (2015)	The Tourism Encounter in Community-Based Tourism in Northern Thailand: Empty Meeting Ground or Space for Change?
Kontogeorgopoulos, Churyen and Duangsaeng (2015)	Homestay Tourism and the Commercialization of the Rural Home in Thailand
Leelapattana <i>et al.</i> (2015)	Developing a New Framework for Understanding Residents' Attitudes Toward Tourism Development - A Case of CBT in Thailand
Nitikasetsoontorn (2015)	The success factors of community-based tourism in Thailand
Nunthasiriphon and Vongsaroj (2015)	Community-based Social Marketing Behavioural Goals for Promoting Community-based Tourism
Phanumat <i>et al.</i> (2015)	A multi-stakeholder participatory approach in community-based tourism development: a case study from Thailand
Polnyotee and Thadaniti (2015)	Community-Based Tourism: A Strategy for Sustainable Tourism Development of Patong Beach, Phuket Island, Thailand

Table 2.15: Continued

Phanumat <i>et al.</i> (2015)	A multi-stakeholder participatory approach in community-based tourism development: a case study from Thailand
Sitthikun (2015)	Participation in Community-based tourism management, Maehia Nai, Maehia Sub-district, Mueang District, Chiang Mai
Tungseng (2015)	The Development of Information and Technology System for Community-Based Tourism Network of Satun Province Community
Saksoong and Natee (2016)	A community-Based Tourism Management in the Form of Cultural for the ASEAN Community in the Sathing Pra Peninsular, Songkhla Province
Thangchan (2016)	Home Stay Management of Tha Sa La Village for Sustainable Community-Based Tourism Development
Abngern (2017)	Communication for community-Based Tourism Management of Ban Rai Kong Khing Community, Chiang Mai Province
Booneiam <i>et al.</i> (2017)	Participation in community-based tourism development of the Ban Pong Manao Community, Lopburi Province
Chaikoon (2017)	A Community-Based Ecotourism Management Model for the Southern Region of Thailand Along the Andaman Seacoast
Chunhunboonthip (2017)	Community Tourism and Environmental Conservation Participation in Nong Chaiwan Wetland Dondeng Village, Srisongkhram District, Nakhon Phanom Province
Maneerote (2017)	Community-Based Tourism Management (A Review Paper)
Tancharoen (2017)	Community-Based Tourism Management and Sustainable Tourism Development of Bangkantaek Community in Samutsongkhram Province
Thongdee <i>et al.</i> (2017)	Increasing Competition Advantage and Mechanism of CBT Marketing Management Based on Cultural Heritage of Khong - Chi - Mun River Basin in Northeastern Region, Thailand
Klinmuenwai (2018)	A Study of Tourism Potential and Creating Community-Based Tourism Program and Local Guides of Nakrow Sub-district Municipality, Mae Tha District, Lampang
Panich <i>et al.</i> (2018)	Key Success Factors for improving Community-Based Tourism Supply Chain
Tan <i>et al.</i> (2018)	A Social and Cybernetic Psychological Model for the Social Entrepreneurship-driven Community-based Tourism (CBT) Development in Chiang Rai, Thailand
Thongbai (2018)	Creative Tourism and Community-Based Tourism Activity
Chatkaewnapanon and Kelly (2019)	Community arts as an inclusive methodology for sustainable tourism development
Kaewnuch (2019)	The development of uniqueness product in a tourism destination to enhance the competitiveness of tourism entrepreneurs and tourism network through a local community: A Case Study of Nakornsithammarat Province
Pornprasit and Rurkkhum (2019)	Performance evaluation of community-based ecotourism: a case study in Satun province, Thailand
Ditta-Apichai <i>et al.</i> (2020)	Platform-mediated tourism micro-entrepreneurship: implications for community-based tourism in Thailand
Lo and Janta (2020)	Resident's Perspective on Developing Community-Based Tourism-A Qualitative Study of Muen Ngoen Community, Chiang Mai, Thailand
Lo and Janta (2021)	Balancing Commercialization and Sustainability in Community-Based Tourism Practices - A Qualitative Study of Factors Affecting Elephant Habitat Communities in Northern Thailand
Siraphatthada <i>et al.</i> (2021)	The Potential Developing Management of Community-Based Tourism in Phatthalung

Table 2.15: Continued

Somchan and Choibamroong (2021)	Community-Based Tourism Management for Urban Agriculture
Somchan and Choibamroong (2021)	Resilience among Thai Hosts in Andaman Sea Area during Covid-19: Study Community Based Tourism
Bumyut <i>et al.</i> (2022)	Exploring Readiness towards Effective Implementation of Safety and Health Measures for COVID-19 Prevention in Nakhon-Si-Thammarat Community-Based Tourism of Southern Thailand
Chatkaewnapanon and Lee (2022)	Planning Sustainable Community-Based Tourism in the Context of Thailand: Community, Development, and the Foresight Tools
Sitikarn <i>et al.</i> (2022)	Community-Based Tourism Management during the Coronavirus Pandemic along the Andaman Coast of Thailand
Sitikarn <i>et al.</i> (2022)	Coffee Value Symbiosis Toward a Mountain Geographical Community-Based Tourism in Thailand
Yodsurang <i>et al.</i> , (2022)	Community-based tourism and heritage consumption in Thailand: An upside-down classification based on heritage consumption
Tongdaeng and Mahakanjana (2022)	Thai SMEs' Response in the Digital Economy Age: A Case Study of Community-Based Tourism Policy Implementation
Arkarapoti Wong and Chindapol (2023)	Creative community-based tourism management model in Thai villages around Sukhothai world heritage and associated historic towns
Khaenamkhaew <i>et al.</i> (2023)	The participation of community leaders for sustainable tourism development: A case study in Phipun District, Nakhon Si Thammarat Province, Thailand
Khampusae <i>et al.</i> (2023)	Empowering Thai Community-based Tourism Operators: Enhancing English Pronunciation Abilities with AI-based Lessons
Meunchong and Tachom (2023)	English for Community-Based Tourism: Barriers and Challenges of Local Entrepreneurs in Thailand
Noosut <i>et al.</i> (2023)	Crisis Adaptation in a Thai Community-Based Tourism Setting during the COVID-19 Pandemic: A Qualitative Phenomenological Approach
Noosut <i>et al.</i> (2023)	Developing of components and indicators of appropriate carrying capacity of community-based tourism attractions in upper north Thailand
Phunnarong (2023)	Community-based Tourism (CBT) in Homestay Form: Facts and Things.
Prasongthan and Silpsrikul (2023)	The Connection of Slow Food Principle with Community-Based Tourism in Thailand: Investigating Generation Y Perception
Supradith and Pooripakdee (2023)	The First Step of Social Enterprise Operation of Sustainable Community-Based Tourism
Thananusak and Suriyankietkaew (2023)	Unpacking Key Sustainability Drivers for Sustainable Social Enterprises: A Community-Based Tourism Perspective
Yodkhayan and Muneenam (2023)	Evaluation of Community-Based Gastronomic Tourism in Satun Province, Thailand, Regarding Management for Zero Food Waste
Ditta-Apichai <i>et al.</i> (2024)	A critique of community-based tourism development: The comparative case of Betong and Pho Tak Districts, Thailand

Table 2.15 reveals the authors and research titles conducted in CBT Thailand. Most CBT research is a specific study in one or few communities that does not cover all regions of Thailand, thus reflecting different characteristics based on individual communities. The study of Kontogeorgopoulos (2014), Nitikasetsoontorn (2015), Panich *et al.* (2018), and Somnuek (2010) related to factors influencing CBT. The current research explores the factors of CBT development in Thailand related to the preceding studies. Thus, the findings and gaps from previous studies of CBT are explained in the next section.

2.12 Theoretical Background of the Study

The theoretical background of this study relies on several theories, including community participation theory (CPT), tourism development theory (TDT), and social exchange theory (SET). The summary of the relevant theories with the studied variables is shown in Table 2.16.

Table 2.16: The Relevant Theories and studied variables

Variables / Theories	CPT	TDT	SET
Community Participation	√		
Ownership	√		
Marketing		√	
The Perceived Benefits			√
CBT development support			√

Table 2.16 shows the relationship between the variables and theories. Community participation and ownership variables are supported by CPT (Wilcox, 1994). Besides, the marketing variable is supported by TDT (Butler, 1980). Moreover, the perceived benefits and CBT development support variables are supported by SET (Homans,

1958). The content support for this study is the previous studies that extracted the main concepts, as shown in Table 2.17.

Table 2.17: Main Concept of Literature Review

Concept	Source
CBT Development and Sustainability	(Calgaro & Lloyd, 2008; Chatkaewnapanon & Kelly, 2019; Đurkin & Perić, 2017; Graci, 2012; Maneerote, 2017; Mohamad & Hamzah, 2013; Nair & Hamzah, 2015; Phanumat <i>et al.</i> , 2015; Phommavong & Sörensson, 2014; Polnyotee & Thadaniti, 2015; Sloan <i>et al.</i> , 2014; Suttichuwong, 2009; Tasci <i>et al.</i> , 2014; Zapata <i>et al.</i> , 2011).
CBT Management and Strategy	(Maneerote, 2017; Mohamad & Hamzah, 2013; Nair & Hamzah, 2015; Phommavong & Sörensson, 2014; Polanarak <i>et al.</i> , 2013; Tasci <i>et al.</i> , 2014; Tippeng <i>et al.</i> , 2011).
CBT Participation	(Arnstein, 1969; Chatkaewnapanon & Kelly, 2019; Dinkoksung & Nejati, 2017; Mohamad & Hamzah, 2013; Okazaki, 2008; Phommavong & Sörensson, 2014; Simons & de Groot, 2015; Witchayakawin & Tengku, 2018).

Table 2.17 presents the relevant concepts, and their sources divided into CBT development and sustainability, CBT management and strategy, CBT participation, and influencing factors on the development of CBT. The theoretical background and variable relationship are shown in Table 2.18.

Table 2.18: Theoretical Background

Construct 1	Relationship	Construct 2	Theory	Authors
Benefit	→	CBT Development Support	Social Exchange Theory	Homans (1958, 1961)
Marketing	→	CBT Development Support	Tourism Development Theory	Butler (1980)
Ownership	→	Community Participation	Community Participation Theory	Wilcox (1994, 2003)

Remark: → means there is a direct effect

Table 2.18 displays the current study's theoretical background, aiming on benefits and CBT development support (social exchange theory), marketing and CBT development

support (tourism development theory), and ownership and community participation (community participation theory). The Construct 1 directly affects Construct 2.

2.13 Community Participation in CBT

Okazaki (2008) examined the model of participation in CBT in Palawan of the Philippines using the two models – the ladder of citizen participation and the model of CBT facilitating conditions. The ladder of citizen consists of non-participation [manipulation and therapy], degrees of tokenism [informing, consultation, and placation], and degrees of citizen power [partnership, delegated power and citizen control] (Arnstein, 1969). Besides, the model of CBT facilitating conditions includes the level of antecedents, problem-setting, direction-setting, structuring, and outcomes (Selin & Chevez, 1995). Next, several studies of socio-demographics in the participation of CBT included gender and age. Phommavong and Sörensson (2014) found that ethnic-specific beliefs and practices can play a crucial role in tourism's gendered division of labour. Moreover, under the state regulations in setting up official CBT projects in ethnic minority villages (Akha hill tribe), the Akha women have only opportunities to work in different tourism positions. Akha women had lesser participation than men. Moreover, men participated in tourism planning, decision-making, and activities designing, but women did not contradict the pro-poor idea line. Thus, CBT should target the poorest members of the community, frequently ethnic minorities, and women, and then give more chances for participation.

Later, Witchayakawin and Tengkuhan (2018) found that the community was developed by strong and knowledgeable leaders, portraying local wisdom, sharing benefits for all

people, raising awareness of local uniqueness, revitalizing local products, and improving facilities in the village. The ageing villagers were on the team of the local ritual welcoming ceremony. Seniors also created local textiles, worked in product shops, entertained visitors by singing and dancing, and demonstrated regional food cooking. Older people seem to be intensive labour in CBT. Additionally, when the demographics change, ageing people are the primary labourers in CBT (Mohamad & Hamzah, 2013). Last, Chatkaewnapanon and Kelly (2019) found that investment in education and building tourism entrepreneurs is not inclusive of future generations beyond the original generation. In summary, several models examined participation in CBT, such as the ladder of citizen participation and the model of CBT facilitating conditions. Besides, the studies in socio-demographics demonstrate the importance of age and gender in the current study. Participation is a significant factor in developing CBT, and some hidden aspects will be explained next.

2.14 Factors of CBT Development Support

In general, the influencing factors on CBT development support were studied by previous authors. First, Graci (2012) proposed successful CBT factors including the six key attributes of capacity building: ownership, community integration, building pride for cultural heritage, environmental preservation, community empowerment, and partnership. Armstrong (2012) identified the necessary conditions required for CBT enterprises to be successful, including (1) local context and origins of the enterprise, (2) tourism assets, (3) location, (4) characteristics of the community and its institutional structure, (5) support of leaders and critical individuals, (6) ownership, management and control, (7) participation and consultation, (8) type, scale and pace

of tourism development, (9) viability, (10) skills, training and capacity building, (11) engagement with the private sector, (12) market linkages, (13) product development, (14) external relationships and networks, (15) government and policy environment, (16) financial systems and benefit distribution, and (17) monitoring and evaluation.

The CBT success of Mae Kampong Village in Chiang Mai Province of Thailand is based on three factors: sheer luck, significant external support, and individual leadership within the community (Kontogeorgopoulos *et al.*, 2014). In addition, Nitikasetsoontorn (2015) discovered the six success factors for CBT in Sam Chuk and Klong Suan Communities in Thailand. The factors involve local ownership, decision-making process participation, collective responsibility, management, and leadership, and achieving distinction and authenticity. In contrast, neither benefit sharing nor local innovation improves both places' CBT success (Nitikasetsoontorn, 2015). Besides, Maneerote (2017) found that CBT success factors are (1) the CBT members acknowledge the benefits of tourism management, (2) the main components of CBT, (3) guidelines to prepare and develop tourism, (4) develop tourism in standard, (5) tourism marketing, and (6) tourism supply chain management. Last, CBT-I (2015) proposed successful factors for CBT, including people and product potential, preparation, consistent follow-up, partnerships, value adding marketing, and supportive policy. Factors for CBT development support should include active fairness, income generation chances, community involvement, collective benefits community, empowerment, and retention of traditional lifestyles and culture (Boonratana, 2010; Tourism Concern, 2009). The factors for CBT development support are presented in Table 2.19.

Table 2.19: Factors Influencing CBT Development Support

Factors	Sources
Ownership	Armstrong (2012); Graci (2012); Nitikasetsoontorn (2015); Gursoy <i>et al.</i> (2010)
Empowerment and people's potential	Armstrong (2012); CBT-I (2015); Graci (2012); Tourism Concern (2009)
Partnership	Armstrong (2012); CBT-I (2015); Graci (2012); Kontogeorgopoulos <i>et al.</i> (2014)
Management	Armstrong (2012); Maneerote (2017); Nitikasetsoontorn, (2015)
Abundance and product potential	Armstrong (2012); CBT-I (2015)
Community Participation	Armstrong (2012); CBT-I (2015)
Leadership	Armstrong (2012); Kontogeorgopoulos <i>et al.</i> (2014); Nitikasetsoontorn (2015)
External Support and supportive policy	Armstrong (2012); CBT-I (2015); Kontogeorgopoulos <i>et al.</i> (2014); Nitikasetsoontorn (2015)
Benefits	Tourism Concern (2009); Gursoy <i>et al.</i> (2010)
Marketing and value creation, supply chain	Armstrong (2012); CBT-I (2015); Maneerote (2017)
Environmental conservation	Sen and Walter (2020)
Gender roles	Sen and Walter (2020)
Local culture	Sen and Walter (2020)

Table 2.19 reveals the factors that influence CBT development support from several previous studies, including ownership, empowerment and people potential, partnership, management, abundance, and product potential, community participation, leadership, external support, supportive policy, and marketing and value creation, benefits, supply chain, environmental conservation, gender roles, and local culture (Armstrong, 2012; CBT-I, 2015; Graci, 2012; Kontogeorgopoulos *et al.*, 2014; Maneerote, 2017; Nitikasetsoontorn, 2015; Sen & Walter, 2020; Tourism Concern, 2009). Based on the above discussion, the factors can be classified according to two major categories: internal and external factors. The internal factors are ownership, empowerment, management, abundance and product potential, community participation, leadership, marketing, value creation, benefits, environmental conservation, gender roles, and local culture. In terms of the external factors, they consist of external support and supportive policy and supply chain. Thus, it can be concluded that the CBT successful factors contain both internal and external factors of

the CBT villages. Each factor is unique depending on the nature of CBT and the geographic location.

Summary of Factors for CBT Development Support

The overview of factors for CBT development support that were studied by previous researchers, is displayed in Table 2.20.

Table 2.20: Overview of Factors of CBT Development Support

Author / Factor	OW	EX	MK	EM	CO	BE	PA	RE	MA	LE
Graci (2012)	√			√			√			
Nitikasetsoontorn (2015)	√	√			√			√	√	√
CBT-I (2015)		√	√	√	√		√	√		
Kontogeorgopoulos <i>et al.</i> (2014)		√					√			√
Maneerote (2017)			√					√	√	
Gursoy <i>et al.</i> (2010)	√					√				
Armstrong (2012)	√	√	√	√	√		√	√	√	√
Ditta-Apichai <i>et al.</i> (2020)		√	√	√	√				√	

OW = ownership, EX = external support and supportive policy, MK = Marketing, value creation and supply chain, EM = Empowerment and people's potential, CO = community participation, BE = the perceived benefits, PA = partnership, RE = Resource abundance and product potential, MA = Management, and LE = leadership.

Table 2.20 shows the influencing factors on CBT development support, including ownership (OW), external support and supportive policy (EX), marketing, value creation and supply chain (MK), empowerment and people's potential (EM), community participation (CO), benefit (BE), partnership (PA), resource abundance and product potential (RE), management (MA), and leadership (LE). Ownership is a predictor of tourism development found by several authors (Armstrong, 2012; Graci, 2012; Gursoy *et al.*, 2010; Nitikasetsoontorn, 2015). External support and supportive policy were studied by many professionals (Armstrong, 2012; CBT-I, 2015; Ditta-Apichai *et al.*, 2020; Kontogeorgopoulos *et al.*, 2014; Nitikasetsoontorn, 2015). Marketing, value creation and supply chain are suggested by several researchers

(Armstrong, 2012; CBT-I, 2015; Ditta-Apichai *et al.*, 2020; Maneerote, 2017). Empowerment and people's potential have been found in many studies (Armstrong, 2012; CBT-I, 2015; Ditta-Apichai *et al.*, 2020; Graci, 2012). Community participation (CO) has been studied by many professionals (Armstrong, 2012; CBT-I, 2015; Ditta-Apichai *et al.*, 2020; Nitikasetsoontorn, 2015), while the perceived benefits are suggested by Gursoy *et al.* (2010). The partnership was found by many investigators (Armstrong, 2012; Kontogeorgopoulos *et al.*, 2014; Nitikasetsoontorn, 2015), while resource abundance and product potential were recommended by Armstrong (2012), CBT-I (2015) Maneerote (2017), and Nitikasetsoontorn (2015). Management was found in many studies (Armstrong, 2012; Ditta-Apichai *et al.*, 2020; Maneerote, 2017; Nitikasetsoontorn, 2015), while leadership was recommended by Armstrong (2012, Kontogeorgopoulos *et al.* (2014), and Nitikasetsoontorn (2015). Based the preliminary study, the investigators found the new factors on CBT development support, including entrepreneurship and tour package design, which are applied in the research framework of the current study.

Shortlist for the Selection of the Independent Variables

Regarding the literature review, investigators found that several authors suggested ten factors related to CBT development support, identified in Table 2.20. The ten factors related to CBT development support include ownership, external support and supportive policy, marketing – value creation and supply chain, empowerment and peoples' potential, community participation, the perceived benefits, partnership, resource abundance and product potential, management, and leadership. These ten factors in Table 2.20 were applied and designed to be the open-ended questions in the structural interview form of the preliminary study (see more details in Chapter 3 and

Appendix 5.2). The results of the preliminary study suggested that the highest density of potential factors (very important factors) in CBT development support include community participation, ownership, external support (outside support and supportive policy), marketing (marketing-value adding and supply chain), and community empowerment (empowerment and people's potential), respectively. Moreover, the preliminary findings suggested that the new factors in CBT development support included sense of entrepreneurship, and types of activities and tour package design. The investigators shortlist the factors (independent variables) to study in the current study based on the top powerful factors in the results and suggestions of the preliminary. The selected factors (independent variables) on CBT development support in the current study include ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design, while community participation is determined to be a mediation variable. The justification of the variable selection of the current study is also supported by several authors who indicated that CBT depends on some key factors. CBT also depends on key factors, including stakeholder ownership and participation (community participation), facilitators from government and donor organizations (external support), education and empowerment of the locals (community empowerment), equity in the distribution of costs and benefits (the perceived benefits), and private and public partnership with a business approach (marketing, entrepreneurship, and tour package design) (Asker *et al.*, 2010; Dixey, 2005; Goodwin & Santilli, 2009; Harrison & Schipani, 2007; Hiwasaki, 2006; Kibicho, 2008; Salazar, 2012; Sebele, 2010; Tasci *et al.*, 2013, 2014; Zapata *et al.*, 2011).

2.14.1 Ownership

Graci (2012) referred ownership to the people making the investment decision by using the community funds into a wholly owned and operated operation. ASEAN (2016) determined the sub-criteria of “community ownership and management” included (1) effective and transparent governance arrangements exist, (2) legitimate establishment, (3) practical and transparency in management exists, and (4) effective partnerships exist. Local ownership is defined as citizens' awareness of their civil rights regarding cultural and natural resources that are the primary tourist attractions (Nitikasetsoontorn, 2015). The ownership is concerned with the theory of community participation; the theory explains the role of the community, leading to significant control over the decision, consultation, and sharing of information (Sarkissian *et al.*, 1997). The five ladders of community participation are assisting independent local interests, integrated acting, deciding – together, consultation stage, and information (Wilcox, 1994). Brainstorming is a cause of idea ownership that assists people in thinking and opinion via participation and negotiation with others (Wilcox, 1994). Pretty (1995) and Tosun (1999) support ownership to be a part of community participation via self-mobilization and self-planning.

2.14.2 External Support

There was a growth of CBT capacity through outside stakeholder support that is important (Giampiccoli & Saayman, 2018). External support incorporates other sectors, including local governments, academics, and business enterprises, influencing tourism policies and development (Nitikasetsoontorn, 2015). The outside involvement

of the public sector, business sector, and NGOs in the efforts of locals to improve and sustain tourism projects is criticized by CBT advocates; funding for CBT is secured from outside donors (Goodwin & Santilli, 2009; Mitchell & Muckosy, 2008; Weaver, 2010). Kontogeorgopoulos *et al.* (2014) referred to external support that involved state actors, NGOs, and private businesses through fund provides. Outside facilitation usually is for the agency of the public sector (Goodwin & Santilli, 2009).

Government Support and Tourism Supportive Policy in Thailand

Thailand's government played its role in CBT through the established organization to manage CBT by issuing the Homestay Standard Thailand policy in 2003 that takes responsibility for the standard homestay issue. At the same time, the government established DASTA, which manages tourism development toward sustainability through community participation. A community-based approach is a coordinated and integrated working organization with all parties and developing tourism capabilities to keep pace with tourism dynamics. Furthermore, it established CBT-I to encourage research and development of CBT as a tool for strengthening the community and supporting sustainable natural resource management. Meanwhile, CBT-I supervises CBT-N-CC and CBT-IRDC, which take responsibility for CBT networking and research contribution. Finally, the government supports CBT through the Thailand Research Fund (TRF) to provides research funding for CBT. Since 2016, the UNWTO announced that CBT activities promote the UNWTO Mekong River-based Tourism Product Development project to support Thailand (UNWTO, 2016). The primary Thailand tourism policy aims for a sustainable ecosystem, area development, and marketing support (MOTS, 2018).

2.14.3 Marketing

Marketing refers to the activity of a combination of institutions, and processes for creating, communicating, delivering, and trading offerings that have value for consumers, clients, partners, and society at large (American Marketing Association, 2020). Kotler (2003) defined 'marketing' as the business function that identifies unfulfilled needs and desires, describes, and evaluates their magnitude and potential benefit. Marketing mix or 7Ps involves a product, price, place, promotion, people, process, and physical evidence (Kotler, 2000). Maneerote (2017) explained that marketing planning is vital for value creation that its approach includes attributes, features, benefits, and creative tourism of CBT for creating or adding value to tourism. A tourism supply chain is a network of tourism organizations that participate in activity creation and tourism product production until transferring a product to a tourist (Maneerote, 2017; Zhang *et al.*, 2009).

Tourism development theory explains the cycle of tourism development in seven stages. The stages include exploration, inclusion, enlargement, exacerbation, stagnation, and downturn (Butler, 1980; Butler & Miossec, 1993; Streimikiene & Bilan, 2015). Marketing is one factor to be studied in this research and relates to tourism development theory. The stage of exacerbation needs marketing tools to extend the tourist season to attract more visitors (Butler, 1980). Marketing channels for offering a range of CBT products from a community to consumers in New Zealand were suggested as direct and indirect channels (Schott & Nhem, 2018). Regarding the reviews of marketing definitions from several authors, 'marketing' should be defined as a communication tool or function with the most purpose for successful exchanging

in trade or business and for the highest benefits of seller and buyer. The seller aims to achieve the selling target, while the buyers seek a quality product. CBT marketing should be defined as a communication function for a blooming tourism business in a community owned and operated by the community's members.

2.14.4 Community Empowerment

An empowerment perspective is grounded in the belief that increased power and control over individual and community events is an essential means to improve the life situations of powerless individuals and groups (Schulz *et al.*, 1993). Community empowerment needs community members' attention and collective action (Ahmad & Abu Talib, 2015). There are three elements in the empowerment framework: people, assets and capabilities, and institutions (Bennett, 2002). Scheyvens (1999) proposed four levels of empowerment, which are used in the framework for determining the impacts of ecotourism initiatives on local communities, as shown in Table 2.21.

Table 2.21: Framework for Impacts of Ecotourism in Local Community

Empowerment	Signs of empowerment	Signs of disempowerment
Economic	Ecotourism generates economic revenue for a local community. Income is distributed to many households in the community. There are visible signs of improvements from the cash earned, e.g., developing water-supplied systems and renovating houses.	Ecotourism provides irregular income for a local village. Most profits are going to elites in local, external operators, and public sector agencies. A few people or households gain direct financial income from ecotourism. Others cannot find a way to share these economic benefits because they lack capital and appropriate skills.
Psychological	The self-esteem of several communities occurs because of external recognition of the uniqueness and value of culture, natural resources, and traditional knowledge. Raising the confidence of villagers guides them to find further education and training opportunities: more job chances and cash points for community sectors, such as ladies and young people.	Most people have not given in to the profits of ecotourism. They may not encounter hardships because of limited access to the resources of a restricted zone; they are thus confounded with the initiative.
Social	Ecotourism maintains the community's equilibrium. Community cooperation is developed as individuals and families work together to create successful ecotourism. Fund increases are applied for community development, e.g., to build education institutes or improve transport ways.	People in the community take on external values and do not respect traditional culture for ages. Disadvantaged groups, e.g., females, encountered a problem related to the ecotourism initiative and failed to share its benefits equitably. Better cooperation, individuals, families, and ethnic or socioeconomic groups count for the perceived profits of ecotourism; resentment and envy happen.
Political	The local political structure, in which equity reveals the desires and interests of all community groups, gives a forum through which citizens can increase questions relating to ecotourism co-investments and have their concerns. Agencies initiating the ecotourism investment find out the opinions of community members (involve special interest groups of females, youths, and other disadvantaged groups) and offer chances for them to be represented on decision-making, e.g., animal sanctuary boards.	The community has autonomy, power, and self-interested leadership; agencies implementing the ecotourism joint venture treat communities as passive profit receivers, refusing to concern them in decision-making. Most people feel low or are not saying whether the ecotourism improvement operates.

(Source: Scheyvens, 1999)

Table 2.21 shows the framework to determine the impacts of ecotourism initiatives in local communities, which reveals three areas of empowerment: economic, psychological, and social (Scheyvens, 1999). The current study aims to explore the influencing factor of community empowerment for CBT development that takes a side in social empowerment in the study of Scheyvens (1999). Regarding literature reviews, community empowerment should be defined as the action to provide power or authority to someone or something to support community in getting a better situation.

2.14.5 Community Participation

Community participation is defined as local citizens taking part in decision-making processes at all stages of development, including planning, adopting, implementing, and evaluating the success of CBT (Nitikasetsoontorn, 2015). Community participation is defined as it involves a shift in authority from persons who have had primary decision-making to those who traditionally have not had a role (Stone & Stone, 2011). Community participation allows residents to assemble their capacities as social actors rather than passive subjects, make decisions, and control the activities that affect their lives (Thongma *et al.*, 2011). For the highest community participation to occur, there should be a public sense of ownership of the project among community members (Scheyvens, 1999). Meanwhile, community participation is defined as an absolute term that allows the participation of people, citizens, or a host community in their affairs at different levels (local, regional or national) and various forms (manipulative, coercive, induced, passive, and spontaneous) under site-specific conditions (Tosun, 2006). Community participation is linked with community involvement by its components (Li & Hunter, 2015). Based on the reviews of

preceding studies, community participation is defined as a collaboration by community members in the decision-making process, planning, implementing, monitoring, evaluating, solving problems, and equitable sharing benefits.

2.14.6 The Perceived Benefits

The perceived benefits are referred to as a component of CBT objectives. CBT objectives aim to offer locals extensive economic and other benefits and decision-making authority via strengthened collaboration (The Mountain Institute, 2000). The Mountain Institute (2000) added that CBT encourages and supports various social development, economic, and conservation purposes. CBT would account for lively community involvement, informed agreement, local benefits, ecosystem sustainability, respect for cultural tradition and societal structures, and reduction measures against adverse tourism effects (Boonratana, 2010). Based on literature reviews, the benefit is a dynamic factor influencing CBT, which needs to be accounted for in the CBT process.

2.14.7 Socio-demographics

Socio-demographics are the characteristics of the population, consisting of variables such as gender, ethnicity, and age which have been discovered to influence attitudes (Brougham & Butler, 1981; Nunkoo & Ramkissoon, 2010; Sheldon & Var, 1984). Socio-demographic factors include age, gender, occupation status, educational level, profession, marital status, the total number of people living in the house, and living management; the last three variables were essential to use as potential measures of

social support (Koukoulis *et al.*, 2002). Gender and age are the most crucial factors affecting mortality and health (Gjonca & Calderwood, 2004). Females live longer than men on average. They in developed countries live more than five years longer than men (Verbrugge, 1989; Waldron, 1983). Married people have significantly better health and lower mortality than single people (Smith & Zick, 1994). The different roles between genders in a study of community-based ecotourism (CBET) in Cambodia presented man's roles were homestay coordinators and heads of the CBET site. But woman's roles were head cook, president of women's savings group, homestay host, and guide (Sen & Walter, 2020). A study in marketing and tourist behaviour found that the motivation of Muslim tourists in Malaysia had different significant socio-demographic characteristics except for income and gender (Aziz *et al.*, 2018). Abrahamse and Steg (2011) examined income, household size, and age as socio-demographic variables in the relationship between household energy use and intention to reduce energy use. Last, the basic socio-demographic characteristics were defined by attitudes and perceptions in most of the studies of host community tourism that have focused on differences in the perceived impacts among different residents (Belisle & Hoy, 1980; Liu & Var, 1986; Milman & Pizam, 1988; Perdue *et al.*, 1990; Pizam, 1978).

2.14.8 Entrepreneurship

Entrepreneurship is related to CBT when it is understood as a community undertaking in alternative tourism to traditional tourism planning and development (Dernoi, 1981). Entrepreneurship is defined as an economic and social change, innovation process, and artefact creation, such as firms and enterprises (Gartner, 1985; Kuratko & Hoddgetts,

2007). The community-as-enterprise concept in the construction of CBT development involved acting as an entrepreneur and enterprise by communities as a part of a process of the venture to pursue a social and economic goal (Peredo & Chrisman, 2006). Local people in CBT communities have local ownership by managing their own enterprises and control their economic changes (Nitikasetsoontorn, 2015). Moreover, the opportunities exist for residents to involve in tourism as entrepreneurs via the operation of retail stores as self-employed, rather than being employees in the shops (Nitikasetsoontorn, 2015). Based on the findings of Nitikasetsoontorn (2015), entrepreneurship skill is needed in CBT communities that it related to local entrepreneurs, local enterprises, and economic cycling. Tasci *et al.* (2013) added that some areas of skill development in residents via CBT development, including tour guide, entrepreneurial skills, and foreign language skills, which imply that entrepreneurship skill is developed in CBT development support.

However, Kayat (2007) explained that the ability to take advantage of economic opportunities created by the project was referred to as having fair access to employment, entrepreneurial, and income opportunities. Moreover, access is more significant if people have the authority and capacity, such as knowledge, linkage, and capital (Kayat, 2007). Kayat (2007) found that community members' ability to take advantage of economic opportunities as an asset of entrepreneurship did not seem to play an essential role in explaining their participation in the homestays in Malaysia. Furthermore, becoming a homestay host does not require the household to have a hotel-standard guest room or service (Kayat, 2007). Further, any clean and peaceful home in the community with a space to be converted into a guest bedroom could apply to become a homestay host. The host does not necessarily need a huge start-up capital

or know how to run a homestay business (Kayat, 2007). Nonetheless, entrepreneurial skills are developed in local people through CBT development (Tasci *et al.*, 2013). An example of an entrepreneurship skill needed in community-based ecotourism (CBE) is a restaurant on the island operated by a native entrepreneur serves food prepared by the ladies in their own houses; this is a great individual activity impacting households rather than the CBE activity (Manyara & Jones, 2007). CBT operators, homestay owners, and local retailers need entrepreneurial skills to understand the investment cost and profits of the CBT business.

2.14.9 Tour Package Design

Tour package is an element of the tourism industry and a deciding factor for visitor appreciation, one of the basic taken-for-granted symbols of the tourism industry with its form of travel organized by tour operators and presenting a bundle of tourism products, such as accommodation, transportation and tours (Geva & Goldman, 1991; Khanan *et al.*, 2012). Moreover, a tour leader endorsing a group package tour (GPT) pamphlets had more effective advertising than the traditional advert design, and the tourism company owners need to ensure the tour leader influencing the highly purchased GPT as an endorser (Fesenmaier *et al.*, 2002). Based on the findings of Fesenmaier *et al.* (2002), tour can contribute and endorse a good tour package design, which is a critical process to attract tourists. Additionally, tour guide skill is developed in CBT development, Tasci *et al.* (2013) claimed, which imply that tour guide is a critical skill in CBT development support. In addition, tour guiding is a specific skill that should be trained for stakeholders in successful and sustainable tourism activities (Tasci *et al.*, 2013), which needs to be applied in the tour packages. The tour guide is

in a good position to customize the tour product to the participant's individual needs and preferences. (Geva & Goldman, 1991).

A tour package covers diverse tourist attractions and additional contextual information, including destination, hotel, price, landscape, and activities (Liao, 2020). For example, the preferences of tour packages in Japan destination include attraction, accommodation, length of stay, price, cuisine, transport, and season (Liao, 2020). Tour package design in CBT is defined as a tour program which is designed to encourage learning and sharing between tourists and hosts (Suansri, 2003). The principles of tour package design include fun; encourage local youth to learn about identity, roots, environment, geographical settings, product modes, and historical context; promote interaction and learning between hosts and visitors; ensure tourists confidence in their security and safety; and create the correct perception of the way of life and natural resource management (Suansri, 2003).

2.15 Research Gap

The research gaps of this study in this section based on the academic gaps and summarized as the followings.

First, stakeholders have insufficient knowledge and skills. Stakeholders have insufficient the basic knowledge of the CBT principal, general management, CBT management, tourist activities and English language community skills (Dolezal, 2015; Polnyotee & Thadaniti, 2015; Suttichuwong, 2009). Second, CBT areas have low management and low-quality public utilities. CBT areas have low management, which

affects to low CBT capacities (Polnyotee & Thadaniti, 2015). Besides, some CBT destinations provide unclean water supply, limited volume of electricity, and low quality roads (Naipinit & Maneenetr, 2010). The low management and low-quality utilities in CBT are areas related to community empowerment issue, which the investigators explore the role of the community empowerment as a factor (individual variable) in the current study.

Third, villagers in CBT villages confront with negative socio-cultural impact. Villagers perceived cultural clashes with tourists, including inappropriate dress and noisy behaviour from visitors. Fourth, there is gap about community participation in CBT. There is no participation in CBT by local organizations (Naipinit & Maneenetr, 2010) and low community participation in CBT by local people (Chunhunboonthip, 2017; Koonsan, 2012; Polnyotee & Thadaniti, 2015). For example, the CBT development project in Loei Province lacks community participation by new generations. Chatkaewnapanon and Kelly (2019) aimed to support the access of quality participation in the CBT development process; however, they found that the investment in education creates tourism entrepreneurs that exclude young people as future generations. New generations must be added to the CBT projects to develop sustainable tourism (Chatkaewnapanon & Kelly, 2019). Thus, the investigators study the role of community participation as a mediation variable in the current study.

Fifth, there is the gap of socio-demographics in CBT participation. Saowalakjinda (2012) found that stakeholders with different ages, educational levels and occupations have different community participation in management of the tourist attractions in Sing Buri Province. Additionally, stakeholders with different ages, educational levels,

occupations, and incomes have different knowledges to understand information and community participation in sustainable tourism management (Charoensheep, 2017). In addition, Phommavong and Sörensson (2014) found that males have more chance to participate in CBT than females. Further, males join in a higher levels of CBT management than females, such as CBT planning, decision-making process, and tourism activity design. But females are general labours in CBT (Phommavong & Sörensson, 2014). Based on the socio-demographic gaps in CBT participation, the investigators intend to explore the moderating roles of gender, age, marital status, and income in the current study.

Sixth, there are the gaps of marketing cost. Regarding marketing issue, many CBT operators in Thailand suffer from spending revenues on advertising and marketing (Boonratana, 2011a; Kontogeorgopoulos *et al.*, 2014; Leksakundilok & Hirsch, 2008; Suansri & Richards, 2013). So, the investigators explore the role of marketing as a factor (independent variable) in the context of CBT in the current study.

Seventh, there are gaps of ownership and the role external support. A challenge in CBT implementation in Chiang Mai Province of Thailand is a conflict over resource ownership (Lo & Janta, 2020). Further, many CBT villages have failed because they lack sense of ownership of the initiatives among local members (Nitikasetsoontorn, 2015; Tasci *et al.*, 2013). Furthermore, community participation is a primary factor of the success CBT because participation in tourism planning, and management means that residents feel a sense of ownership and responsibility of CBT (Satarat, 2010). Hence, the investigators study the role of ownership as a factor (independent variable) in the current study. Moreover, CBT operators in Thailand suffers from insufficient

financial assistance and financial issues (Dinkoksung & Nejati, 2017; Lo & Janta, 2020; Polnyotee & Thadaniti, 2015; Tippeng *et al.*, 2011). Besides, the role of the partnership and external support factors are not clear in the study of Nitikasetsoontorn (2015). Additionally, the partnership and external support factors influence CBT development in Klong Suan Community, but they are not in Sam Chuk Community. Besides, the role of the sharing of resources is unclear due to it is an influenced factor in Sam Chuk Community, it is not in Klong Suan Community. Thus, the investigators explore the role of external support as independent variable in the current study.

Eighth, there are the gaps of the perceived benefits and role of sharing benefits (theoretical gap). According to the perceived benefits issue, there is no activities or second jobs available for local people to raise their income in some CBT villages (Naipinit & Maneenetr, 2010), which refer to no chance to get income from CBT for local people. Besides, the benefit leaking is a challenge to implementing CBT in Chiang Mai Province (Lo & Janta, 2020). Moreover, Nitikasetsoontorn (2015) found six factors in influencing the success of CBT development in two villages of Thailand, including ownership, leadership and management, collective responsibility, decision-making process participation, authenticity, and distinction, but the benefit-sharing factor is not significant in both villages. Additionally, the benefit factor (profit) is a critical component in SET, which determines and explains about the people's behaviour having participation and exchange in the society. Panich *et al.* (2018) supports SET that the income distribution is the most potential factor for the success of CBT. So, the role of benefit sharing factor in the study of Nitikasetsoontorn (2015) contradicts with SET concept. Thus, the perceived benefits-factor needs to be investigated as the role of a mediation variable between community participation and

CBT development support in the current study. There is another theoretical gap of SET about heterogeneity of stakeholders' perceptions in four regions of Thailand [north, northeast, central and south region]. CBT studies lack diversity in Thailand. There is only one study about CBT and SET in a community (Koh Kret) by qualitative data collection from only policy-makers and community leaders as key informants (Kattiyapornpong *et al.*, 2021).

Ninth, there are gaps related to entrepreneurship. The residents in CBT villages receive income as business owners, entrepreneurs, and service providers. The initial CBT operators and local people in Thailand have insufficient knowledge of entrepreneurship and tourism business operations, so their empowered leader organizes meetings with scholars from universities to share the knowledge and encourage local people and local governments (Nitikasetsoontorn, 2015). Additionally, Nitikasetsoontorn (2015) voiced to the government that they should strengthen CBT by conducting training programs for community members to improve entrepreneurship for CBT operation and to stimulate entrepreneurial activities, which is insufficient for CBT stakeholders. Thus, the investigators intend to explore the role of entrepreneurship as a factor (independent variable) in the current study.

Last, there are gaps related to tour package design. CBT businesses in Thailand have other competitive destinations to challenge and intervene with the initial CBT operators in the region; therefore, a need exists to improve tourism products to attract visitors (Nitikasetsoontorn, 2015), which need to identify the advantages of CBT products and experiences in a tour package design. Tour package design is a major role of the private tour operators to provide information to tourists about tourist

attractions accommodations and to offer tour packages to popular destinations, which is a problem for CBT operators' and villagers' understanding (Satarat, 2010). The CBT operators often participate in field trips and exchange tour programs (designed tour packages) with other organizations to gain more knowledge and learn how to provide better CBT products and services for visitors (Nitikasetsoontorn, 2015). The CBT stakeholders believed that cooperation and participation of community members aid in setting the direction for tourism management and better implement tourism programs (tour package design) (Nitikasetsoontorn, 2015); thus, the investigators intend to explore the role of tour package design as a factor (independent variable) in the current study.

2.16 Theoretical Underpinning

Theoretical underpinning presents the views for understanding the social context in this study. The ideas are intended to describe the research framework or model in the current study. The underpinning theories the current research framework include Community Participation Theory, Tourism Development Theory, and Social Exchange Theory.

2.16.1 Community Participation Theory

Community participation theory (CPT) was found in the study of Hubley (1990) on the topic of community participation theory and practice in health education. However, there was no appearance of CPT in CBT studies. Some CBT studies are based on public participation theory, stakeholder theory, and ladder of citizen participation

theory (Arnstein, 1969). Haywood (1988) defined community participation as a process involving all stakeholders (local government officials, local citizens, architects, developers, businesspeople, and planners) in such a way that decision-making is shared. Community participation is the arena of confrontation, inclusion, and consensus (Abbott, 1993). Based on the frame of stakeholder collaboration theory, Abdullah (2014) proposed the model of collaborative organization for a mega-sports event (Monsoon Cup: MC). The model reveals four forms of collaboration, including inform, consult, involve, and collaborate (Abdullah, 2014). As discussed in the previous chapters, the current study aims to explore the role of several factors and their influence on CBT, where ownership is one of the crucial factors to be examined further. Thus, the study intends to explore the relationship between ownership and CBT development support, mediated by community participation and socio-demographics as a moderator. Community Participation theory is related to the proposed model of the current study since community participation is an independent factor in the current study. Community participation is also used as a mediator in the current study.

The several authors proposed community participation in many concepts. The levels and typology of community participation by Arnstein (1969), Wilcox (2003), Getz and Jamal (1995), and Gray (1985) are compared and display in Table 2.22.

Table 2.22: Levels and Typology of Community Participation

Typology of Community Participation (Arnstein, 1969).	Community Participation	Level of Community Participation (Wilcox, 2003)	Participation	A Collaborative Process for CBT Planning (Getz & Jamal, 1995; Gray, 1985).
Non participation	(1) Manipulation (2) Therapy (3) Informing	(1) Information		
Degrees of citizen tokenism	(4) Consultation (5) Placation	(2) Consultation (3) Deciding together		Stage 1: Problem-setting. Recognition of interdependence; identification of a required number of stakeholders; legitimate / skilled convener; positive beliefs about outcomes; shared access power; mandate (external or internal); adequate resources for process Stage 2: Direction-setting. Coincidence of values; distribution of power among stakeholders
Degrees of citizen power	(6) Partnership (7) Delegated power (8) Citizen control	(4) Acting together (5) Supporting independent community interests		Stage 3: Implementation. The high degree of ongoing interdependence; external mandates; redistribution of power; influencing the contextual environment

(Source: Arnstein, 1969; Wilcox, 2003; Getz & Jamal, 1995; Gray, 1985)

Table 2.22 presents the levels and typology of community participation by Arnstein (1969), Wilcox (2003), Getz and Jamal (1995), and Gray (1985). Arnstein (1969) indicated manipulation stage and therapy stage (nonparticipation) coming before the level of degrees of citizen tokenism, which was equally the stage of information by Wilcox (2003) and stage one – problem-setting by Gray (1985), and Getz and Jamal (1995).

The comparison of acting together level in community participation (Wilcox, 2003) with other theories is discussed next. In terms of the acting together level (Wilcox, 2003), it matches the partnership level of Arnstein (1969) and the implementing level (the third stage) of Getz and Jamal (1995) and Gray (1985). The level of acting together appears in a collaborative process for CBT planning (Getz & Jamal, 1995; Gray, 1985), which proposed the model of the collaborative process for CBT planning in three stages, including problem sets (stage one), direction setting (stage two), and implementation (stage three). The acting together level was equalled to stage three of the collaborative process for CBT planning (Getz & Jamal, 1995; Gray, 1985), which proposed ‘implementation’ with a high degree of ongoing interdependence, external mandates, redistribution of power, influencing the contextual environment. At this level, stakeholders can discuss the approaches of implantation and monitoring solutions, shared vision and plan or strategy, select a suitable structure for institutionalizing process, assign goals and tasks, monitor ongoing progress, and ensure compliance with collaboration decisions (Getz & Jamal, 1995; Gray, 1985).

Pretty (1995) argued that community participation comprises seven stages, including manipulative participation, passive participation, participation by consultation,

participation for material incentives, functional participation, interactive participation, and self-mobilization. The stage of acting together (decide together and partnership) relates to the level of interactive participation (Pretty, 1995). Pretty (1995) claimed that interactive participation referred to citizens participating in joint analysis, creation of action plans, and establishment of local organizations. Interactive participation also related to participation being seen as a right; the process involved interdisciplinary procedures that seek numerous viewpoints and groups took control of local decisions and had a sure benefit (Pretty, 1995). The level of acting together and interactive participation level (Pretty, 1995) are compared to the participation ladder by Pine (1984). The participation ladder contains nine levels: information, animation, participation in Stage One, participation in Stage Two, participation in Stage Three, participation in Stage Four, participation in Stage Five, and participation in Stage Six or operationalization and participation stage of revision from six to one (Pine, 1984). The interactive participation level (Pretty, 1995) matches the participation in Stage Two and Stage Five (Pine, 1984), which are related to citizens initiating tourism planning based on partnership and having a joint decision regarding resource allocation, development, and management, as compared and displayed in Table 2.23.

Table 2.23: Levels of Participation of Pine (1984) and Pretty (1995)

Participation Ladder (Pine, 1984)		Typology of Community Participation (Pretty, 1995)
(1) Information	Introduction of existing tourism policy to citizens by the authority.	(1) Manipulative participation
(2) Animation	Stimulation of perception among citizens.	(2) Passive participation
(3) Participation (stage 1)	Opening of dialogue between citizens and authority.	(3) Participation by consultation
(4) Participation (stage 2)	Initiation of tourism planning based on partnership.	(4) Participate for material incentives
(5) Participation (stage 3)	Joint research – identifying strengths and weaknesses, opportunities, threats, etc.	(5) Functional participation
(6) Participation (stage 4)	Determination of tourism objectives and strategies.	(6) Interactive participation
(7) Participation (stage 5)	Joint decision – making regarding resource allocation, development, and management.	(7) Self-mobilization
(8) Operationalization	Implementation of tourism strategy by administrators.	
(9) Participation (stages 6)	Review of tourism policy and achievements.	

(Source: Pine, 1984; Pretty, 1995)

Table 2.23 presents the typology of participation by Pine (1984) and Pretty (1995). Pine (1984) proposed six stages of the participation ladder, and Pretty (1995) proposed seven stages of community participation. Pine (1984) suggested before establishing participation in Stage 1, actors need to embrace the related information (existing tourism policy) and animation (stimulation of perception among citizens), while participation in Stage 5 suggested members have a joint decision before operationalization (implementation of tourism strategy by administrators). The acting together level in community participation is compared with two other theories, which match the spontaneous participation level (Tosun, 1999) and the seventh phase level of Drake's model (Drake, 1991); the comparison is shown in Table 2.24.

Table 2.24: Levels of Community Participation by Tosun (1999) and Drake (1991)

Typology of Community Participation (Tosun, 1999).	Drake's Nine-Phase Model of Local Participation in Nature-Based Tourism Drake (Drake, 1991).
<i>Coercive participation:</i> Top-down, passive; mostly indirect, formal; participation in implementation but not necessarily sharing benefits; choice between proposed limited alternatives or no choice; paternalism, nonparticipation, high degree of tokenism and manipulation	Phase 1: Determine the role of local participation in the project. This includes an assessment of how local people can help. Phase 2: Choose a research team. The team should include a broad selection. Phase 3: Conduct preliminary studies. The community's political, economic, and social conditions should be studied via documents and surveys. The following should be identified: needs, local leaders, community commitment to the project, media involvement/interest, traditional use of land, the role of women, land ownership, and cultural values.
<i>Induced participation:</i> Top-down; passive; formal, mostly indirect; degree of tokenism, manipulation; pseudo - participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback	Phase 4: determine the level of local involvement. This will be somewhere along a continuum from low to high-intensity Phase 5: Determine an appropriate participation mechanism. This is linked to this intensity of involvement, the nature of existing institutions, and the characteristics of local people. It is likely involvement, the nature of existing institutions, and characteristics of local people. It is likely to involve consultation and sharing. Phase 6: Initiate dialogue and educational efforts. The use of the press is important in this phase to build consensus through public awareness. Key community representatives can be used in this process. Workshops or public meetings could be organized to identify the strengths and weaknesses of the project. Phase 7: Collective decision-making. This critical stage synthesizes all research and information from the local population. The project team presents research findings to the community and an action plan. Community members are asked to react to the plan, with the possible result being a forum through which the team and local people negotiate to reach a final consensus based on the impact of the project.
<i>Spontaneous participation:</i> Bottom-up; active participation; direct participation; participation in decision-making, authentic participation; self-planning	Phase 8: Development of an action plan and implementation scheme Phase 9: monitoring and evaluation. Although often neglected, this should occur frequently and over the long term. The key evaluation is to discover whether goals and objectives set out early in the project's life cycle have been accomplished or not.

(Source: Tosun, 1999; Drake, 1991)

Table 2.24 presents community participation proposed by Tosun (1999) and Drake (1991). Tosun (1999) suggested three stages, including coercive participation (top-down participation with no benefit sharing), induced participation (top-down participation with benefit sharing), and spontaneous participation (bottom-up active participation). Drake (1991) recommended a model of local collaboration in tourism development, including nine phases that tend to fit more real applications in tourism planning and community involvement in sustainable tourism.

Acting together (decide together and partnership) is at the same level as spontaneous participation by Tosun (1999). Spontaneous participation was defined as bottom-up participation with active, direct participation, decision-making participation, actual participation, and self-plan. The spontaneous participation matches the level of Drake's nine-phase model of local participation in nature-based tourism (Drake, 1991). Drake (1991) proposed a model that included phase one, which determined the role of local participation; phase two, which was choosing the research team; phase three, which was conducting preliminary studies; and phase four, which was determining the level of involvement. In addition, the model involves phase five – selecting an appropriate participation mechanism, followed by phase six – initiating dialogue and educational efforts; phase seven – collective decision-making; phase eight, developing an action plan and implementation scheme; and phase nine, friendly monitoring and evaluation. The level of acting together seems to be the same level as phase seven of Drake's model. The seventh phase is decision-making by the group of people. This stage is important, synthesizing all information and research from the residents. This phase also involves the research findings and action plan expression by project members to the community members. Besides, residents in this phase are

invited to reply to the plan, with the feasible outcome being a discussion through the participation of the team and residents to reach the final objectives based on the project's impact.

2.16.2 Tourism Development Theory

Tourism development theory (TDT) has been proposed by several authors (Butler, 1980; Butler & Miossec, 1993; George *et al.*, 2009; Lee & Jan, 2019; Lopa & Marecki, 1999; Nugroho & Numata, 2020a; Randelli *et al.*, 2012; Turner, 1999; Turner, 1993).

Tourism development theory was developed and referred to the prominent seven stages of Tourism Area Life Cycle Model (TALC), including exploration, inclusion, enlargement, exacerbation, renewal, stagnation, and downturn. First, exploration stage refers to locality, which is discovered by the people who appreciate its beauty and culture. Second, inclusion stage is a small evolution but steadily increasing flow of tourists tends to appear. Tourism encourages local businesses to provide tourist services and sell goods to travellers. Third, enlargement stage is a dynamic growth period; this stage is the running the number of tourists increases the entrepreneur can add the additional investment to reduce the local nature services of the business. Fourth, exacerbation stage shows the number of tourists, which is still growing. Additionally, marketing tools are used to prolong the tourist season to attract more tourists in this stage. Fifth, renewal stage presents the number of tourists, which is growing steadily but can quickly increase or decrease. Moreover, an opportunity to join or go to the next cycle is emerging in this stage. Sixth, stagnation stage shows the number of incoming tourists, which is stabilizing, and it can be the last stage for a very long period. Furthermore, the tourism development significantly affects the area's

qualitative characteristics, which were the main factors of attraction and exclusivity at the beginning of the tourism cycle. Last, downturn stage is declining stage. If the site does not respond to social, economic, political, or concerning environmental problems, the number of tourists begins to decline because they prefer other attractive destinations. Marketing is concerned with TDT in exacerbating stage. Thus, TDT supports the proposed research framework of the current study by the need of marketing influencing community participation and CBT development support.

2.16.3 Social Exchange Theory

Social exchange theory (SET) is a social psychology study for groups and focuses on the costs and benefits awareness for relationships and their implications for relationship satisfaction (Thibaut & Kelley, 1959). Homans (1958) developed SET to explain the social behaviour of humans by incorporating economics, psychology, and sociology. SET forecasts that people will choose to leave the relationship when they perceive the costs of a relationship to be more than the perceived benefits. Today, social exchange theory exists in many forms and different situations in such disciplines as anthropology (Befu, 1977; Kang *et al.*, 2008). The social exchange is an exchange of goods, material merchandise, and non-material items as the symbols of approval and prestige, activity exchange, tangible or intangible, and reward or cost that must happen between at least two persons. The elements of the theory are (1) rewards and value of rewards [social rewards, costs, profit or benefit), and (2) equity and distributive justice (Homans, 1961).

The reapplication of SET was strongly supported by the study's findings in that positive gaming impacts were proven to influence residents' perceived profits where such benefits also had a positive effect on residents' support (Ap, 1992; Back & Lee, 2005; Hsu, 2000; Kang *et al.*, 2008; Lee & Back, 2006, 2003; Perdue *et al.*, 1995, 1999). Yoon *et al.* (2001) explained that tourism relies upon the goodwill of the local hosts. Their support is necessary for tourism's development, successful operation, and sustainability. If residents had a positive perception of tourism, they would have support for additional tourism development. Thus, they will be an intention to participate in an exchange with visitors. If they believe that tourism development would have more costs than benefits, they likely oppose it (Yoon *et al.*, 2001). Thus, the current study needs to investigate the relationship between community participation and CBT development support that is mediated by the benefit factor and moderated by socio-demographics.

2.17 Conceptual Framework

This section discusses the conceptual framework of the current study, which related to CPT, TDT, SET, and the initial CBT studies in the literature reviews.

Conceptual Framework

This proposed conceptual framework is developed based on the earlier theoretical concepts and preceding research findings, as shown in Figure 2.2.

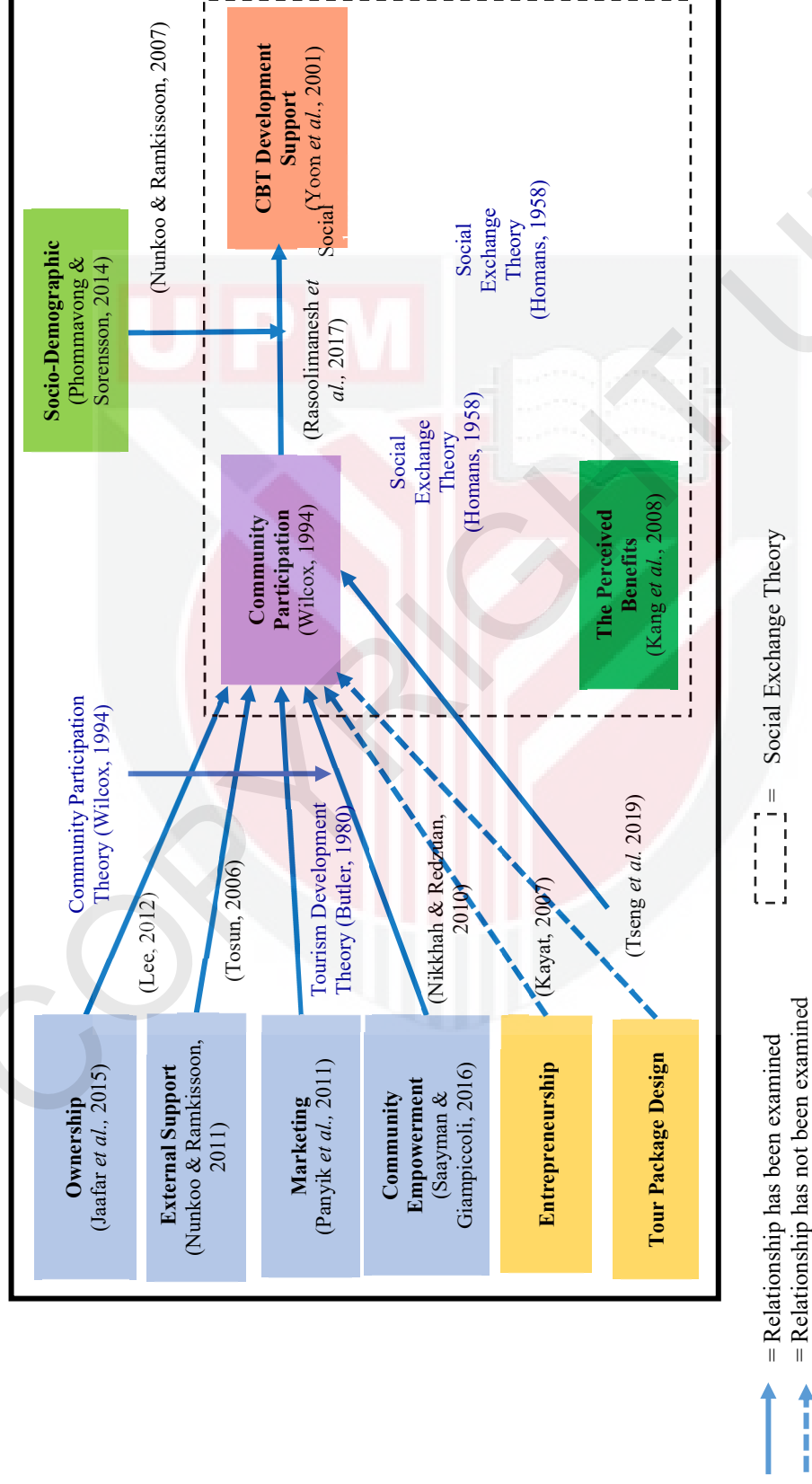


Figure 2.2: Conceptual Framework with Theoretical Support

Figure 2.2 displays the conceptual framework of this study that includes the theoretical supports as [1] community participation theory (Wilcox, 1994), [2] tourism development theory (Butler, 1980), and [3] social exchange theory (Homans, 1958). The support of the relationship of each variable by theories and preceding authors are shown in Table 2.25



Table 2.25: The Theories Supporting the Relationships of Variables

Independent variable	Relationship direction	Dependent variable	Theory	Authors
Benefits	→	CBT Development Support	SET	Homans (1958, 1961)
Benefits	→	CBT Development Support	-	Jurowski <i>et al.</i> (1997); Kang <i>et al.</i> (2008); Ko & Stewart (2002); Lee (2012); Nunkoo & Ramkissoon (2011); Perdue <i>et al.</i> (1990)
Marketing	→	CBT Development Support	TDT	Butler (1980); Panyik <i>et al.</i> (2011)
Community Participation	→	CBT Development Support	-	Rasoolimanesh <i>et al.</i> (2017)
Community Participation	→	Benefits	-	Curcija <i>et al.</i> (2019); Liu <i>et al.</i> (2014)
Entrepreneurship	→	Community Participation	-	Kayat (2007)
Ownership	→	Community Participation	CPT	Dow <i>et al.</i> (2012); Jaafar <i>et al.</i> (2015); Wilcox (1994)
External Support	→	CBT Development Support	-	Nunkoo & Ramkissoon (2011); Panyik <i>et al.</i> (2011)
Community Empowerment	→	CBT Development Support	-	Saayman & Giampiccoli (2016)
Tour Package Design	→	Community Participation	-	Tseng <i>et al.</i> (2019)
Demographics	→	CBT Development Support	-	Nunkoo & Ramkissoon (2007)

Table 2.25 explains the relationship between independent and dependent variables that the theory of community participation supports, tourism development, and social exchange (Butler, 1980; Homans, 1958, 1961; Wilcox, 1994) and preceding studies. SET (Homans, 1958) supports the investigation of the relationship between benefit and CBT development support; also, this exploration of the relationship is supported by several studies (Jurowski *et al.*, 1997; Kang *et al.*, 2008; Ko & Stewart, 2002; Lee, 2012; Nunkoo & Ramkissoon, 2011; Perdue *et al.*, 1990). Additionally, tourism development theory supports the test of the relationship between marketing and CBT development support; and this relationship is supported by the study of Panyik *et al.* (2011).

The current study explores the relationship between community participation and CBT development, supported by Rasoolimanesh *et al.* (2017). Meanwhile, the examination of the relationship between community participation and benefit is supported by Curcija *et al.* (2019) and Liu *et al.* (2014). The relationship between entrepreneurship and community participation is supported by Kayat (2007), while the relationship between ownership and community participation is supported by community participation theory (Wilcox, 1994) and a lot of studies (Dow *et al.* (2012); Jaafar *et al.* (2015). The current research aims to investigate the relationship between external support and CBT development support based on the study of Nunkoo and Ramkissoon (2011) and Panyik *et al.* (2011). Likewise, the relationship between community empowerment and CBT development support is supported by Saayman and Giampiccoli (2016). The investigation of the relationship between tour package design and community participation is also supported by Tseng *et al.* (2019). Nunkoo and Ramkissoon (2007) also supports the relationship between demographics and CBT development support.

Conceptual Framework and Hypotheses

The conceptual framework and hypotheses relationships are shown in Figure 2.3.

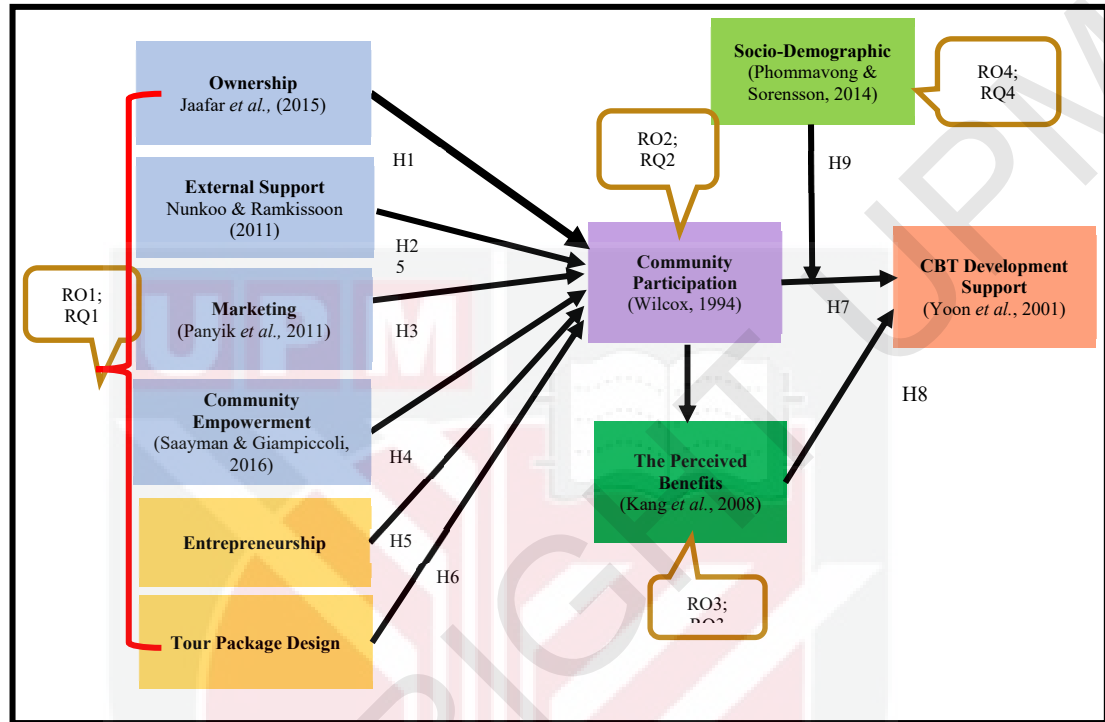


Figure 2.3: Conceptual Framework with Hypotheses

Figure 2.3 demonstrates the components of the variables of the current study. This framework is developed based on several theories, including tourism development theory, SET, community participation theory, and several studies. The framework also illustrates the relationships among the variables involving [ownership, external support, marketing, empowerment, entrepreneurship, and tour package design] (Nunkoo & Ramkissoon, 2011; Panyik et al., 2011; Saayman & Giampiccoli, 2016). The latent variables: a dependent variable [support tourism development] (Yoon *et al.*, 2001), two mediators [community participation and benefits] (Kang *et al.*, 2008; Wilcox, 1994), and a moderator [socio-demographic] (Phommavong & Sörensson, 2014). Based on the tourism development chain (Phillips & Pittman, 2008),

community participation presents its role as a mediator in the relationship between a sense of community and tourism development. Socio-demographics as a moderator in the current study, which found in several preceding studies (Fischer *et al.* 1991; Hayghe, 1991; Pillemer & Glasgow, 2000; Talò *et al.* 2014; Verba *et al.*, 1995). Benefit as a mediator in this study supported by SET and preceding studies (Homans, 1958b; Kang *et al.*, 2008; Lee, 2013). Hypotheses development will be discussed and provided in detail in the next section.

2.18 Hypotheses Development

This section discusses the hypotheses development based on the proposed research objectives and framework supported by previous empirical research. The relationship among the constructs is explained based on previous literature and theories such as community participation, tourism development, and social exchange.

2.18.1 The Relationship between Ownership and Community Participation in CBT

Sense of ownership is frequently cited as a significant characteristic of community development (Lachapelle, 2008). Applying ownership in community development research and practice advances the field by making explicit specific characteristics that can determine the potential for broad public participation and the quality of a community development process and outcome (Lachapelle, 2008). Referring to the findings of Lachapelle (2008), ownership is a determinant of public participation, so ownership is a basis of community participation. There is a theory to support the relationship between ownership and community participation. Wilcox (1994) claimed

the community participation theory, which included five levels; the high to low levels support independent community interests, acting by community integration, cooperative decision, consultancy cooperation, and information receiving. Pretty (1995) and Tosun (1999) indicated the sense of ownership is a part of self-participation in community mobilization and self-planning. Pretty (1995) claimed that self-mobilization was the highest level of community participation, while Tosun (1999) indicated that self-planning was also the highest level of community participation. The claims by Pretty (1995) and Tosun (1999) can compare with the highest level of community participation by Wilcox (1994), which is assisting independent community interests. Thus, the sense of ownership plays an essential to fill the success of the highest level of community participation under the studies of Pretty (1995) and Tosun (1999). Li and Hunter (2015) indicated that community involvement consisted of inter-stakeholder group collaboration, participative decision-making, benefits, and responsibility sharing, and institutional power structure. Therefore, community participation in decision-making is a part of community involvement which there is ownership as an initial cause based on Lachapelle (2008).

Moreover, ownership and community participation (external predictor) are critical factors on pro-environmental behaviour (PEB) in China. The residents' perceptions of increased place attachment (home ownership) and community participation significantly affected pro-environmental behaviour (PEB), and community participation is the most powerful predictor (Zhang *et al.*, 2020). Place attachment (internal predictor) is influenced by home ownership (Ji *et al.*, 2023). Additionally, community participation negatively moderates the relationship between place attachment (home ownership) and PEB (Zhang *et al.*, 2020). Thus, there is a need to

extend the study of the role of joint influence of place attachment (home ownership) and community participation on environmental protection, based on the suggestion of Zhang *et al.* (2020). Based on the analysis of Zhang *et al.* (2020), community participation shows active role of predictor and moderator in PEB, which guides the current study to find the role of community participation as a mediator between ownership and CBT development support. The improvement of ownership and responsibility requires community participation and community contribution (time, labour, materials and money) (Tasci *et al.*, 2013), this implies that ownership has a link with community participation.

Furthermore, wanting to belong (ownership) is a predictor that promotes community participation in development in Kenya (Waweru, 2015); this interprets that ownership influences community participation in development. Further, the active participation of community members can create a community's sense of ownership of the corporate social responsibility (CSR) projects (Sattayapanich *et al.*, 2022); this means that community participation can create ownership of the CSR projects. In addition, several CBT initiatives have failed due to an insufficient sense of ownership and community participation among the community members, claimed by Tasci *et al.* (2013), who suggested that the combination of ownership and community participation is a need for the success of CBT. Jaafar *et al.* (2015) also found a relationship between community participation in promoting and supporting a World Heritage Site in Malaysia and a sense of belonging (ownership). Thus, the study of the current study wants to support the findings of Jaafar *et al.* (2015) by examining the relationship between ownership and community participation in the CBT context. So, the following hypothesis proposes:

H1: There is a relationship between ownership and community participation in CBT.

2.18.2 The Relationship between External Support and Community Participation in CBT

Public confidence in institutions refers to the role of the government in society and its relationship with citizens (Zussman, 1997). A role of government institutions (state actors), NGOs and business sector support society and citizens in communities refers to external support by financial assistance, technical assistance and marketing assistances (Kontogeorgopoulos *et al.*, 2014; Satarat, 2010). Additionally, Nunkoo and Ramkissoon (2011) found that trust in tourism institutions influences the perceived benefits, cost, and overall community satisfaction. Besides, the importance of the trust in institutions (external organizations) impact the attitudes and confirm its importance in understanding the exchange between residents and the tourism industry in Mauritius (Nunkoo & Ramkissoon, (2011). Based on the findings of Nunkoo and Ramkissoon (2011), it can be assumed that trust in external support affects the attitudes of community participation (exchange) and tourism industry.

Besides, stakeholders indicated that tourism in their communities cannot be successful with forms of various outside support (external support), claimed by Satarat (2010), which indicates that external support impacts the successful tourism management in communities, and confirmed by Kontogeorgopoulos *et al.* (2014). Moreover, the outside support (external support) and the participation in decision-making processes (community participation) of community members are the determinants of success of CBT in a village of Thailand (Nitikasetsoontorn, 2015). This statement of Nitikasetsoontorn (2015) interprets that external support may have a good link to

influence the success of CBT. Furthermore, external entities (outside institutions) can be useful in facilitating CBT development if they participate by assisting the community, claimed by Giampiccoli and Saayman (2018), which can be assumed that external support should be integrated with community participation for CBT development support. Based on the findings of Giampiccoli and Saayman (2018), the current study proposes the following hypothesis as:

H2: There is a relationship between external support and community participation in CBT.

2.18.3 The Relationship between Marketing and Community Participation in CBT

The exacerbation stage is middle stage of Tourism Development Theory, which presents the stable or reduce the number of visitors in tourist destinations. Thus, the exacerbation stage needs marketing tools to encourage visitors and grow the number of them to prolong the tourist season. Several qualitative studies in Thailand and other countries indicate that marketing is a crucial factor for successful development in CBT (Armstrong, 2012; CBT-I, 2015; Maneerote, 2017). Unless the marketing factor is examined in a quantitative studies, it may not be able to confirm that marketing is essential for CBT development support. So, the investigator wants to ensure the critical role of marketing has relationship with community participation in the CBT context in the quantitative study.

Besides, all components of marketing mix (product, price, place, and promotion) and members' participation have positively statistical relationships with the operational effectiveness of community enterprise in Chumphon Province of Thailand, claimed by

(Sawangfah *et al.*, 2022). Based on the findings of Sawangfah *et al.* (2022), this can be interpreted that marketing mix and members' participation have a potential link with the effective operation of community enterprise. Furthermore, an uplifting brand strategy may serve the real purpose of CBT by making pride and self-confidence for locals, then CBT receives more involvement and community participation from locals in CBT development, as claim by Tasci *et al.* (2013), which implies that marketing can contribute more involvement and commitment from local people in CBT development.

Additionally, the extent of community involvement positively influenced brand identification, brand valuation, and marketing performance, as claimed by Chen (2017), which refers to community involvement positively impacting marketing. Additionally, community involvement is the power to prevent people from participating in the issues in their lives (Chen, 2017); conversely, community involvement can be assumed to encourage people to participate in the benefits in their lives. Furthermore, higher network interpersonal relationships (brand identification) indicate higher community participation and community identification (Ho, 2015). Moreover, community involvement has a significant positive impact on brand valuation (Chen, 2017), which implies that if people feel better about the brand, this will encourage them to share their passion for the brand with their community members and identify the brand during the members' interaction with each other. Based on the findings of Chen (2017) and Ho (2015), they support the current study proposes the hypothesis as:

H3: There is a relationship between marketing and community participation in CBT.

2.18.4 The Relationship between Community Empowerment and Community Participation in CBT

Community empowerment describes the community participation and development method in the process of decision-making among local people through the support or depression from local members and groups who receive valued assets and rights and obtain more extensive control over the environment and lives (Li & Hunter, 2015; Maton, 2008). Li and Hunter (2015) and Maton (2008) explained that community participation is a process of community empowerment, and empowering the host community can improve the community's involvement in sustainable heritage tourism operations.

Besides, the process of community empowerment should follow a facilitative approach that should aim to make the local community not merely participate but also to own and control tourism facilities and the development process (Giampiccoli & Saayman, 2018). Based on the statement of Giampiccoli and Saayman (2018), it can be assumed that community empowerment should be linked to strong community participation (not merely participation) in the CBT development process. Moreover, the participatory development process in CBT empowers local community members by constructing the skills, knowledge, and confidence controlling their land and resources, which directly tap their potential for tourism development in their communities (Tasci *et al.*, 2013). Additionally, the local government may need to step in and achieve collaboration by using a bottom-up approach to empower local communities, as Tasci *et al.* (2013) claimed, which implies that local government officers use community empowerment to achieve their community participation. Furthermore, sustainable tourism with a top-down approach to distributing

empowerment to stakeholders is an obstacle to community participation (Goodwin & Santilli, 2009; Sebele, 2010); conversely, CBT with a bottom-up approach to distributing empowerment of stakeholders is an opportunity to community participation in development (Tasci *et al.*, 2013). Based on the findings of Tasci *et al.* (2013), Goodwin and Santilli (2009), and Sebele (2010), the current study proposed the hypothesis as:

H4: There is a relationship between community empowerment and community participation in CBT.

2.18.5 The Relationship between Entrepreneurship and Community Participation in CBT

The success of CBT enterprises critical links local ownership and community support, Manyara and Jones (2007) claimed, which can be interpreted that entrepreneurship of stakeholders crucial links community support by community members, such as community participation and community involvement. The entrepreneurial skill is improved among stakeholders via CBT and community-based ecotourism development (Rogos *et al.*, 2021; Tasci *et al.*, 2013). Training module in preliminary community based planning include basic knowledge (safety, health, and sanitation), specific skills (tourism entrepreneurship and tour guiding), which are crucial for the success and sustainability of local participation in tourism activities (Tasci *et al.*, 2013). Based on the findings of Tasci *et al.* (2013), a hypothesis of the current study is developed as:

H5: There is a relationship between entrepreneurship and community participation in CBT.

2.18.6 The Relationship between Tour Package Design and Community Participation in CBT

Stakeholders' ability to contribute time and effort towards developing and implementing the homestay program activities explains their participation better (Kayat, 2007), which implies that the contributions of developing and implementing activities (presented in tour package design) in homestays indicate better community participation. The primary attributes and features of package tour identification need participation by community members knowledgeable about their community and those in charge of local tourism events (Liao, 2020). The findings of Liao (2020) imply that the tour package design process needs to be linked to community participation by community members and experts. Moreover, CBT operators in Thailand often participate in field trips and exchange tour packages with other organizations to gain more knowledge and learn, offering better products and services to visitors (Nitikasetsoontorn, 2015). Based on the findings of Nitikasetsoontorn (2015) imply that CBT stakeholders develop their tour package design through interaction, exchange and participation with other CBT destination managers; thus, the current study proposes the hypothesis:

H6: There is a relationship between tour package design and community participation in CBT.

2.18.7 The Relationship between Community Participation, identified factors, and CBT Development Support

SET was used as theoretical background to explore the link between residents' community participation and tourism development support in the previous studies (Jaafar *et al.*, 2015; Nicholas *et al.*, 2009; Nunkoo & Ramkissoon, 2011;

Rasoolimanesh *et al.*, 2017). SET indicates that the perceived benefits, community participation, and tourism development are related. A study found that community participation positively influenced tourism development support; and community participation also played a mediating role between positive perception of stakeholders and tourism development support (Rasoolimanesh *et al.*, 2017). Community participation shows its role as a mediator in Figure 2.4.

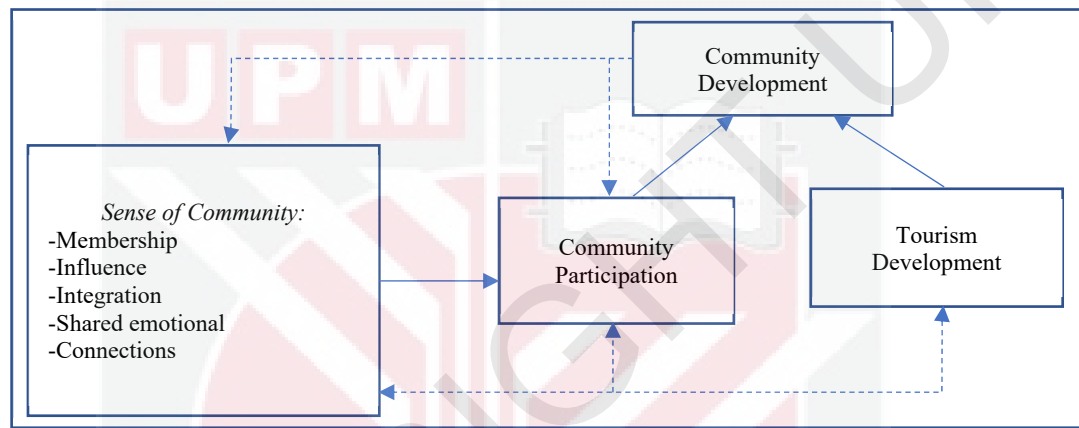


Figure 2.4: Tourism Development Chain
(Source: Phillips and Pittman, 2008)

Figure 2.4 presents the tourism development chain, which identifies the mediating role of community participation on the relationship between a sense of community and community development. This model describes the relationship between the sense of community (membership, integration, influence, shared emotions, and connections) and the community development that mediates by community participation; and at the endpoint to tourism development (Phillips & Pittman, 2008; Shahirah et al., 2016).

First, six factors including ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design may have relationship with community participation; this is assumption of the current study. Ownership is a factor

in promoting community participation in tourism development and the success of CBT (Waweru, 2015), while community participation influences a sense of belonging in Malaysia (Jaafar *et al.*, 2015). Additionally, trust in external support from external organizations affects the attitudes of community participation and the tourism industry (Nunkoo & Ramkissoon, (2011). External support also impacts successful tourism management in communities (Kontogeorgopoulos *et al.*, 2014; Satarat, 2010). Furthermore, a brand strategy upgrade may support the marking of pride and self-confidence for residents in CBT, and CBT destinations will receive more community participation and involvement from stakeholders in CBT development (Tasci *et al.*, 2013). Community involvement also has a significant positive impact on brand valuation (Chen, 2017). Further, community participation is a community empowerment process that improves community involvement in sustainable heritage tourism operations (Y. Li & Hunter, 2015; Maton, 2008). Community empowerment is also used to achieve community participation by local government officers (Tasci *et al.*, (2013). In addition, entrepreneurship is developed among CBT residents through community-based ecotourism and CBT development (Rogos *et al.*, 2021; Tasci *et al.*, 2013). Training methods in the foundation planning should include basic knowledge of safety, health, and sanitation and specific skills, such as tourism entrepreneurship and tour guiding (Tasci *et al.*, 2013). Moreover, the tour package design characteristics need to be identified through the participation of community members who are experts in their community destinations and community events (Liao, 2020). CBT operators learn and get knowledge about tour package design and the way to offer better tourism products to tourists by participating in field trips and exchanging their tour programs with other CBT destination managers (Nitikasetsoontorn, 2015).

Second, community participation may impact CBT development support, based on the assumption of the current study. Community participation positively influenced tourism development support (Rasoolimanesh *et al.*, 2017). Moreover, community participation in decision-making processes statistically significantly affects successful CBT (Nitikasetsoontorn, 2015). Community participation is the focus of sustainable rural development and is concerned with emerging socio-cultural, economic, and environmental issues (Tasci *et al.*, 2013). Based on the study of Tasci *et al.* (2013) implies that community participation is a means to use for sustainable community development and solutions for sustainable issues. Community participation is a key component of CBT, and leadership leaders develop a high level of it (Kontogeorgopoulos *et al.*, 2014). Based on the study of Kontogeorgopoulos *et al.* (2014), the high level of community participation depends on active leaders, and community participation is the key element in CBT development. Regarding the above discussion, the hypothesis is proposed:

H7: Community participation mediates the relationship between the identified factors* and CBT development support (*the identified factors include ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design). H7 is classified as H7a to H7f as the followings.

- H7a: Community participation mediates the relationship between ownership and CBT development support.
- H7b: Community participation mediates the relationship between external support and CBT development support.
- H7c: Community participation mediates the relationship between marketing and CBT development support.
- H7d: Community participation mediates the relationship between community empowerment and CBT development support.

- H7e: Community participation mediates the relationship between entrepreneurship and CBT development support.
- H7f: Community participation mediates the relationship between tour package design and CBT development support.

2.18.8 The Relationship between the Community Participation, the Perceived Benefits, and CBT Development Support

First, SET explains that people participate in society because of the benefits. The perceived benefits are included in the elements of SET (Homans, 1958), which can be identified as rewards and value of rewards, and equity and distributive, while SET explains the interaction behaviour of people (community participation) because of profit sharing (the perceived benefits). Regarding SET, it implies in the CBT context that stakeholders get equity rewards from society via their participation and interaction. The social rewards also include being loved, respected, socially accepted, and attractive to others (Homans, 1958). In CBT, the social rewards also include the fair value of money from visitors, which can support the feeling of pride, and they may feel free to the CBT development support. Meanwhile, community participation in the decision-making process impacts the success of CBT (Nitikasetsoontorn, 2015).

Second, community participation links the perceived benefits. Community attachment significantly statistically influences the perceived benefits (Gursoy *et al.*, 2002), which means community attachment can affect the perceived benefits in tourism development. Moreover, community participation is a critical component of community involvement, which includes inter-stakeholder participation, participative decision-making, perceived benefits, responsibility sharing, and institutional power structure (Li & Hunter, 2015). In addition, community participation and the perceived

benefits are the elements of community involvement (Li & Hunter, 2015), which assume that community participation and the benefits are connected. Additionally, community participation is a process of working together with the perceived benefits of the local community in community-based ecotourism (Rogos *et al.*, 2021).

Last, the perceived benefits link to CBT development support. The perceived benefits variable is a positive precedent variable of sustainable tourism development support (Lee, 2013), which implies that gained benefits and noted cost support the practices of residents in sustainable tourism development. Likewise, when residents receive fair benefits from tourism, they support the environmental development in the Jiuzhaigou Biosphere Reserve of China (Li, 2006). Moreover, benefits and well-being increase with the improvement of residents' community participation level (Guo *et al.*, 2018; Lee, 2013). Furthermore, the degree of the benefits gained in environmental conservation and the benefits gained in increasing productivity are the associated determinants of the intensity of people's participation in the implementation phase of local tourism development in Koh Samui Island (Pongponrat, 2011). Likewise, the benefit sharing among stakeholders in CBT villages impacts their participation in decision-making (Nitikasetsoontorn, 2015). Based on the above discussions, the current study proposes the hypothesis as:

H8: The perceived benefits mediate the relationship between community participation and CBT development support.

2.18.9 The role of socio-demographic variables between Community Participation and CBT Development

Koukouli *et al.* (2002) described socio-demographics as age, gender, level of education, employment status, marital status, profession, living arrangements, and the

total number of persons living in the household. Age and gender were the most critical factors in studying mortality and health. At the same time, marital status, the total number of persons living in the house, and living arrangements are crucial factors in measuring social support (Gjonca & Calderwood, 2004; Koukouli *et al.*, 2002; Verbrugge, 1989; Waldron, 1983). Based on literature reviews, there was a contradiction of gender in CBT participation in Laos (Phommavong & Sörensson, 2014). Males had more involvement than females in CBT. For example, males could participate in planning, decision-making, and activity design, while females cannot. The results of the study by Phommavong and Sörensson (2014) contrasted with the results of the preliminary study of the current study. The preliminary study (see Chapter 5, Section 5.8) found that men and women have the same opportunity to participate in CBT in the Phitsanulok Province of Thailand. The skills and abilities of villagers are the determinants of working in their CBT village that is not a gender role. This result of the current study's preliminary inquiry study can argue the findings of (Phommavong & Sörensson, 2014).

In the current study, age group was classified as young adult, middle-aged adult, and old adult (Horng *et al.*, 2001), while, income group was categorized as low-income, lower middle-income, upper middle-income, and high-income (Jami, 2018). Studies on the relationship between a sense of community and community participation have analyzed many variables as covariates or moderators (Talò *et al.*, 2014). Socio-demographic variables, such as income, education (Hayghe, 1991; Verba *et al.*, 1995), and age, often serve as variables that reinforce the association between SoC and participation (Talò *et al.*, 2014), the role of age (Pillemer & Glasgow, 2000). Gender is controversial; some research highlighted differences between men and women

(Chambre, 1984), while other studies presented that there is no difference (Fischer *et al.*, 1991). The current study would like to clarify this contradiction by using quantitative means as the hypothesis:

- H9a: Gender moderates the relationship between community participation and CBT development support.
- H9b: Age moderates the relationship between community participation and CBT development support.
- H9c: Marial status moderates the relationship between community participation and CBT development support.
- H9d: Income moderates the relationship between community participation and CBT development support.

2.19 Summary of Research Objectives and Hypotheses

The research objectives and hypotheses development are summarized in Table 2.26.

Table 2.26: The Summary of Research Objectives and Hypotheses

Research objectives	Hypothesis
1. To examine the relationships between the factors that influence CBT community participation and community participation	H1. There is a relationship between ownership and community participation in CBT. H2. There is a relationship between external support and community participation in CBT. H3. There is a relationship between marketing and community participation in CBT. H4. There is a relationship between community empowerment and community participation in CBT. H5. There is a relationship between entrepreneurship and community participation in CBT. H6. There is a relationship between tour package design and community participation in CBT.
2. To investigate the role of community participation as a mediator between the identified factors* and CBT development support. *Remarks: the identified factors include ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design.	H7. Community participation mediates the relationship between the identified factors and CBT development support. H7a Community participation mediates the relationship between ownership and CBT development support. H7b Community participation mediates the relationship between external support and CBT development support. H7c Community participation mediates the relationship between marketing and CBT development support. H7d Community participation mediates the relationship between community empowerment and CBT development support. H7e Community participation mediates the relationship between entrepreneurship and CBT development support. H7f Community participation mediates the relationship between tour package design and CBT development support.
3. To identify the role of benefits as a mediator between community participation and CBT development support.	H8. The perceived benefits mediate the relationship between community participation and CBT development support.
4. To study the role of socio-demographics as a moderator between community participation and CBT development support.	H9a: Gender moderates the relationship between community participation and CBT development support. H9b: Age moderates the relationship between community participation and CBT development support. H9c: Marital status moderates the relationship between community participation and CBT development support. H9d: Income moderates the relationship between community participation and CBT development support.

Table 2.26 reveals a summary of the research objectives and hypotheses. The hypotheses are constructed to find the relationship between the factor of ownership, external support, marketing, community empowerment, entrepreneurship, tour package design, and CBT development support. Community participation, and the perceived benefits are mediators, and socio-demographics (gender, age, marital status and income) as mediators.

2.19 Chapter Summary

The UNWTO reported the increasing trend of global tourist numbers from 2020-2023. The most significant growth of spenders in 2022 is from the US. In Thailand, MOTS reported the rising number of arrivals from 2020 to 2023 as 6.72 million to 24.83 million, and the revenue from 10.27 billion USD to 27.13 billion USD. Most expenditure by international tourists is accommodation, followed by food and beverage, shopping, local transport, medical care, and entertainment. Unfortunately, Thailand suffered from a severe loss of tourism income in 2020, and the companies laid off over 1 million employees in the tourism sector because of the unexpected Coronavirus (COVID-19) epidemic. After the COVID-19 epidemic, CBT as a national agenda is reformed to continue developing communities and tourism at the community level. The preliminary study was conducted in a qualitative study and reported the crucial factors for CBT development support, including ownership, external support, marketing, and community empowerment, and the new factors are entrepreneurship and tour package design. According to literature reviews and a preliminary study, the selected factors in CBT development support include ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design.

Community participation and the perceived benefits are selected to study their roles as mediators, while socio-demographics (gender, age, marital status, and income) play the roles of moderators. The Community Participation Theory (CPT), Tourism Development Theory (TDT), and Social Exchange Theory (SET) are applied in the current study's research framework, which supports the constructs, framework, and hypothesis development. Seventeen hypotheses are developed to study the roles of six factors (ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design), two mediators (community participation and the perceived benefits), and four moderators (gender, age, marital status, and income). The next chapter identifies the research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research methodology that guides the research process, which is vital for any research to be successful. It starts with a description of the research philosophy and research design. Next, the sampling procedure, targeted population, unit of analysis, sampling technique, sampling frame, and inclusion and exclusion criterion are explained in this chapter. It also presents data collection techniques and data analysis. Finally, the results of the preliminary study and pilot test are discussed in this chapter.

3.2 Positivism Philosophy and Approaches

The current study is designed under the positivism philosophy for several reasons. First, the current study explores the factual factors of CBT development support in social science and measures through computerized systems, including SPSS and SEM. Second, the current study uses a highly structured methodology to facilitate the answers, including conceptual framework and hypotheses. Finally, the approach of the current study aims to investigate the meaningful reasons for social and human problems. Positivism is based on the actual body of knowledge received by observation society and uses the senses as trust measurement (Dudovskiy, 2019). Positivism aims at a quantitative approach to data gathering and analysis (Dudovskiy, 2019; Ikram & Kenayathulla, 2022). The main analysis of the current study is quantitative approach, which is explained in Table 3.1.

Table 3.1: Research Approaches

Approach	Qualitative Research	Quantitative Research
Description	Qualitative research understands and investigates the value persons or groups attribute to a problem of humans or society (Creswell, 2009, 2014). Qualitative study is subjective to construct meaning and comprehend the behaviours and knowledge (Ikram & Kenayathulla, 2022). Its process includes emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particular to general themes, and the investigator making interpretations of the meaning of the data (Creswell, 2009, 2014). The final report has been written by flexible structure; those who engage in this form of inquiry support a way of looking at research that honours and inductive style, a focus on personal meaning, and the importance of rendering the complexity of a situation (Creswell, 2009, 2014). Hammond and Wellington (2013) defined the qualitative approach as describing methods that deal with non-numeric data rather than numbers.	Quantitative approach always describes an event, situation and answering what and how many questions. It involves measuring or counting attributes (Rahman, 2017). The method examines theory by exploring the relationships of variables, which can be evaluated using meticulous research tools to get the numeric data that can be analyzed using statistical procedures (Creswell, 2009, 2014). Quantitative research applies techniques with systematic procedures, such as natural sciences, to investigate social science studies (Ikram & Kenayathulla, 2022). The final report presents a set of structural features, including the introduction, the review of literature, related theory, methodology, findings, and discussion (Creswell, 2009, 2014). Quantitative also refers to methods or approaches that deal with numeric data, amounts, or measurable quantities, i.e., numbers (Hammond & Wellington, 2013).
	Qualitative data does not simply count things but is a way of recording people's attitudes, feelings, and behaviours in greater depth (Rahman, 2017). Qualitative data includes open-ended information and open-ended questions during these interviews, allowing the participants to respond in their own words (Creswell & Clark, 2007). Qualitative data could not be quantified or non-numerical (Saunders <i>et al.</i> , 2016). Observations, interviews, documents, records, and artefacts are applied for data collection (Ikram & Kenayathulla, 2022).	This approach is a systematic method for examining the numeric data set that is collected and transformed into numeric data (Rahman, 2017). Quantitative data refers to closed-ended data on people's behaviour, attitude, and performance (Creswell & Clark, 2007). Likewise, quantitative data is numeric and can be counted and quantified (Saunders <i>et al.</i> , 2016). Data is mathematical and statistical; survey (questionnaires), correlational, causal-comparative, and experimental research are used in quantitative types (Ikram & Kenayathulla, 2022).
Data Analysis	Rahman (2017) identified that qualitative data analysis is based on grounded theory practices, answers 'why?' questions, and pays greater attention to individual cases. Data analysis applies the constant comparative and inductive method [specific to general] (Ikram & Kenayathulla, 2022).	Quantitative data is analysed based on information and frequency through statistics (Rahman, 2017). Deductive (general to specific), t-test, ANOVA, ANCOVA, Pearson, and Regression are used in quantitative research (Ikram & Kenayathulla, 2022).

(Source: Author's Compilation)

Table 3.1 shows the quantitative approach and its comparison with quantitative approach. The qualitative approach aims to understand the meaning of individuals, and the data is people's attitudes, feelings, and behaviours (Creswell, 2009; Rahman, 2017), while the exploration of qualitative study answers the why question (Rahman, 2017). Quantitative research examines the theory orientation by testing the relationship of the variables (Creswell, 2009), to answer the question what and how many (Rahman, 2017). Therefore, the current study is designed as a quantitative study to examine the relationship among variables, including independent, dependent, mediation, and moderation variables. The primary data is gathered in the form of numerical data via a self-administrative questionnaire as a research tool and data analysis is based on statistical approaches.

3.3 Research Design

Research design is related to identifying and forming the problems; so research problems and research designs are highly related (Mooi & Sarstedt, 2011). Saunders *et al.*, (2016) argued that research design is a framework for collecting and analysing data to answer research questions and meet research objectives, and provides reasoned justification for data sources, collection methods, and analysis techniques. Creswell (2014) added that research design includes the patterns of data gathering, data process of analysis, and interpretation that researchers propose for their studies. Research design is a systematic plan for a research project, which specifies whom to integrate into the research and what to compare for which dimensions are referred to as research design (Flick, 2015). Research design refers to the data collection method used, such as interviews or questionnaires, and the logic of how these data will be collected

(Green & Browne, 2005). Research design is the process and plan for a study that indicates decisions from broad assumptions, research approach, data gathering, and data analysis (Creswell, 2009). Research design must ensure full alignment among research questions, data, methods of data gathering, source of data collection, and methods of data analysis (Ackrill & Igudia, 2023). The next part discusses the definitions of quantitative research and its design.

Quantitative Research

A quantitative approach is defined as examining the theory by examining the relationship between or amongst variables (Creswell, 2009). Variables are numbered data that can be measured and analyzed using statistical procedures. The final report presents a combination of the structure, including an introduction, literature and theory reviews, research methods, results, and discussions. Quantitative research is a method that aims to evaluate the theories by deductive approach, constructing the prevention of bias, controlling for alternative interpretations, and being able to generalize and replicate the results (Creswell, 2009, 2014). Quantitative research is related to offering a pattern summary involving attitudes, behaviours, and responses by survey large-scale data sets offering an understanding of experience and commonalities (Jamieson *et al.*, 2023). The current study uses quantitative research to examine theories via the variables' relations.

Survey Research

A survey is a system to collect data from people to describe, compare, and use to explain knowledge, attitudes, and behaviour (Fink, 2008), which covers interrelated

activities starting with precise survey objectives, choosing respondents, preparing a reliable and valid survey instrument, testing the survey with respondents, and conducting all activities ethically. Surveys collect large-scale data sets, providing insights into the shared experiences and behaviour patterns of potential participants who are inherently aligned with the viewpoint of research questions (Jamieson *et al.*, 2023). The longitudinal study is one database built on other databases and alternates with another dataset back and forth during it (Creswell, 2014), and specifies that the research subjects are measured and followed up always more than once (Andrade, 2022). A survey is used for direct data gathering as part of official statistics (Ackrill & Igudia, 2023). Survey samples are the portion of the population, and surveys are often used as research samples rather than the population (Fink, 2010). The current study is non-experimental correlational quantitative research by the survey, and the chart is shown in Figure 3.1.

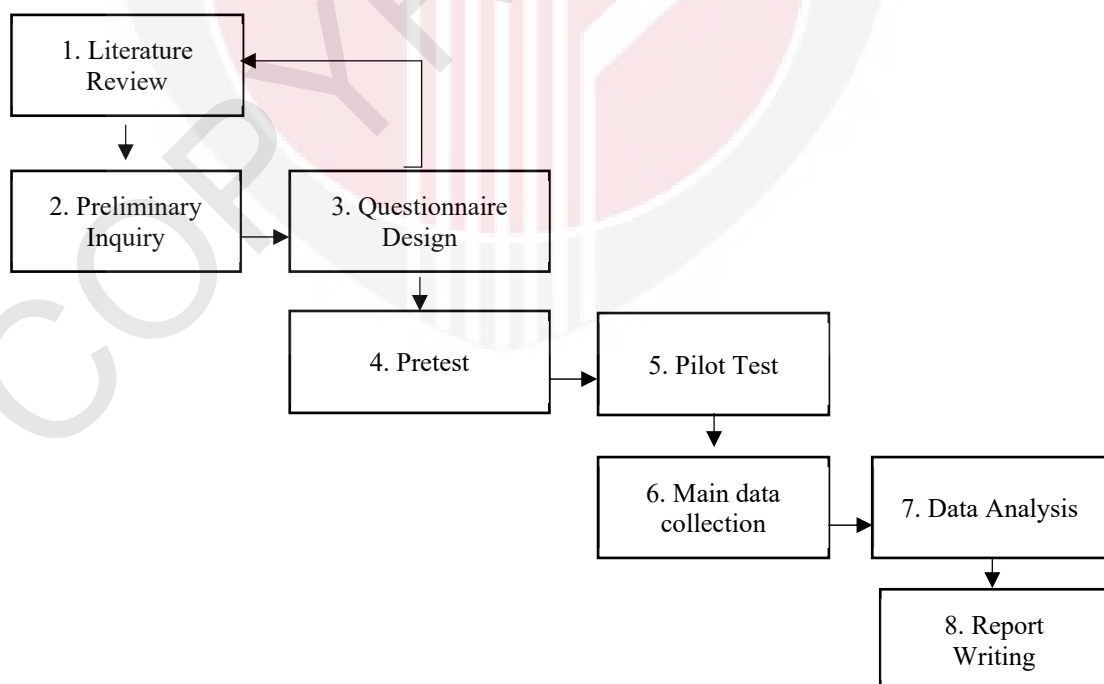


Figure 3.1: Research Design of the Current Study
(Source: Author's work, 2020)

Figure 3.1 demonstrates the design of the research of the current study. First, the researcher reviewed the literature as a secondary data gathering. Second, the researcher prepares a preliminary inquiry study by creating an interview form after a literature review of the key informants. Next, the researcher analyses the data and considers the results to support the questionnaire creation. Then, designing the questionnaire from the literature review and evaluating the preliminary inquiry study results. Later, collecting primary quantitative data by survey method, analyse data by AMOS. Finally, the results are reported in figures, tables, and statistical descriptions.

3.4 Sampling Procedure

The sampling procedure consists of identifying the target population, unit of the study, and sampling technique.

3.4.1 Population and Unit of Analysis

This section describes the target population and unit of analysis of the current study, which they are interested in the target population, e.g., the population of patients in the clinical practice to which the policy will be applied (Dahabreh *et al.*, 2020). A population can be identified as all people with the characteristics researchers want to study, while a unit of analysis might be a person, group, organization, or object.

Population

The concept of complete data gathering varies depending on the population to be tested (Ackrill & Igudia, 2023). A population is a group of units in that researchers want to make judgments; these units can be groups of individuals, customers, firms, merchandise, or just about any subject in that investigators are interested; for example the people living in the US or the presidents of private universities in China (Mooi & Sarstedt, 2011). Population in research refers to the entire group from which the sample is selected, e.g., every student in a particular college; the population depends on the research's focus and scope (Hammond & Wellington, 2013). The target population in CBT villages is divided into four regions of Thailand, including the north, the northeast, the central and the south. Stakeholders in the villages are selected as the target population in the current study because they are directly concerned with CBT operation and CBT benefits received. The summary of the target population is indicated in Table 3.2.

Table 3.2: The Target Population of CBT Villages

Region	Province	Village	Population
North	Chiang Rai	Cha Bu Si	856
		Pong Nam Ron	550
		Huai Khi Lek	498
	Chiang Mai	Kao Dua	332
		Tham	977
		Hua Thung	449
		Mae Kampong	401
		Mae Klang Luang	760
		Pha Mon	648
		Doi Pui	1,450
		Pha Tae	622
		Wiang Haeng	3,208
		Rai Kong Khing	1,307
	Phayao	Wiang Bua	628
		Rong Hai	549
	Mae Hong Son	Jabo	263
		Mae Lan Na	702
		Rung Arun	988
		Huai Tong Kom	214
		Huai Hee	171
	Total (20 villages)		15,573

Table 3.2: Continued

Northeast	Mukdahan	Phu	1,068
	Roi Et	Ku Ka Sing	4,678
	Amnat Charoen	Pla Khao	678
	Ubon Ratchathani	Somsom	595
		Pao	3,381
	Udo Thani	Ban Chiang	181
		Total (6 villages)	10,581
Central	Samut Prakan	Bang Nam Phueng	1,020
	Trat	Huai Raeng	7,402
		Salakkok	523
		Nam Chiao	3,372
	Chantaburi	Khao Baisi	97
		Khao Soy Dao Tai	137
	Phetchabun	Nong Mae Na	395
		Matulee	258
	Phitsanulok	Rong Kla	955
	Sukhothai	Na Ton Chan	1,083
	Suphanburi	Lam	3,099
		Total (11 villages)	18,341
South	Chumphon	Khlong Rua	269
	Nakhon Si Thammarat	Phromlok	4,873
		Kiri Wong	895
	Phang Nga	Ko Yao Noi Community	4,442
	Phatthalung	Tamot	3,191
	Surat Thani	Tham Phueng	1,308
		Khlong Noi	3,767
		Lee Led	4,126
	Trang	Lam Kanun	988
		Bo Hin	1,050
		Total (10 villages)	24,909
		Grand total (47 villages)	69,404

(Source: Department of Provincial Administration, 2024)

Table 3.2 reveals the 47 CBT villages in Thailand, which are in 22 provinces, 4 regions (north, northeast, central and south regions). The target population of the current study is 47 villages, including 41 villages of Thailand's CBT Network Centre by CBT-I (see Table 2.11), 4 villages with CBT international awards (see Table 2.12), and 2 potential CBT villages with Thailand Tourism Awards of Community Tourist Attraction and Ecotourism (Lam and Kiri Wong Villages). Most people are in the south 24,909 and in the central region 18,341, the north 15,573, and the northeast 10,581 people, a total of 69,404 people. The tourism products and activities in each village are summarized in Appendix 3.5.

Unit of Analysis

The unit of analysis is the focus of attention in a study (Hammond & Wellington, 2013), which determines what researchers can learn from the data and influences the sample size (Memon *et al.*, 2020). The unit of analysis is defined as the level at which a variable is measured (Mooi & Sarstedt, 2011). The unit of analysis refers to the focus of attention in a study, including the target population, study context, and data collection data (Hammond & Wellington, 2013). The unit of analysis as primary entity being analyzed are stakeholders in CBT, consisting of village leaders, CBT operators, homestay owners, and villagers. The characteristics and justification for the involvement of the analysis unit in the current study are shown in Table 3.3.

Table 3.3: Justification of Involvement of Unit of Analysis and CBT

Units of Analysis	CBT involvement by the units of analysis
Village leaders and community leaders	1. To acknowledge every event and CBT activity in the village and to be leaders. 2. To be a part of CBT planning and management.
CBT operators	1. To be a part of CBT planning and management. 2. To operate CBT, such as tour conductors, tour guides, art performers, cooks, photographers, marketers, administrators, tour and security officers.
Homestay owners	1. To operate homestay as an accommodation service and a primary tourism product in CBT villages. 2. To arrange food and beverage services in CBT villages.
Villagers	1. To sell local products such as textiles, wooden souvenirs and handicraft products. 2. To sell general merchandise to visitors, such as drinking water, local food, and medical goods, and grocery shops. 3. To earn the benefits of CBT. Some of the income from tourism is used to develop the village, such as constructing the pavement road and making a restricted fire zone.

(Source: Author's Compilation)

Table 3.3 displays the involvement of the units of analysis of this study based on roles in CBT participation. The unit of analysis is the group of all stakeholders concerned in CBT. These stakeholders play different roles in CBT and tourism development.

They are village leaders, CBT operators, homestay owners, and villagers involved with CBT by planning, management, operating, and receiving the benefits. Thus, the current study aims to select these stakeholders due to their direct and indirect involvement in CBT. The context of this study is CBT in Thailand, where the data is collected based on the factors examined in the development of CBT. Thus, the population of the study is stakeholders in CBT in Thailand. Accordingly, this study's analysis unit includes village leaders, CBT leaders, CBT operators, homestay owners, and villagers.

3.4.2 Sampling Technique

This section identifies the sampling techniques, purposive sampling, sample size, response rate, response bias, sample plan, inclusion and exclusion criteria. Fink (2010) explained that sampling techniques consist of probability (simple random sampling, systematic sampling, stratified sampling, and cluster random sampling) and nonprobability sampling. The current study uses nonprobability sampling by purposive sampling.

Purposive Sampling

The current study uses purposive sampling as the primary data collection approach because the selection of samples is specific the representative of potential CBT villages in the 41 of the CBT Network Villages by CBT-I, and other six CBT villages with potentials of national and international awards (see Chapter 2). Purposive (judgmental) sampling uses judgment to select cases that are the best enable answering research questions and objectives (Saunders *et al.*, 2016), and is used when data are collected with tiny samples, such as in case study research and when the researcher wishes to

select particularly informative cases (Neuman, 2005). Purposive sampling is based on researchers taking an informed guess regarding which individuals should be included; for example, research companies often have panels of respondents continuously used in research (Mooi & Sarstedt, 2011). Regarding Neuman (2005), the investigators in the current study wish to select particularly informative respondents who are village leaders, CBT operators, homestay owners, and villagers in CBT villages.

Sample Size

A sample is defined as a component of the population; a sample design is a set of rules or procedures that specify how a sample is to be selected (Marsden & Wright, 2010). The sample size is defined as a selection by investigators based on choosing a fraction of the population, selecting the unusual or typical size based on past studies, or establishing the sample size simply on the margin of error they are willing to tolerate (Creswell, 2014). The formula for determining sample size and its description is as the followings:

$$s = X^2NP(1 - P) \div d^2(N - 1) + X^2P(1 - P)$$

(Source: Krejcie & Morgan, 1970)

s = required sample size

X^2 = chi-square's table value for 1 degree of freedom at desired confidence level (3.841)*

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (.05)

*Confidence Levels:

α	$\alpha/2$
.10 level = 1.28	1.64
.05 level = 1.64	1.96**
.01 level = 2.33	2.58
.001 level = 3.09	3.29
**1.96 x 1.96 = 3.8416	

The sample size of this study is calculated as the followings:

$$s = 3.841 \times 69,404 \times .5 \times (1 - .5) \div .05^2 \times (69,404 - 1) + 3.841 \times .5 \times (1 - .5)$$

$$s = 3.841 \times 69,404 \times .5 \times .5 \div .0025 \times 69,404 + 3.841 \times .5 \times .5$$

$$s = 66,645.191 \div 173.508 + 0.960$$

$$s = 66,645.191 \div 174.468$$

$$s = 381.991$$

$$s \approx 382$$

Thus, the sampling size of this study is 382 subjects at a confidence of 95%.

Response Rate

Unresponsive is one error, which affects the rate of responding to the surveyed questionnaires. Malhotra *et al.* (2016) defined response rate as the percentage of completed attempted interviews. Face-to-face, home and workplace, street, and

computer-assisted telephone interviewing (CATI) survey yield the highest response rate, typically between 40 to 80%; postal surveys are the poorest response being less than 15% to sometimes much less (Malhotra *et al.*, 2016). Online surveys can have a very poor response rate, under 10% (Malhotra *et al.*, 2016). Regarding the literature reviews, the responsive rates were shown among CBT studies in Thailand. Satarat (2010) used 299 mailed questionnaires to communities operating CBT nationwide, clustered by A, B, and C groups. The total response rate is 241 returned questionnaires, or 80.6%. In another case, a study by Nitikasetsoontorn (2015) involved 300 face-to-face questionnaires distributed to community members in two CBT communities. The number of completed return questionnaires is 247 or 82.33% of the response rate. The average response rate of both studies (Nitikasetsoontorn, 2015; Satarat, 2010) is 81.46% ($\approx 81\%$); thus, the number of non-response questionnaires is 18.53% ($\approx 19\%$). The response rate is defined as a pattern of response to questions on a self-report measure that is not related to the content of the questions (Cozby & Bates, 2012). Meanwhile, the total number of responses is divided by the total number in the sample after ineligible respondents have been excluded (Saunders *et al.*, 2016). Saunders *et al.* (2016) proposed a formula of the actual sample required to reduce the problem of missing data and information bias. Thus, the responsive rate (R) needs to be reviewed in the preceding studies to find out the average responsive rate; in the current study is 81%. The active response rate should be as the following:

$$n^e = \frac{n \times 100}{re\%}$$

n^e = actual sample size required

n = minimum (or adjusted minimum) sample size

$re\%$ = estimated response rate expressed as a percentage

So, the percentage of adjustment is:

$$n^e = \frac{382 \times 100}{81}$$

$$n^e = \frac{38,200}{81}$$

$$n^e = 471.60 \approx 472$$

Based on the calculation on above, the questionnaire should be distributed to at least 472 respondents. The degree of accuracy presents a proportion (.05), called confidence interval – researchers can have 95% confidence that the actual population value lies within the interval around the obtained sample result (Cozby & Bates, 2012). The results from the survey are accurate within three percentage points (3%, 5%, and 10%), using a 95% confidence level (Cozby & Bates, 2012). The confidence interval is the mechanism employed in classical statistical theory to make the true statement of inference; it involves a probability level (often chosen as either 95% or 99%) and a set of limits (Marsden & Wright, 2010). Thus, the sample size for the current study is 382 subjects, plus for the non-responsive rate or non-complete answer, 90 subjects, a total of 472 subjects.

Response Bias

Bias means that if non-respondents had responded, their response would have substantially changed the overall result (Creswell, 2014). Response bias is the effect of non-responses on survey estimates (Fowler, 2009). Response bias is a type of bias which can be a cause of interviewees' perceptions about the interviewer or perceived interviewer bias. It is an attempt by an interviewee to construct an account that hides

some data when they show themselves in a socially desirable role or situation (Saunders *et al.*, 2016).

Missing Value

In terms of preventing the missing value, unsatisfactory responses are usually handled by returning to the field to get better data, assigning missing values, and discarding unsatisfactory participants. If the respondents cannot return replacing the questionnaires, the researchers may give missing values to unsatisfactory responses (Malhotra *et al.*, 2016). This approach may be desirable if: (1) the number of participants with unsatisfactory responses is small; (2) the proportion of unsatisfactory responses for each of these participants is small; or (3) the variables with unsatisfactory responses are not the key variables (Malhotra *et al.*, 2016).

Sampling Plan

A sampling plan is crucial because of the significant differences observed in the target population. Without a good sampling plan, the estimates resulting from the research may be biased (Martínez-Mesa *et al.*, 2016). The sampling plan presents the detail of measurement measurements that are planned to use at the estimated times, by planned equipment, and in the manner that has been designed (National Institute of Standards and Technology, 2013). Meanwhile, a sampling plan is a stage to avoid replication of work, give guidance, and decide what to measure or encapsulate using quantitative or qualitative techniques (Malhotra *et al.*, 2016). After determining the research design, researchers need to design a sampling plan and choose a data-collection method. This process concerns deciding whether to use existing data or conduct primary research

(Mooi & Sarstedt, 2011). The purposive sampling in four regions of Thailand (north, northeast, central, and south regions), as shown in Table 3.4.

Table 3.4: Sampling Plan

Region	No. I	Population	%	Purposive Sampling		Unit of Analysis
				No. II	No. III	
North	20	15,573	23	109	5	CBT stakeholders: village leaders, CBT operators, homestay owners, and villagers
Northeast	6	10,581	15	71	12	
Central	11	18,341	26	123	11	
South	10	24,909	36	170	17	
Total	47	69,404	100	472		

Note: No. I = number of CBT villages in each region, % = percentage of each region, No. II = number of samples from each region, No. III = Number of samples is selected from each village

$$(1) \text{ No. of Samples by each region} = \frac{\text{Total No. of samples}}{100} \times \% \text{ of each region}$$

$$\text{For example: No. of sample in the North} = \frac{472}{100} \times 23 = 108.56 \approx 109$$

Thus, the number of samples in the North is 109 subjects.

$$(2) \text{ No. of Samples will be selected from each village}$$

$$= \frac{\text{No. of samples by each region}}{\text{No. of CBT village in each region}}$$

$$\text{E.g., No. of the sample is selected from a village in the North} = \frac{109}{20} = 5.45 \approx 5$$

So, the number of samples selected in a village in the North is five subjects.

Table 3.4 displays the sampling plan based on purposive sampling in four regions of Thailand. There are 47 CBT villages for the data collection of the current study and a total population is 69,404 people. The number of samples in the north is 109, 71 in the

northeast, 123 in the central, and 170 subjects in the south region. 109 subjects, a total of 472 subjects. The number of samples in each village in the north is 5, in the northeast 12, in the central region 11, and the south 17 subjects. The samples' characteristics are people concerned with CBT, including village leaders, CBT operators, homestay owners, and villagers. The inclusion and exclusion criteria to assess the accuracy of target respondents are described in the next section.

Inclusion and exclusion criteria

Inclusion and exclusion criteria in the study are considered explicit if they could be associated with one of the categories (Camanni *et al.*, 2023). Inclusion criteria refers to pre-identifying the participants' characteristics included in a research study (Velasco, 2012). Inclusion and exclusion criteria create the selection criteria used to rule in and out the target population. Inclusion criteria should relate to the academic or scientific objective of the study and are critical to accomplishing it (Velasco, 2012). The inclusion criteria selection of the respondents: (1) to select the village's leaders and CBT operators who are directly involved in CBT, such as having a duty, such as community leaders, homestay owners, community tourism coordinators, community tourism administrators, and CBT project founders. (2) The researcher chooses the people who live in the villages or areas of this study. In contrast, the exclusion criteria for the respondents in this study are to exclude the people who (1) do not directly involve with CBT in the village and (2) people who cannot join and cannot finish the questionnaire.

The criteria for picking each group of respondents in the current study is to analyze an average from a total of each village. The village leaders are selected by only one person

in a village. There are two groups of stakeholders in CBT villages: the first group receives direct benefits from CBT, and the second group receives indirect benefits from CBT. Based on the benefits of CBT, CBT operators and homestay owners are in the same group who receive direct benefits from CBT, while villagers are in the group of indirect benefits receiving from CBT. For example, the total number of respondents selected in a village in the north is five persons, which needs to include one village leader, one CBT operator and one homestay owner (two persons with direct benefit receiving), and two villagers (two persons with indirect benefit receiving). The number of samples and purposive selection identifying the total respondents in each village (T), leader (L), CBT operator (C), homestay owner (H), and villager (V) are displayed in Table 3.5.

Table 3.5: The Number of Samples and Purposive Selection

Region	Province	Village	Purposive Selection				Contact Details	
			T ¹	L	C	H	V	
Chiang Rai		Cha Bu Si	5	1	1	1	2	0810213992, 0815419427. Ms.Amonrat, Mr.Arsue.
		Pong Nam Ron	6	1	1	1	3	0857055747, 0892076331. Mr.Decha, Thanapon.
		Huai Khi Lek	6	1	1	1	3	0899559872, 0861843201. Mr.Wuttikrai, Mr.Sanit.
Chiang Mai		Kao Dua	5	1	1	1	2	0872359031, 053111596. Mr.Tawin
		Tham	5	1	1	1	2	053111596, 843715631. Ms.Ying, Ms.Priao.
		Hua Thung	5	1	1	1	2	0931316617, 0931308526. M.Saisunee, M.Siriwan.
		Mae Kampong	6	1	1	1	3	0856754598, 0819514797. Mr.Poramet.
		Mae Klang Luang	5	1	1	1	2	0810203615, 0930476088. Mr.Nitas, Mr.Pong Too.
		Pha Mon	5	1	1	1	2	0895558250. Mr.Thammachart.
		Doi Pui	6	1	1	1	3	0811791287, 0625828466. M.Tripop, Dumrongsak
		Pha Tae	5	1	1	1	2	0812894143, Mr.Nikom Thooptian.
		Wiang Haeng	5	1	1	1	2	0856261649, Ms.Inkaow Metha.
		Rai Kong Khing	6	1	1	1	3	0611959551, 0897557070. Ms.Supan Intachai.
Phayao		Wiang Bua	6	1	1	1	3	0812561334, Mr.Jakkrit.
		Rong Hai	6	1	1	1	3	0895560192, 0812561334. Mr.Nirut, Mr.Jakkrit.
Mae Hong Son		Jabo	5	1	1	1	2	0654304005, 0998946654. Ms.Nara, Mr.Sornchai.
		Mae Lana	6	1	1	1	3	0848033354. Mr.Charin Junyapaijit.
		Rung Arun	5	1	1	1	2	0843636598, 0857237828. Mr.Manit.
		Huai Tong Kor	6	1	1	1	3	0830860589, 0654376566, 052049435. Ms.Au
		Huai Hee	5	1	1	1	2	0830860589, 052049435. Mr.Aekkachai
Mukdahan		Phu	12	1	3	3	5	0804038068, 0850037894. Mr.Kamnee, Sakdachai
Roi Et		Ku Ka Sing	12	1	3	3	5	0933375626, 0983067909, 043632126. Mr.Umca.
Amnat Charoen		Pla Khao	12	1	3	3	5	0805298436. Ms.Umporn Saita.
Ubon Ratchathani		Somsom	12	1	3	3	5	045251917. Mr.Tawatchai Sai-Ngam.
		Pao	12	1	3	3	5	0849912595, 045840492. Mr.Morakot.
Udon Thani		Chiang	12	1	3	3	5	042219834. M.Jinda

¹ T=Total, L=Leader, C=CBT operator, H=Homestay owner, V=Villager

Table 3.5: Continued

Samut Prakan	Bang Nam Phueng	11	1	2	3	5	024613254, 0894403362. Mr.Somsak, Ms.Arporn.
Trat	Huai Raeng	11	1	2	3	5	0890579989, 039510955. Mr.Noo
	Salakkok	11	1	2	3	5	0877489497, 039553059. Mr.Rachan Poothanin.
	Nam Chiao	11	1	2	3	5	0861453078, 039593198. Ms.Ma
Central (11 villages)	Khao Baisri	11	1	2	3	5	0868349604. Ms.Nonglux.
	Khao Soi Dao Tai	11	1	2	3	5	0822020922. Mr.Jakkapan.
	Nong Mae Na	11	1	2	3	5	0810412558. Ms.Kannika Jitnom.
	Phetchabun	11	1	2	3	5	0892125674. Mr.Suwan.
	Phitsanulok	11	1	2	3	5	0622622527. Mr.Chet.
South (10 villages)	Sukhothai	11	1	2	3	5	0898851639, 0884957738. Ms.Sa-Ngim, M.Kettip.
	Supanburi	11	1	2	3	5	0800737397. Mr.Sophon.
	Chumphon	17	1	4	4	8	0848894528. Mr.Chairat Wankaew.
	Phromlok	17	1	4	4	8	075396163. Wiparat.
	Kiri Wong	17	1	4	4	8	0858856268. Mr.Pitak Sukhanthong.
Trang	Ko Yao Noi	17	1	4	4	8	0828069190, 076597122. Mr.Manit
	Phatthalung	17	1	4	4	8	0654072588, 074632192. Ms.Orawan
	Tham Phaung	17	1	4	4	8	0833937222, 0878820397. M.Nuntapon, Canarong
	Khlong Noi	17	1	4	4	8	0810877648. Mr.Pichet Netcharoen.
	Lee Led	17	1	4	4	8	0878890034. Ms.Umpawan Teppipit.
Trang	Lam Khanun	17	1	4	4	8	0854781044. Mr.Arun Promrat.
	Bo Hin	17	1	4	4	8	0818927440, 075291012. Ms.Bee
Total		472	47	100	111	214	

Table 3.5 presents the number of samples, purposive selection and contact details for the data collection of the current study. The purposive sampling technique is the approach to use for collecting data from CBT villages' samples in the current study. Purposive sampling identifies the target samples, including 47 village leaders (L), 100 CBT operators (C), 111 homestay owners (H), and 214 villagers (V), a total 472 subjects. Each community's phone numbers and contact details are also presented in the table. Due to CBT in Thailand having different characteristics in different regions, the current study would like to select a representative of each region to reflect the findings of factors on CBT development in Thailand. The characteristics of CBT in Thailand are different based on (1) regions, natures and weathers, and (2) religions, beliefs, and cultures.

(1) CBT villages are in different regions, natures and weathers. For example, there are no ocean and beach sites in the north and northeast regions, but people can find them in the south region. There is winter in the north region, but there is not in the south region.

(2) CBT villagers in each village have different cultures, beliefs, and religions. For example, the majority population some provinces in the south region (Yala, Narathiwat and Pattani Province) believes in Islam religion, while main group of people in other provinces of Thailand believes in Buddhism. There are some communities in Thailand believe in Christ. The beliefs identify cultures. For example, there is plenty of halal foods in the south, while some kinds of food in the north get influencing from Myanmar. Each region's home decoration (homestay) has its uniqueness. The houses in the south get influencing from Malaysian culture, while the architecture in the

central region is designed in a unique Thai style. Homes in the northeast present Laotian style, while the houses in the north get influencing from Myanmar culture. People in each region have their own languages that are different. Based on the preceding discussion, the locations of provinces in four regions for data are shown in Figure 3.2.

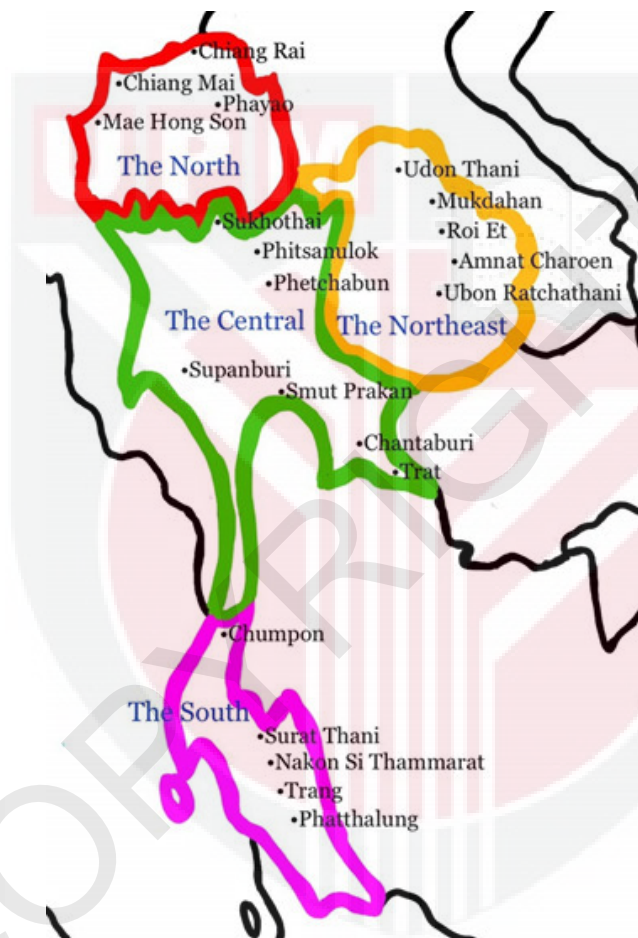


Figure 3.2: Provinces in Four Regions for Data Collection
(Source: Researcher's work, 2024)

Figure 3.2 illustrates the locations of provinces in four regions of Thailand for the data collection of the current study. The study scope wants to cover the entire of Thailand, thus, the current study collects data from CBT stakeholders in four regions (north, northeast, central and south regions), which represent Thailand's CBT. CBT villages

in four regions represent the different natures, beliefs, cultures, and ways of life in four regions. Purposive sampling is required for data collection.

3.5 Data Collection Technique

The data collection technique is divided into secondary and primary data. The secondary data for both approaches is collected by reviewing the document, including research, the national organization's official website, and a credible online newspaper. Later, the primary data is collected by a physical face-to-face survey method that uses a self-administered questionnaire paper as a research tool in the current study. The survey questionnaires are appropriate for gathering data from a large population (Fowler, 2009). Ackrill and Igudia (2023) supported that surveys are a widespread and crucial approach to undertaking multi-diverse analyses. A survey is a favoured data gathering method for the current study because of its fast turnaround in data gathering procedure and economic rationale design. The respondent recruitment is done by the investigator walk-in into the villages and asking the members of the villages to ensure that they are the members of the villages. Then, the investigator describes the study's topic, the study, the purpose of the study, the freedom of the questionnaire, the confidentiality and method for destroying the data, the time to complete a questionnaire, and ask the respondents to sign the consent form. Finally, let them do the questionnaires.

3.6 Research Instrument

Research instruments are used to guide scientific development and assessment for educational measurements (Lampert *et al.*, 2023). An instrument in research refers to

a surveyed questionnaire as a general term to include all approaches of data gained from persons in a planned order (De Vaus, 2014; Ekinci, 2015). A questionnaire is a list of questions presented to every participant in a study in an identical way, either written or orally (Flick, 2015). The questionnaire includes the data collection techniques for each target respondent to be asked to respond to the same set of questions in a predetermined order (Saunders *et al.*, 2016).

In the main pattern of the questionnaire design, the Likert attitude questionnaire represents the respondents with a series of statements to which they need to react on a five-point scale ranging from strongly disagree to strongly agree (ten Klooster *et al.*, 2008). Every statement is the same level of importance to the overall attitude; the original scale did not consider the weight respondents attached to individual items (Likert, 1967). An attitude research instrument would include weighing measures for the importance or desirability of each statement; the overall attitude can then be computed by multiplying the weight and the 5-point scores of the various items, argued by Fishbein and Ajzen (1975). Saunders *et al.* (2016) argued that a question in a questionnaire is rated by number, e.g., the number 5 refers to excellent; the number 4 refers to very good, the number 3 refers to good; the number 2 refers to fair, and the number 1 refers to poor. A five-point scale was used to measure the word “strongly disagree” at the low end of the scale and the word “strongly agree” at the high end (Kang *et al.*, 2008). The Likert scale refers to five-step for measuring attitudes, for which certain statements are presented, and agreement with those statements is collected (Flick, 2015). Further, the Likert scale is the investigation of attitudes that is a prominent area in much survey research; it is one of the most common techniques for investigating attitudes (Bryman, 2016). Face-to-face questionnaire is used for data collection of the current study.

3.6.1 Questionnaire Development

A questionnaire is a list of questions presented to every study participant identically, written, or orally (Flick, 2015), and it is a document comprising a series of questions and other prompts to gather information from respondents (Rahman, 2017). The participants are asked to respond to these questions primarily by giving them a limited number of alternative answers (Flick, 2015). The questionnaire needs to be developed to relate to the purpose of the research, and good survey requires four steps of questionnaire development (Mooi & Sarstedt, 2011). First, the researcher needs to determine the goal of the study. Second, this stage needs to select the type of questionnaire and method of administration. Third, the investigator needs to decide on the questions, the scale, and the questionnaire design. Last, this segment needs to be concluded by pretesting and administering the questionnaire. The questionnaire of the current study is designed as follows:

Section 1: Cover page

The first section explains the research topic, the purposes of the study to the respondents, and the approximate duration to complete the questionnaire.

Section 2 (Section A): Respondents' Participation Profile

This section is related to the questions to ask the respondents about the CBT's concerns, involves, years of experience, level of participation (high, medium, low), and other relevant questions as:

1. How long have you lived in your village?
2. How many years of experience in CBT?
3. Please indicate your level of participation in CBT
4. Please show your dependency on tourism
5. What role do you play?
6. Please answer the following questions based on your position in CBT.
 - 6.1) Homestay owner
 - i. How many tourists stay in your homestay per week?
 - ii. How many tourists per day can your homestay accommodate?
 - iii. How many rooms do you have at your homestay?
 - iv. What is the average length of stay for tourists at your homestay?
 - v. What is the percentage of tourists, in terms of local and international?
 - 6.2) CBT Operator
 - a. Please select your work position in CBT
 - b. Please indicate the types of benefits you receive from CBT.
 - 6.3) CBT communities/villagers
 - a. What kind of participation do you have in CBT?
 - b. Please choose the types of benefits you receive from CBT.
 - 6.4) Community or village leader/CBT leader
 - a. How many times a year do you conduct meetings for CBT community members?
 - b. What encourages community members to participate in CBT?
7. What is your opinion about tourism?
8. In your opinion, what is the level of community participation in local tourism activities?
9. What are the suitable methods to encourage community participation in CBT development?

Section 3 (Section B): Factors influencing community participation in CBT.

This section is related to the questions to ask the respondents about the factors of CBT development in Thailand. The respondents can answer the questions by ticking the boxes on the Likert Scale. The questions include the relationship between ownership, external support, marketing, community empowerment, entrepreneurship, tour package design, community participation factor, and CBT development support, mediated by community participation and benefits. Questions total of 45 questions.

Section 4: Demographic profile

This section is related to the questions to ask for the respondents' personal information, including gender, age, educational level, marital status, income, and occupation (Kang *et al.*, 2008). The question guidelines and the questionnaire are presented in Appendix 5.1. The summary of the questionnaire is shown in Table 3.6.

Table 3.6: Summary of Questionnaire

Part	Topic	No. of Questions	Contents and details
1	Cover Page	0	To explain the purpose of the study
2	General Question on Participation	19	To ask about participants' roles and experiences in CBT
3	Main Constructs	45	The questions concern all variables: community participation, benefits, CBT development support, ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design. Each variable contains four questions.
4	Demographic Profile	7	To request information about the personal data of respondents, including age, gender, educational level, marital status, income, and occupation.

Table 3.6 summarizes the component of the questionnaire of the current study, which involves four sections: (1) the purposes of the study as a cover page, (2) asks about

respondents' participation profile, (3) questions about the agreement in factors of CBT development, and (4) the demographic profile (See Appendix 3.6 and Appendix 3.7).

3.6.2 Scale and Measurements

Bryman (2016) proposed three main reasons for the preoccupation with measurement in quantitative research: (1) measurement allows researchers to delineate fine differences between people in terms of the characteristic in question; (2) measurement gives researchers a compatible device or yardstick for making such distinctions; and (3) measurement provides the basis for more precise estimates of the degree of relationship between concepts (for example, through correlation analysis). The scale refers to the type of compound measurement that includes many items with logical and empirical structures among them; examples of scales include Guttman, Bogardus social distance, Thurstone scales, and Likert scales (Babbie, 2002). The questionnaire with five scales of the Likert scale is applied as the measurement in the current study, including the number 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Table 5.8 summarizes the constructs and questions that are used as the sources of the questions in the current study's questionnaire are presented in Table 3.7 - 3.15.

Table 3.7: Summary of Constructs and Questions [Community Participation]

Community Participation / Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Park <i>et al.</i> (2012)	OQ1. I usually participate in the events in my town	MQ1. I usually participate in the events of CBT in my village	MQ1 = P1	.89
	OQ2. I tend to associate with my neighbours.	MQ2. I tend to associate with my neighbours and CBT members	MQ2 = P2	
Lee (2013)	OQ3. I am involved in the planning and management of sustainable tourism in this community.	MQ3. I participate in the planning and management of CBT in my village.	MQ3 = P3	.90
	OQ4. I am involved in the decision-making for the sustainable tourism of this community	MQ4. I am joined in the decision-making for CBT in my community	MQ4 = P4	
	OQ5. I participate in the promotion of environmental education and conservation	MQ5. I participate in the promotion of environmental education and conservation	MQ5 = P5	.91

Table 3.7 presents the question guides of the community participation study and the selected questions. The questions of Park, Lee, Choi, and Yoon (2012) with the Cronbach alpha (CA) .89 are the guideline in P1 and P2. The researcher designed new questions based on Lee (2013) with CA .90 and .91 for P3, P4, and P5 questions. The Cronbach alpha (CA), which exceeds .7, refers to high reliability and standard for use in a questionnaire. Selected questions show in the questionnaire. For example, MQ1 is shown as P1 position in the questionnaire.



Table 3.8: Summary of Constructs and Questions [The Perceived Benefits]

The Perceived Benefits /Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Lee (2013)	OQ1. Increase employment opportunities	MQ1. I think CBT enhances the chances of job employment	MQ1 = B1	.94
	OQ2. Increase business for local people and small business	MQ2. I feel that CBT increases business for local people and small business	MQ2 = B2	.94
	OQ3. Increase the revenues from visitors for local governments	MQ3. I think CBT increases the revenues from visitors for local governments	MQ3 = B5	.94
Yu <i>et al.</i> (2011)	OQ4. Tourism is a strong economic contributor to our community.	MQ4. CBT is a strong economic contributor to our community.	MQ4 = B3	.82
	OQ5. Tourism benefits other than just tourism industries in our community.	MQ5. I think CBT benefits other than just the tourism industry in our community	MQ5 = B4	.82

Table 3.8 presents the question guidelines by several authors and shows the selected question for the current study. Lee (2013) guides the question of B1, B2, and B3 with a construct reliability of .94 ($CA = .94$), while the question of B4 and B5 are directed by Yu *et al.* (2011) with CA 8.2. The four questions which guided the current study show construct reliability by CA .94 and .82, which are chosen by their high reliability.



Table 3.9: Summary of Constructs and Questions [Ownership]

Ownership /Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Lee (2013)	OQ1. I prefer living in this community over other communities	MQ1. I prefer living in my community over other communities	MQ1 = O1	.93
	OQ2. I feel that this community is a part of me	MQ2. I feel that this community is a part of me	MQ2 = O2	.93
	OQ3. Living in this community says a lot about who I am	MQ3. Living in my community says a lot about who I am	MQ3 = O3	.93
Han <i>et al.</i> (2019)	OQ4. I felt a strong sense of belonging to the CBT destination and its setting or facilities.	MQ4. I felt a strong sense of ownership of my CBT village and its setting/facilities	MQ4 = O4	.87
	OQ5. I was very attached to the CBT destination	MQ5. I was very attached to my CBT village	MQ5 = O5	.87

Table 3.9 illustrates the questions concerning ownership and the chosen questions in this research. It guides by Lee (2013) for question O1, O2, and O3 with CA .93, and Han *et al.* (2019) supports question O3 and O4 with CA .87. All guided questions are selected due to their high reliability, which is represented by CA value.



Table 3.10: Summary of Constructs and Questions [External Support]

Ex Support/ Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Andereck and Vogt (2000)	OQ1. The tourism organization of my community's government should do more to promote tourism	MQ1. The tourism organization of Thailand's government does regular and enough marketing	MQ1 = U1	.95
Hung <i>et al.</i> (2011)	OQ2. Tourism officials host meetings or other forums.	MQ2. CBT officials host meetings for CBT development.	MQ2 = U2	.80
	OQ3. Tourism officials are interested in hearing my opinions.	MQ3. CBT officials are interested in hearing my opinions.	MQ3 = U3	.80
	OQ4. Tourism officials represent my interests in terms of tourism development	MQ4. CBT officials represent my interests in terms of CBT development	MQ4 = U4	.80
	OQ5. Tourism officials provide opportunities for me to be represented in decision-making bodies	MQ5. CBT officials provide opportunities for me to be represented in decision-making bodies	MQ5 = U5	.80

Table 3.10 demonstrates several authors to guide the questions for the current research questionnaire's questions and the chosen questions. Andereck and Vogt (2000) support question U1 with a construct reliability of .95 (CA .95), while Hung *et al.* (2011) provide a guide for U2, U3, U4, and U5 with CA .80. These questions are selected because of its high reliability which is represented by CA .95 and .80.



Table 3.11: Summary of Constructs and Questions [Marketing]

Marketing/Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Han <i>et al.</i> (2019)	OQ1. I encourage my friends and relatives to experience the CBT destination.	MQ1. I suggest relatives and friends experience CBT destination.	MQ1 = M1	.88
	OQ2. If someone is looking for a tour program, I advise them to experience the CBT destination.	MQ2. If someone is looking for a tourism program, I will suggest they experience the CBT destination.	MQ2 = M2	.88
	OQ3. I experienced a guaranteed quality of products/services in shopping centres at CBT destination.	MQ3. Guaranteed quality of products and services in CBT shopping centres is a good practice.	MQ3 = M3	.80
Tajeddini (2010)	OQ4. We compete primarily based on product or service differentiation.	MQ4. We compete primarily based on CBT product or service differentiation.	MQ4 = M4	.82
	OQ5. We have a good sense of how our customers value our products and services.	MQ5. I have a good sense of how my customers value my CBT products and services.	MQ5 = M5	.82

Table 3.11 displays the guidelines of questionnaire questions and selected questions for this study. Han *et al.* (2019) show guidelines for questions M1, M2, and M3 with CA greater than .7; Tajeddini (2010) supports the questions M4 and M5 with CA .82. These questions are chosen owing to the high reliability as revealed by CA value.



Table 3.12: Summary of Constructs and Questions [Community Empowerment]

Com Empow /Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Lee <i>et al.</i> (2013)	OQ1. I donate money or give time to support an environmental organization, including specific destinations.	MQ1. I donate money or give time to support an environment in my community	MQ1 = E1	.84
	OQ2. I volunteer for a group that helps the environment and involves environmental issues.	MQ2. I do volunteer work for a group that helps the environment in the community	MQ2 = E2	
	OQ3. I join in community cleanup efforts	MQ3. I join in my community cleanup efforts	MQ3 = E3	
Lee (2013)	OQ4. I support research for the sustainability of this community	MQ4. I support research for the sustainability of this community and CBT	MQ4 = E4	.90
	OQ5. Improve the conditions of roads and other public facilities.	MQ5. I think CBT improves the conditions of roads and other public facilities.	MQ5 = E5	.94

Table 3.12 gives information about many researchers' question guidelines and presents the selected question in the current study. Lee *et al.* (2013) guide E1, E2, and E3 with CA .84. Meanwhile, Lee (2013) guides the question E4 and E5 with CA .90 and .94. As presented by CA .84, .90, and .94. All questions are selected to head the questions concerning community empowerment in this study.



Table 3.13: Summary of Constructs and Questions [Entrepreneurship]

Entrepreneur/Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Roxas & Chadee (2013)	OQ1. In general, my business strongly prefers low-risk projects with a normal and certain rate of return.	MQ1. There is a strong preference for low-risk activities with a normal and certain rate of return in our CBT business.	MQ1 = N1	.96
	OQ2. Relative to our competitors, our company has a higher tendency to engage in strategic planning activities.	MQ2. Relative to our competitors, our CBT business has a higher tendency to engage in strategic planning activities.	MQ2 = N2	.91
	OQ3. Relative to our competitors, our company has a higher ability to identify customer needs and wants.	MQ3. Relative to other tourism products, there is a higher ability to identify tourist needs and wants in our CBT village.	MQ3 = N3	.92
	OQ4. Relative to our competitors, our company has a higher ability to identify new opportunities.	MQ4. Relative to other tourism products, there is a higher ability to identify new opportunities in our CBT village.	MQ4 = N4	.92
	OQ5. Relative to our competitors, our company has a higher tendency to engage in strategic planning activities	MQ5. Relative to other tourism products, there is a higher tendency to engage in strategic planning activities in our CBT village	MQ5 = N5	.92
Tajeddini (2010)				

Table 3.13 outlines the question guides by some authors and shows the selected questions for this research. Nunkoo and Ramkissoon (2011) guide question N1 with CA .74, while Andereck *et al.* (2005) presented the examples questions for N2, N3, N4, and N5 with CA .91 and .92. These original questions are selected to guide the entrepreneurship questions because the CAs are greater than .7 which is acceptable.



Table 3.14: Summary of Constructs and Questions [Tour Package Design]

Tour Package/Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Jamal <i>et al.</i> (2011)	OQ1. The cultural-oriented performances presented were entertaining.	MQ1. The cultural-oriented performances presented were entertaining.	MQ1 = T1	.83
	OQ2. The excursion around the village is informational.	MQ2. The excursion around our community is informative because of the good tour package design.	MQ2 = T2	.83
	OQ3. The traditional-oriented activities organized by the participating villagers were enjoyable.	MQ3. The traditional-oriented activities in the tour package designed by the participating villagers were enjoyable.	MQ3 = T3	.83
Andereck and Vogt (2000)	OQ4. I favour building new tourism facilities that will attract more tourists.	MQ4. I favour designing a new CBT tour package that will attract more tourists.	MQ4 = T4	.95
	OQ5. Additional tourism would help this community grow in the right direction.	MQ5. Additional tour package creation would help this community grow in the right direction.	MQ5 = T5	.95

Table 3.14 shows the question guides for the current study and the selected questions.

Jamal, Othman, and Muhammad (2011) suggest T1, T2, and T3 with CA .83, while

Andereck and Vogt (2000) guide T4 and T5 with CA .95. These guided questions are

selected because they present high construct reliabilities by CA value (.83 and .95).



Table 3.15: Summary of Constructs and Questions [CBT Development Support]

CBTDevSupp/Source	Original Question (OQ)	Modified Question (MQ)	Selected Question	Cronbach Alpha (CA)
Lee (2013)	OQ1. I support the development of community-based sustainable tourism initiatives.	MQ1. I support the development of community-based sustainable tourism in my village.	MQ1= D1	.91
	OQ2. I participate in sustainable tourism-related plans and development.	MQ2. I join in sustainable tourism-related plans and development.	MQ2 = D2	.91
	OQ3. I cooperate with tourism planning and development initiatives.	MQ3. I cooperate with CBT planning and development initiatives.	MQ3 = D3	.91
Andereck and Vogt (2000)	OQ4. I support tourism as having a vital role in this community	MQ4. I support CBT as having a vital role in this community	MQ4 = D4	.95
	OQ5. My community should plan and manage the growth of tourism.	MQ5. My community should plan and manage the growth of CBT.	MQ5 = D5	.95

Table 3.15 presents the questions guiding the questions in the current study questionnaire and the chosen questions regarding CBT development support. The questions of Lee (2013) are the examples for D1, D2, and D3 with a CA of .91. The questions of Andereck and Vogt (2000) guide D4 and D5 with a CA of .95. (See more details in Appendix 3.1). The scales have been developed to use in this study from a review of the literature. In conclusion, a total of 45 scale items were used to evaluate the constructs in the model as shown in Table 3.16.

Table 3.16: Total of Scale Items Used in this Study

Constructs	Items	Sources
Community participation	5	Lee (2013), Park <i>et al.</i> (2012)
Benefit	5	Lee (2013), Yu <i>et al.</i> (2011)
Ownership	5	Han <i>et al.</i> (2019), Lee (2013)
External support	5	Andereck and Vogt (2000), Hung <i>et al.</i> (2011)
Marketing	5	Han <i>et al.</i> (2019), Tajeddini (2010)
Community empowerment	5	Lee (2013), Lee <i>et al.</i> (2013)
Entrepreneurship	5	Roxas and Chadee (2013), Tajeddini (2010)
Tour package design	5	Andereck and Vogt (2000), Jamal <i>et al.</i> (2011)
CBT development support	5	Andereck and Vogt (2000), Lee (2013)
Total	45	

Table 3.16 presents a total of 45 scale items that were utilized to measure each construct in the model and sources. The constructs have been developed using 5-point Likert scales. These 45 items in the current study measure all 472 respondents (village leaders, CBT operators, homestay owners, and villagers). These 472 respondents were concerned with CBT in their villages. CBT operators and homestay owners receive direct benefits from CBT, while village leaders and villagers receive indirect benefits from CBT. The entrepreneurship construct is used to measure the entrepreneurial mindset of 472 respondents regarding the definition and concept of CBT. First, CBT is defined as tourism managed and owned by the community for the community, enabling visitors to increase their awareness and learn about the community and local

ways of life (Suansri, 2003). Second, CBT is not simply a tourism business that aims to maximize profits for investors; it is more concerned with the impact of tourism on the community and environmental resources (Suansri, 2003). Third, communities that are appropriate for the development of CBT must be chosen carefully and adequately prepared before operating CBT (Suansri, 2003). Before developing CBT, it is necessary to prepare and build the host community's capacity; CBT marketing should promote public awareness of the differences between CBT and mass tourism and educate people to realize the importance of CBT (Suansri, 2003). Last, local cuisines and community tourism development have been inseparably linked through incentives for collaboration, increasing destination competitiveness, entrepreneurship, and community development strategy (Murray & Kline, 2015).

Several studies support communities having a role in and influencing entrepreneurship, and the community engages in activities (community participation) that facilitate investment and are effective for entrepreneurship (Darwish & Van Dyk, 2018; Gruidl & Markley, 2014; Hindle & Moroz, 2010; Korsching & Allen, 2004; Lyons *et al.*, 2012; Martin *et al.*, 2013). Based on Suansri (2003) and Murray and Kline (2015), CBT is a tourism business that is managed and owned by the community for the community through community participation and confronted with tourism impacts. Tourism businesses for community development need the entrepreneurial mindset of community members. Moreover, before being CBT, the community members need to prepare community members for understanding CBT, tourism business, and tourism impacts; thus, all community members cannot be separated from the village group. CBT is not a free-of-charge product; CBT needs to be invested, then CBT gets profits, while sometimes CBT loses money from investment; thus, all community members

need to know these situations via community participation, received information receiving, meetings, announcements by leaders in villages, and benefits getting (high or low level). All community members in a CBT village automatically relate to the entrepreneurial mindset. Income *et al.* (2023) indicated the entrepreneurial mindset components, including the need for achievement, control focus, leadership, risk-taking, innovativeness, learning orientation, and proactiveness. The questionnaire pretesting is explained in the next section.

Pretest

Pretesting can benefit studying if there is a chance to explore the correct answers afterwards; its effect has been successfully illustrated with diverse studying materials, regardless of many erroneous responses being created on initial measurements (Pan & Carpenter, 2023). A questionnaire is continuously likely a mistake while researchers cautiously design a data-gathering instrument; the most factual defence against errors is to pretest the whole questionnaire (Babbie, 2002). The pretest is an experimental design in which the dependent variable is measured before (pretest) manipulation of the independent variable (Cozby & Bates, 2012). The pretest is a baseline measurement for the dependent variable in an experiment, opposite to the post-test – outcome measurement for the dependent variable in an experiment (Saunders *et al.*, 2016). The pretest differs from a pilot test, which pretested the measures of independent and dependent variables before exposure to a stimulus representing an independent variable (Babbie, 2002).

A reformulation of the question can avoid this issue. For example, instead of directly asking about respondents' disposable income, the researcher can provide various

answering categories, which might increase their willingness to answer this question (Mooi & Sarstedt, 2011). Before the researcher distributes questionnaires to the respondents, the questionnaires are tested in the pretest process by five tourism experts. Then, the researchers edit and improve it before the pilot study. The current study's research questionnaire is assessed by five academicians (four persons from Thailand and one from Malaysia) who are experts in tourism area. Based on the questionnaire assessment of the current study by five assessors, the results found that the overall mean (4 of 5 = good) indicates that the questionnaire is suitable for this study.

Pilot Study

A pilot study or pilot test is a small-scale study to test a questionnaire, interview check or observation schedule to minimize the likelihood of respondents having problems answering the questions (Saunders *et al.*, 2016). It refers a small-scale application of an approach measured earlier, retaking it into empirical applications (Nilsson *et al.*, 2023). It reduces the possibility of data recording problems and allows some assessment of the questions' validity and the reliability of the collected data (Saunders *et al.*, 2016). A pilot study is conducted to check the instrument's reliability and purify the measurement items through exploratory factor analysis (Rahman, 2017). The rule of thumb is the most accessible tool to use when estimating the sample size for the pilot test (Whitehead *et al.*, 2015). The current study conducts the pilot study by distributing the complete version of 50 questionnaire samples by the suggestion of Browne (1995). Then, the investigators analyse the data and consider the results for the final edition. The questionnaires are translated into Thai language and distributed to CBT stakeholders in Thailand.

3.7 Data Analysis

Primary data analysis of the current study is categorised to three stages, including preliminary, descriptive, and primary analysis.

3.7.1 Preliminary Analysis

The preliminary analysis is the stage of analysis before moving on to the principal analysis. This stage analyses the primary data to test missing values, outliers, standard method variance, and multivariate assumption analysis.

Missing Value

Missing values are described as the data value that is not kept for a variable in the observation. The problem of missing data is relevant to almost all research and can have a significant result on the conclusions that can be down from the data (Graham, 2009). Multiple imputations (MI) are favourable suggested approaches for replacing missing values in research data (Wolgast *et al.*, 2017). MI is an accepted tool for replacing missing values in survey data (Myers, 2011; Schlomer *et al.*, 2010).

Outlier

Outliers were set as part of the analysis (Hair *et al.*, 1995). The outlier is a case or unit of analysis with extreme values available, which may distort the interpretation of data or make a statistic misleading (Saunders *et al.*, 2016).

Common Method Variance (CMV)

CMV happens when the evaluation technique addresses systematic variances (Doty & Glick, 1998), which is a possible issue in behavioural studies. Common Method Biases (CMB) are an obstacle, which is the primary cause of measurement error, the extent of the CMB caused by CMV (Podsakoff *et al.*, 2003). CMV is defined as a false variance, which is a cause of the measurement method more than the constructs the instruments are supposed to represent (Podsakoff *et al.*, 2003). CMV comes with the systematic error combined by variables and estimated with established as a purpose of the same source of data and means of data collection (Richardson *et al.*, 2009). CMV refers to a false relationship between variables, which a similar approach utilises for each variable (Craighead *et al.*, 2011). Two main approaches to CMV are used to control the method biases (Podsakoff *et al.*, 2012; Williams *et al.*, 2010). First, the researcher should design the research procedures to reduce the effect of approach biases; second, statistical remedies are used to control the impact of common method bias after data collection (Podsakoff *et al.*, 2012; Williams *et al.*, 2010). Chang *et al.* (2010) suggested using multiple remedies to address diverse concerns regarding CMV. Meanwhile, statistical remedies are recommended after data collection and after the data analysis (Tehseen *et al.*, 2017). Statistical remedies include Multi-trait Multi Method (MTMM), CFA-Based MTMM, Harman's Single-Factor Test, and Marker Variable (Malhotra *et al.*, 2006). Harman's Single-Factor Test is a popular method (Thoumrungroje, 2017).

Multivariate Assumption Analysis

Multivariate analysis of variance (MANOVA) is a simple ANOVA with many dependent variables used to measure the difference in two or more vectors of means

(French *et al.*, 1990). Multivariate assumption analysis includes normal distribution, linearity, and homogeneity of variances.

3.7.2 Descriptive Analysis

After primary data is in hand, it is a data analysis statement. The description of the variable is used in descriptive statistics; thus, descriptive statistics are numbers that summarize the data to describe what occurred in the sample (Thompson, 2009). Likewise, descriptive statistics are statistical measures that describe the results of a study; descriptive statistics include measures of central tendency (mean), variability (standard deviation), and correlation (Pearson) (Cozby & Bates, 2012).

3.7.3 Main Analysis by Structural Equation Modeling (SEM)

SEM refers to the equations' set by attaching the assumptions of the analyzed system that the parameters are set based on statistical observation (Tarka, 2018). The equations that utilize the parameters in the analysis amongst the observed or latent variables are referred to as the structural equations (Jöreskog & Sörbom, 1993). The primary SEM analysis measures Reliability and Validity, Exploratory Factor Analysis (EFA), and Confirmatory Factor Analysis (CFA). EFA is conducted to investigate the relations between sets of observed and latent variables. CFA is used when the research has some comprehension (via theory, empirical research or both) of the latent variable structure (Malkanthie, 2015).

3.7.4 Validity and Reliability Analysis

The primary analysis discussed earlier, and any research needs to conduct the reliability and validity of the data discussed in this section.

Validity

Validity is the degree to which a survey instrument assesses what it purports to measure, e.g., a survey of student attitudes toward technological careers would be invalid if it only asked about their knowledge of the newest advances in space technology (Fink, 2010). Validity is also defined as the extent or degree to which an inquiry, method, test, technique, or instrument measures what it sets out or purports to measure; external validity refers to the generalizability of findings (Hammond & Wellington, 2013). Validity in quantitative research refers to whether one can draw meaningful and valuable inferences from scores on particular instruments (Creswell, 2014). Similarly, an attitude survey is not considered valid unless you can demonstrate that people who are identified as having a good attitude based on their responses to the survey are different in some observable way from those identified as dissatisfied. Validity refers to 'truth' and the accurate representation of information that research can be described and evaluated in terms of three types internal, external, and construct validity (Cozby & Bates, 2012).

Internal validity is an ability to conclude causal relationships accurately, while external validity is the extent to the results of a study that can be generalized to other populations and settings (Cozby & Bates, 2012). Internal validity is established when research accurately demonstrates a causal relationship between two variables

(Saunders *et al.*, 2016). External validity concerns a study's result can be generalized to different relevant settings or groups (Saunders *et al.*, 2016). External validity is the applicability of the findings to an actual population more significant than the study cluster, which significantly impacts the actual practicality of a study (Camanni *et al.*, 2023).

Validity consists of four types: content, face, criterion, and construct (Fink, 2010). Content validity is strongly related to face validity but is more formalized (Mooi & Sarstedt, 2011). Face validity is the extent to which the items' content is constant with the construct (Lampert *et al.*, 2023). Criterion validity compares responses to future performance or those obtained from other, more well-established surveys; it comprises two subcategories – predictive and concurrent validity (Fink, 2010). Predictive validity is a survey used to forecast future performance, while concurrent validity is illustrated when two evaluations agree or a new measure is compared with one already considered valid (Fink, 2010). Construct validity relates to the correspondence between a measure at the conceptual level and a purported step (Mooi & Sarstedt, 2011) and the adequacy of the operational definition of variables (Cozby & Bates, 2012). Construct validity occurs when investigations use adequate definitions and measures of variables (Creswell, 2014), which explains the extent to which the new scale presents the construct that can be tested (Hair *et al.*, 2010). Hair *et al.* (2010) and Lampert *et al.* (2023) explained that construct validity consisted of four types: face, convergent, discriminant, and nomological.

Convergent validity is the construct validity, or the score of a measure, which is assessed by examining the extent to which scores on the estimate are related to scores

on other measures of the same or similar constructs (Cozby & Bates, 2012). It is an assessment of the measurement validity of an action that compares it to another measure of the same concept generated from a different method (Bryman, 2016). For example, suppose scores from the new measure, collected at the same time as other measures of depression, were related to scores from those other measures. In that case, it could be said to have evidence for convergent validity (Cozby & Bates, 2012). Discriminant validity is defined as the construct validity, or the measurement score that is assessed by investigating the extent to which scores on the assessment are not related to scores on conceptually irrelevant measurements (Cozby & Bates, 2012). For example, the new measurement being collected at the same time as other measures of nervousness was not concerned with those measures; it could have evidence for discriminant validity because it indicates what was being measured was not nervousness (Cozby & Bates, 2012). Nomological validity has resulted from investigating whether the relationships between the constructs in the measurement theory make sense (Hair *et al.*, 2010; Lampert *et al.*, 2023).

Reliability

Reliability is a pointer of convergent validity supporting the construct validity (Hair *et al.*, 2010; Lampert *et al.*, 2023). Reliability refers to the extent to which a test or technique functions consistently and accurately by yielding the same results at different times or when used by various researchers (Hammond & Wellington, 2013). Reliability refers to the scores of items on research instruments that are inside constant or the item responses constant across constructs, stable over time by test and retest correlations, and consistent in test administration and scoring (Creswell, 2014). Reliability is a standard criterion in standardized quantitative research based on

repeated test applications for assessing whether the results are the same in both cases (Flick, 2015). Reliability is always reported in SEM studies. Four kinds of reliability are often discussed: stability, internal consistency, interrater and intra-rater reliability (Fink, 2010). Composite reliability (construct reliability) measures internal consistency in scale items, much like Cronbach's alpha (Netemeyer *et al.*, 2003). The reliability value is indicated by Cronbach's alpha or coefficient alpha (α), also used to measure internal consistency (Tavakol & Dennick, 2011). The formula of Cronbach's alpha is shown as the following:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Note: N=the number of items; $\bar{c}$ =average covariance between item-pairs; $\bar{v}$ =average variance.

(Source: Tavakol & Dennick, 2011)

The reliable degrees are indicated by rule of thumb is shown in Table 3.17.

Table 3.17: Rule of Thumb for Results

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

(Source: Tavakol & Dennick, 2011)

Table 3.17 presents the rule of thumb for reliable results that show the value and range of Cronbach's alpha, interpreted to internal consistency, e.g., $\alpha \geq 0.9$ is an excellent

internal consistency. A core greater than .7 is usually acceptable (Tavakol & Dennick, 2011).

Data Analysis by Structural Equation Modeling (SEM)

SEM is based on the techniques used to test a model consisting of a set of multivariate techniques; the techniques support the confirmatory rather than the exploratory in examining whether models fit data (Byrne, 2011). The three significant advantages are (1) model testing, where a structure can be imposed as assessed as to fit of the data, (2) detailed assessment of measurement error, and (3) estimation of latent variables via observed variables (Novikova *et al.*, 2013). Multivariate means overlook the evaluation error; however, the SEM estimates the error variance parameters for independent and dependent variables (Byrne, 2011). The Analysis of Moment Structures (AMOS) is a type of SEM and used in the current study.

AMOS is a unique graphical interface, and this system is specifically designed to make fitting SEMs easier (Bacon, 1997). Furthermore, AMOS provides several statistical and descriptive indices as output that reflect the extent to which a model can be considered an acceptable fit to the data (Turner & Witt, 2001). The current study selected AMOS to analyse data because AMOS is user-friendly with a graphical interface with easy and convenient (Bacon, 1997). AMOS is a Covariance-based Approach (CB-SEM) suitable for theory confirmation (Hair *et al.*, 2011) related to this study's purpose. The Partial Least Squares Technique (PLS-SEM) is ideal for the researcher's prediction-oriented purpose, does not require normal data distribution, and accommodates a small sample size, but CB-SEM (AMOS) needs a bigger sample size (minimum >400). The sample size of the current study is 472, and AMOS is

suitable for use. Data analysis consists of a measurement model (confirmatory factor analysis) and a structural model. The current study utilizes AMOS for factor analysis, Cronbach's Coefficient Alpha, hypothesis testing, regression analysis, and path analysis. Additionally, SPSS is used to analyse the descriptive statistics to describe the demographic profile.

Path Analysis

Path analysis examines the informal relationship among variables and the comparative strength of direction and indirect relationship among the variables (Lleras, 2005). Multiple regression analysis is an essential part of path analysis to determine relationships between a dependent and independent variable and to verify the causes of the variation in the dependent variable (McArthur & West, 1974). The distribution of a population is tested in some hypotheses. If the test involves the agreement between a set of sample values and a theoretical distribution, statisticians called a goodness-of-fit test (Massey, 1951).

Model Fit Criteria

Several Fitness Indexes in SEM reflect how well the model fits the data. However, researchers cannot agree on which fitness indices to use. Hair *et al.* (1995) and Holmes-smith *et al.* (2006) recommend using at least one fitness index from each model fit category. Absolute Fit, Incremental Fit, and Parsimonious Fit are the three model fit categories as shown in Table 3.18.

Table 3.18: Categories of Model Fit and Name of Index

Category	Index	Description	Level of Acceptance	Source
Absolute Fit	Chi-Square	Assess the overall fit and the discrepancy between the sample and fitted covariance matrices. Sensitive to sample size. H0: The model fits perfectly.	P-value > 0.05	Wheaton <i>et al.</i> , (1977)
	RMSEA	A parsimony-adjusted index. Values closer to 0 represent a good fit.	$0.05 \leq \text{RMSEA} \leq 0.10$	Browne and Cudeck, (1993); Byrne, (2001)
	GFI	The Goodness of Fit Index is the proportion of variance accounted for the estimated population covariance. Analogous to R ² . AGFI favours parsimony.	$0.90 \leq \text{GFI} \leq 0.95$	Joreskog and Sorbom (1984); Byrne, (2001)
	AGFI	Adjust Goodness of Fit Index.	$0.85 \leq \text{AGFI} \leq 0.90$	Tanaka and Huba (1985); Byrne, (2001); Celikkol <i>et al.</i> (2018)
Incremental Fit	CFI	A revised form of NFI. Not very sensitive to sample size. Compares the fit of a target model to the fit of an independent or null model.	$0.95 \leq \text{CFI} \leq 0.97$	Bentler (1990); Hair <i>et al.</i> (2010)
	TLI	Sometimes the NNFI is called the Tucker-Lewis Index.	TLI > 0.9	Bentler and Bonett (1980); Hu and Bentler (1998)
	NFI	(Non) A normed Fit Index of .95 indicates the model of interest improves the fit by 95% relative to the null model. NNFI is preferable for smaller samples.	$0.90 \leq \text{NFI} \leq 0.95$	Bollen (1989)
Parsimonious Fit	Chisq/df	Chi-square value = CMIN. If significant, the model can be considered unsatisfactory. DF = degree of freedom measures the number of independent values that can diverge without obstructing any limitations in the model.	Chi-square/df < 5.0	Marsh and Hocevar (1985)

(Source: Awang, 2014; Celikkol *et al.*, 2018; Aimran & Ahmad, 2014)

Table 3.18 summarizes the three categories of model fit and the name of indices, including Absolute Fit, Incremental Fit, and Parsimonious Fit. Goodness-of-Fit Index (GFI) should lie between zero and one, preferably close to one (Turner & Witt, 2001). Goodness-of-fit Index (GFI) is presented in Table 3.19.

Table 3.19: Goodness-of-Fit Index

Analysing by		Statistics for Analysis and Suggests on Fit Indices
Goodness-of-Fit test	SEM	CMIN/DF less than 5.0 (Marsh & Hocevar, 1985)
		P-value exceeds 0.05 (Byrne, 2010)
		GFI exceeds .90 (Byrne, 2010)
		AGFI exceeds .90 (Byrne, 2010)
		RMS should not exceed .08 (Hair <i>et al.</i> , 2010)
		TLI exceeds .95 (Hu & Bentler, 1998)
		CFI exceeds .95 (Hair <i>et al.</i> , 2010)
		RMSEA < .08 (Byrne, 2010)

Note: GFI: Goodness-of-Fit Index, CMIN/DF: minimum discrepancy (discrepancy divided by degree of freedom), *p-value*: probability value, AGFI: Adjust Goodness-of-Fit Index, RMS: Root Mean Square Residual, TLI: Tucker-Lewis Index, CFI: Comparative Fit Index, RMSEA: Root Mean Square Error of Approximation.

(Source: Punpukdee, 2016).

Table 3.19 shows Goodness-of-Fit Indices, which contributed statistics for analysis and suggests fit indices. Goodness-of-Fit indices include CMIN/DF less than 3.0 (Hair *et al.*, 2010), P-value exceeds 0.05 (Byrne, 2010), GFI exceeds .90 (Byrne, 2010), AGFI exceeds .90 (Byrne, 2010), RMS is lower .08 (Hair *et al.*, 2010), TLI exceeds .95 (Hu & Bentler, 1998), CFI exceeds .95 (Hair *et al.*, 2010), and RMSEA less than 0.08 (Steiger, 1990).

3.8 Preliminary Inquiry Study

A preliminary inquiry is a process by which a research idea is refined to turn it into a research project; this may be simply a review of the relevant literature (Saunders *et al.*, 2016). The preliminary inquiry study aims to explore the crucial CBT development

factors and new factors that have not been studied based on literature reviews. The result of this initial inquiry led to the objectives and research questions of the current study. This preliminary inquiry is concerned only with the Phitsanulok Province in Thailand; however, the fundamental research concerns all regions in Thailand. This section supports the development of the current study's objectives to initial and refine the literature reviews about CBT development factors. This section also helps understand the CBT scenario of undertaking a qualitative interview study.

3.8.1 Research Objectives and Research Questions of Preliminary Inquiry Study

Research Objectives (RO)

1. To study the CBT situation in Phitsanulok Province of Thailand
2. To indicate the role of communities and community participation in CBT
3. To study CBT development factors in Phitsanulok Province of Thailand

Research Questions (RQ)

1. How do the current situation of CBT in Phitsanulok Province?
2. What do the role of communities and community participation in CBT?
3. What are the suite CBT development factors in Phitsanulok Province?

3.8.2 Research Method and Data Analysis of Preliminary Inquiry Study

Research Method

The preliminary inquiry is a qualitative study by interviewing ten villagers in three villages and one project founder from an organization in Phitsanulok Province (Wang

Chan Village, Plak Red Village, and Pha Rung Mhee Village), including village headmen, CBT operators, and homestay operators as well as CBT project founder. A structured interview form is a research tool. (See Appendix 3.2 for more details).

Data Analysis

The primary data of the qualitative study is analyzed by coding. The qualitative data analyzing process involves preparing, segmenting, coding, categorizing, and thematizing by NvivoPLUS12. The NvivoPLUS12 is a computerized program to be used for qualitative data analysis. NVivo is a Qualitative Data Analysis (QDA) software package with the first release in 1999 that QSR International developed – a qualitative research software based in Melbourne, Australia (Bazeley & Jackson, 2013). NVivo only provides researchers with tools that assist them in analyzing qualitative data (Bazeley & Jackson, 2013). An NVivo project typically comprises data records, memos, nodes to store coded references to researchers' data, variable-type information, documents of and results from interrogative queries conducted on researchers' data, and models showing relationships between items in researchers' data (Bazeley & Jackson, 2013). The steps of data analysis are explained as the followings:

1. The stage is to prepare all interview data by decoding from the sound record and noted paper. Then, the researcher interpreted the data in Microsoft Word.
2. The segmenting stage is segmented data by key informants (leaders, CBT operators/homestay operators, and a project founder). Data such as demographic profile and CBT factors also segment data.
3. The coding stage is to insert the Microsoft words of recorded data into the NvivoPlus12 program and open coding. The researchers determine the codes. These codes represent long data and can present the meaning of long data.
4. The categorizing stage is to categorize the codes by their similar meaning of codes. The density of codes helps the classifying process. For example, the code 'HAPPINES' indicates the highest density, such as ten densities from 10 interviewees among other codes, so HAPPINESS is categorized as the highest density among other codes.

5. The thematizing stage is to theme the categorized codes as a theme. The data is presented in tables and figures.

The Area of the Study

Phitsanulok is a province situated in the part of the central Thailand. The province has natural sites, historical attractions, and cultural destinations. The Khmer ruled this city and region since the tenth century (TAT Phitsanulok, 2010). Phitsanulok is between the Nan and Khwae Noi Rivers (TAT Phitsanulok, 2010). This city was built in the Sukhothai Period and presented its role as a city of buffer for the Ayutthaya Kingdom since the 14th century (TAT Phitsanulok, 2010). The town is 377 kilometres from Bangkok. The city covers about 10,815 square kilometres, featuring mountains, plains, and forest in the east and river basin (TAT Phitsanulok, 2010). Phitsanulok's map is shown in Figure 3.3.



Figure 3.3: Map of Phitsanulok Province and Areas of the preliminary inquiry
(Source: Author's works)

Figure 3.3 demonstrates Phitsanulok Province's Map, photos of key informants, and the CBT attractions, which are the preliminary study's area and unit of study. Phitsanulok comprises nine districts involving Mueang Phitsanulok, Wang Thong, Phrom Phiram, Bang Rakam, Bang Krathum, Nakhon Thai, Wat Bot, Chat Trakan, and Noen Maprang.

3.8.3 Results of Preliminary Inquiry Study

The results report the demographic profile of key informants, situation, participation, the role of socio-demographics, existing factors, and new factors of CBT development.

Demographic Profile

The demographic information of ten key informants is presented in Table 3.20.

Table 3.20: Demographic Profile of Preliminary Inquiry

Demographics		Frequency	%	N
Gender	Male	2	20	10
	Female	8	80	
Age (years)	40 and lower	3	30	10
	41 – 59	5	50	
	60 and above	2	20	
Education level	High school and lower	3	30	10
	College and bachelors	5	50	
	Master and above	2	20	
Role in Community	Community leader	3	30	10
	CBT/Homestay operator	6	60	
	Other	1	10	
CBT Experience (years)	1 – 5	7	70	10
	6 and above	3	30	

Table 3.20 shows the key informants are 10 people, including 8 females and 2 males. Most of the age is 41-59-year-old 5 people but aged 60 and above 2 persons, while

aged 40 and lower 3 persons. Most of them graduated from college and bachelor's level 5 persons, and the rest graduated from high school and lower level 3 persons and master level 2 persons, respectively. They work in the government sector and business sector 4 persons per each while working as the business owners and other only 2 people. Most of them play the role of CBT and homestay operators of 6 persons, 3 persons are leaders, and a person cannot be identified. The biggest group has experience in CBT between one to five years 7 people, but the rest has 6 years and above 3 people. (See Appendix 3.3 and 3.4 for more details).

Factors Influencing CBT.

The findings are presented by the sequences of the research objectives (RO).

(RO1) To study the CBT situation in Phitsanulok Province of Thailand

The findings reveal the situations of CBT, participation, and the roles of communities.

The situation of CBT in Phitsanulok Province is illustrated based on Figure 3.4.

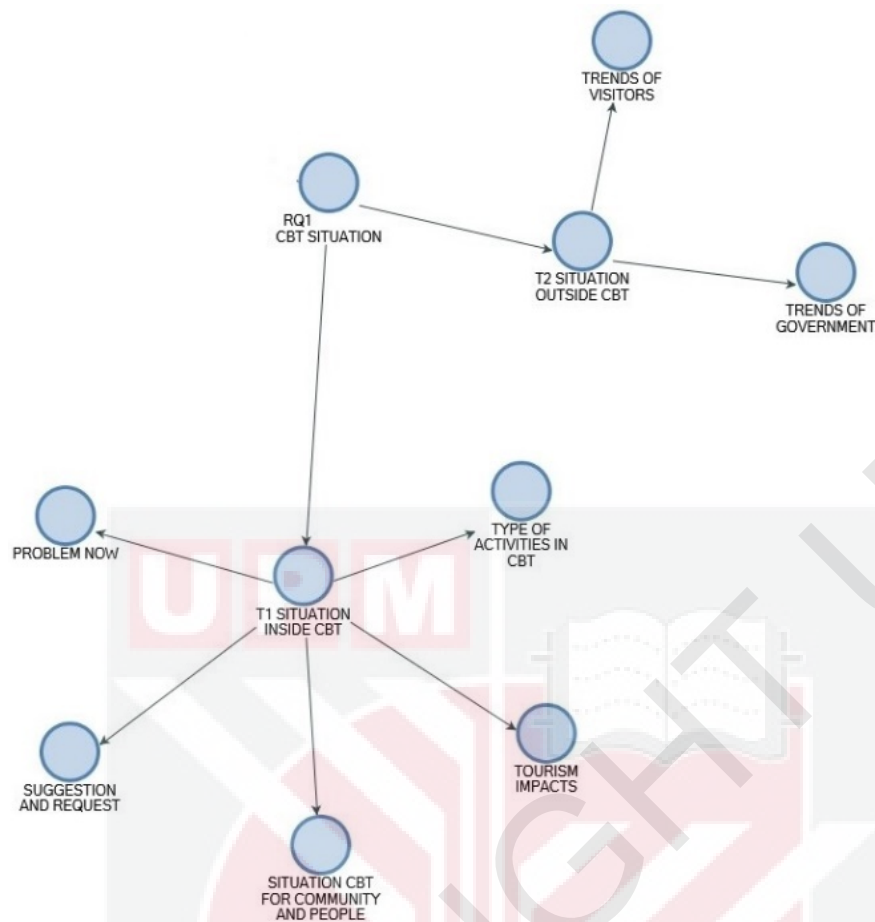


Figure 3.4: Situations of CBT in Phitsanulok Province
(Source: Nvivo 12PLUS)

Figure 3.4 presents the situations of CBT in Phitsanulok Province, including the internal condition, external status, participation, and role of communities. The situation at CBT Phitsanulok: the problems now include the community leaders having insufficient participation in CBT and local people not believing in their leaders' leadership. The number of tourists is increasing, but the capacity of homestays is limited to only 100 visitors per month. The local people have more alert to serve visitors, while people in two communities of three would like to have more community participation in CBT. The villagers want more support from experienced mentors in product design and tourism promotion. They also need more supportive funds. Tourism impacts are emerging in the villages, including more garbage. However,

people get more income and improving language skills. The tourism products here are adventure tourism, cultural tourism, nature, and spiritual tourism. The outside situation that affected CBT in Phitsanulok Province is: (1) the government provides more funds, policy support, and knowledge training, and (2) visitors prefer travelling in their own country and visiting local communities.

(RO2) To indicate the role of communities and community participation in CBT participation.

The role of communities and participation are shown in in Figure 3.5.

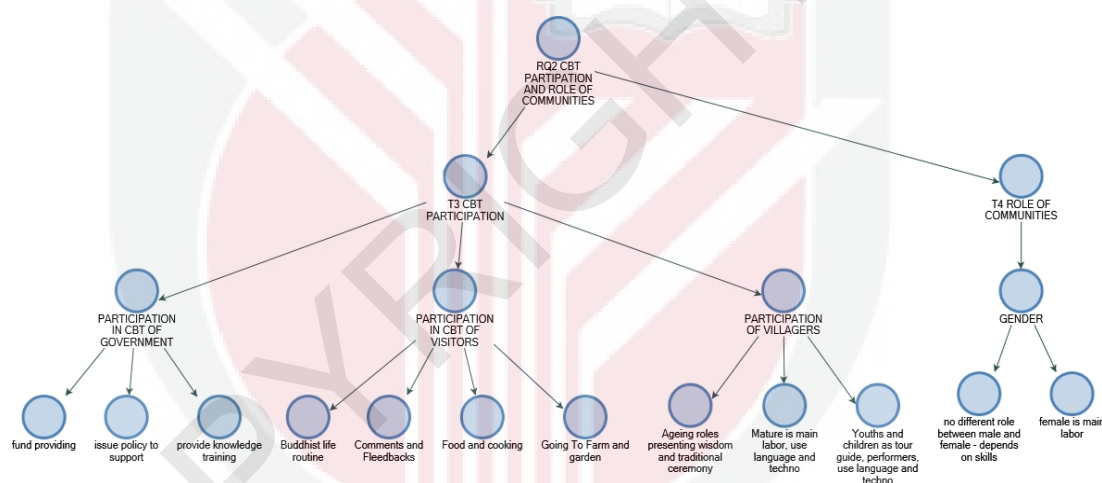


Figure 3.5: Participation and Role of Stakeholders in CBT
(Source: Nvivo 12PLUS)

Figure 3.5 shows the participation and role of stakeholders in CBT. The community participation in Phitsanulok's CBT can be summarized as follows: (1) government participation through fund provision, training operations, and supportive policy issues. (2) Visitors' participation is based on joining the Buddhist ceremonies and activities, cooking local cuisine, and going to farms. (3) Villagers' participation is based on presenting wisdom and traditional practices by ageing people, generally working by

the mature group as the primary labour and conducting tour guides and performers youths. Females present their role as the primary labour in CBT. However, gender is not a determinant of working functions in this community. The tasks depend on their abilities and skills.

(RO3) To study CBT development factors in Phitsanulok Province of Thailand.

The factors on the development of CBT are categorized based on three categories, including (1) Important Factors, (2) Very-Important Factors, and (3) New Factors, as presented in Figure 3.6.

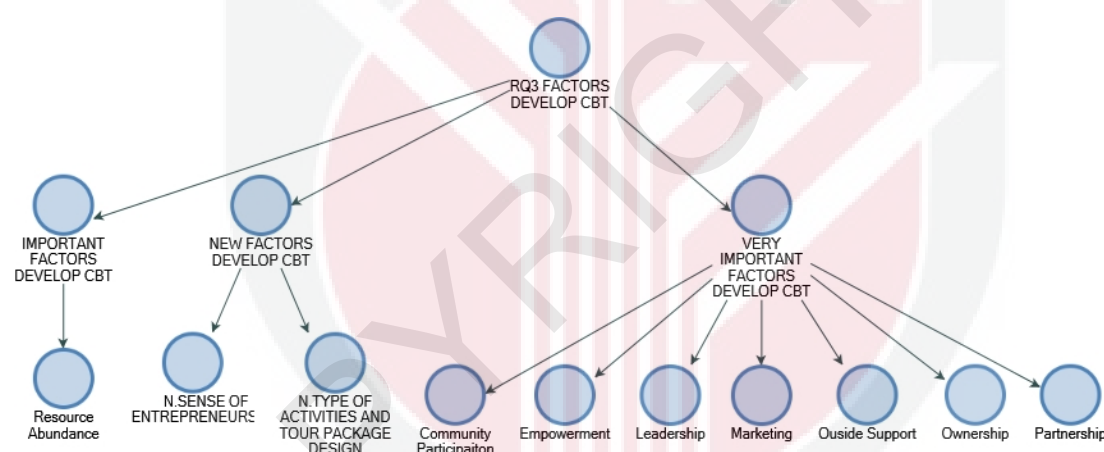


Figure 3.6: Factors of CBT Development
(Source: Nvivo 12PLUS)

Figure 3.6 presents the factors of CBT development. The very-important factors included (1) community participation, (2) ownership, (3) outside support and supportive policy, (4) marketing, value-added and supply chain, (5) empowerment and people potential, (6) leadership, and (7) partnership. Likewise, the important factor is resource abundance. The density of each factor is displayed in Table 3.21.

Table 3.21: Density of Factors

Group	Factor	Density
Very important	Community participation	3
	Ownership	2
	Outside support and supportive policy	2
	Marketing, value-adding and supply chain	2
	Empowerment and people's potential	1
	Leadership	1
	Partnership	1
Important	Resource abundance	4
New	Sense of entrepreneurship	1
	Type of activities and tour package design	1

Table 3.21 reports the existing factors of CBT development are categorized according to the degree of importance. It also provides information about the frequency of factors provided by key information during the preliminary inquiry interview. Community participation is the most important factor among interviewees (Density 3). Ownership, outside support and supportive policy, marketing, value-adding, and supply chain are mentioned by the key informants two times (Density 2). Empowerment and people's potential, leadership, and partnership are mentioned once in the interview. The important factor is resource abundance. The study found new factors for CBT development, including a sense of entrepreneurship, and types of activities and tour package design.

Discussion and Conclusion

Summary of preliminary inquiry findings found that CBT's challenges involve: (1) communities do not trust in leaders, and there is no unity among themselves. (2) Leaders have less participation and do not acknowledge the importance of CBT, while communities have insufficient participation in CBT. (3) Homestays do not get Thailand Homestay Standard Certificates from MOTs. The negative impacts are increasing the volume of garbage and conflict among communities because of benefits.

In contrast, the positive effects are communities having a prouder community, conserving culture, well-known community, tree planting, language skill improvement, and more unity amongst people if compared to the past. The very-important factors in developing CBT involve community participation, empowerment, leadership, marketing, outside support, ownership, and partnership. Besides, new factors include (a) a sense of entrepreneurship and (b) activity types and tour package design. Finally, Phitsanulok province needs to consider these seven existing and two new factors as relevant factors in developing CBT. The new factors of CBT development in Phitsanulok are discussed as the followings:

Entrepreneurship Skill

Entrepreneurship is a new factor in the current study. Gompers *et al.* (2010) identified two types of serial entrepreneurs. (1) Serial entrepreneurship in venture capital-financed firms. (2) Serial entrepreneurship in general. Entrepreneurship involves bundling resources and deploying them to create new organizational and industry configurations (Gompers *et al.*, 2010; Ireland *et al.*, 2003; Schoonhoven & Romanelli, 2001). Social entrepreneurship can produce many advantages regarding added value; hospitality operations are perfectly suitable for local populations with no previous understanding of the hospitality product or international visitor standards (Sloan *et al.*, 2014).

Type of Activities and Tour Package Design

Types of activities and tour package design are new factors in this preliminary study, which identifies their differences in each region in Table 3.22.

Table 3.22: Types of CBT Activities in Thailand

Region/Community	CBT Activities	Source
North/Ban Mae Kampong, Chiang Mai Province.	Visitors can join and observe traditional Lanna culture through homestays, welcoming and blessing ceremonies (Bai Sri Sukwan), cultural shows (dance and music), almsgiving to monks, local foods, and outdoor education. Outdoor education includes handicraft and souvenir production, visiting waterfalls, hiking in natural trails, agroforestry (Miang tea and coffee), and Zip line adventure (operated by the private sector).	Boonratana (2011b).
Northeast/Ban Phong Neep, Loei Province.	Visitors can visit the principal Buddha statue of the village and make merit, survey the forest, swim, and relax in the Tat Yai area (stone courtyard). Educational activities include photo taking and mist sea observing and preserving food production.	Phoungmanee <i>et al.</i> (2023).
Central/Ban Na Ton Chan Village, Sukhothai Province.	Visitors can join the ritual ceremony and traditional song performances and observe handicraft product production, including wooden dolls, wooden musical instruments, and muddy textile weaving. Outdoor activities include visiting the rice fields and fruit gardens.	Witchayakawin and Tengkuan (2018).
South/Koh Yao Yai Island, Phang Nga Province.	Visitors can join afforestation, mangrove tree growing, observe monkeys collecting coconuts, the processes of rubber tapping, take boating, and ride a motorbike around the island for outdoor activities. Educational activities include watching the production of shrimp paste and investigating fishery and the way of life of fishermen.	Witchayakawin (2017).

(Source: Authors' compilation)

Table 3.22 presents the types of CBT activities in regions of Thailand. The activities in CBT of Koh Yao Yai in the south region include afforest and mangrove tree growing by school members, villagers, and visitors. Other activities on this island are observing the shrimp paste production, seeing monkeys collecting coconuts, watching the process of rubber tapping, investigating the fishery way of life, boating, and riding by rental motorbike on the island. The CBT activities in Ban Na Ton Chan in the central Thailand provides joining the ritual ceremony, observing the way of life presentation by locals (traditional songs, crafted local wooden dolls, musical instruments, muddy textile weaving), and visiting rice fields and fruit garden. Activities in CBT depends on local treasures and resources that present the uniqueness of the location. The Activities in the south of Thailand include rubber tapping and fishery concerns with the ocean. In contrast, the CBT activities in the central region include textile weaving, rice fields, and fruit gardens, which involve mountain and freshwater activities. Afforesting is one of popular CBT activities. Miang in the north is a kind of unique and native snack, which is wrapped in tea leaves, eaten as a snack for refreshment. Northeast people expert to make preserving food, such fermented fish and Isan sausage (northeastern style sausage).

Tour package is one of the principal modes of outbound tourism is a group package tour (GPT), and the unique characteristic of the GPT is the tour leader (Fesenmaier *et al.*, 2002). Djordjevic and Hristov-Stancic (2016) found that the significant tour package provided benefits among tourists by ranking the highest to lowest, including reduction of the total travel price, adaptable travel programs to individual needs, a combination of many services, providing necessary information at destinations, designing a unique experience, organizing visits to different sits at destinations, and

facilitation at destinations. A tour package combines diverse tourist sites and additional contextual information, including destination, hotel, price, landscape, and activities. Tourists significantly influence the data to select suitable tour packages (Fesenmaier *et al.*, 2002). Ge *et al.* (2011) developed two cost-aware latent factor models to recommend tour packages by considering both cost constraints and the tourist's interests (Fang *et al.*, 2014; Ge *et al.*, 2011; Lu *et al.*, 2016). The types of activities and tour package design are used as independent factors in the current study.

3.9 Pilot Test Result

This section describes the result of the pilot test of the study. The section also explains the validity and reliability of the questionnaire instruments by applying factor analysis and Cronbach's coefficient alpha and then displays the pilot test results. The questionnaires were pretested with 50 samples of community members in the CBT villages of Phitsanulok Province. The pilot test of the questionnaires assists in refining potential difficulties and confusion about the survey questions.

Validity and Reliability of the Instrument

Validity and reliability are the most significant qualities of constructing and evaluating measuring instruments (the questionnaire). The questionnaires must ensure that they are consistently used (Rudestam & Newton, 2007). The reliability of a quantitative instrument is the ability of an assessment to make consistent results. Cronbach's coefficient alpha (CA) was tested to the questionnaires' internal consistency to ensure the reliability of the questionnaires to extend all items in the measurement in the same concept (Tavakol & Dennick, 2011). Validity in the quantitative approach is applied

to the quality, rigor, and trustworthiness of observations, interpretations, and conclusions. The credibility of results is established by (1) spending sufficient time with the respondents to verify for misrepresentations, (2) searching the information of respondents, and (3) recording or keeping data from the survey ending (Rudestam & Newton, 2007). The investigators explain the causes for inconsistent, divergent, or contradictory evidence in the discussion findings. The pilot data of this study were tested for factor analysis, reliability, and descriptive analysis. The reliability shows the value of CA, while the descriptive statistics are included mean ($\bar{x}$), standard deviation, Skewness, Kurtosis, and percentage.

3.9.1 Factor Analysis

Factor analysis ensures the construct validity of the questionnaires, which present the construct and characteristic scale measuring questions. Factor analysis answers theoretical questions of why a scale works and what deductions can be applied involving the theory underlying the scale (Malhotra, 1996). Factor loading is the correlation coefficient for the variable and factor; it presents the variance explained by the viability of that particular factor (Watkins, 2018). For orthogonal solutions, the factor loadings can be interpreted as correlations between common factors and measured variables (Watkins, 2018). The correlations range from -1.00 to +1.00, and the proportion of variance in a measured variable contributed by a common factor can be computed by squaring the factor loading (Watkins, 2018). Conversely, oblique solutions produce two types of factor loadings: structure and pattern coefficients (Watkins, 2018). Structure coefficients can also be interpreted as correlations between common factors and the measured variables. However, pattern coefficients are no

longer straightforward factor-variable correlations but are similar to standardized partial regression coefficients (Watkins, 2018). Forty-five questions were tested, and CFA categorizes CBT development into nine factors: community participation, benefits, ownership, external support, marketing, community empowerment, entrepreneurship, tour package design, and CBT development support.

3.9.2 Cronbach's Coefficient Alpha

Cronbach's coefficient alpha (CA) was applied to ensure the construct validity of the questionnaires and to test internal consistency. Therefore, CA links to the correlation of the items in the measurement; it expresses a number between 0 and 1, but a reliability coefficient of .7 or higher is considered acceptable for this study (Tavakol & Dennick, 2011). The effects of the pilot study's reliability analysis are shown in Table 3.23.

Table 3.23: Reliability Test for Pilot Testing

Variables	Number of Items	Cronbach's Alpha	N
Community Participation	5	0.924	50
Benefits	5	0.903	
Ownership	5	0.918	
External support	5	0.905	
Marketing	5	0.835	
Community empowerment	5	0.766	
Entrepreneurship	5	0.920	
Tour package design	5	0.896	
CBT development support	5	0.927	

Note: N = Number of samples.

Table 3.23 displays the effects of the pilot study's reliability analysis. These results indicated that the Cronbach's alpha values for each of the nine components exceeded the criterion of 0.7, with community participation being 0.924, benefits being 0.903,

ownership being 0.918, external support being 0.905, marketing being 0.835, community empowerment being 0.766, entrepreneurship being 0.920, tour package design being 0.896, and CBT development support being 0.927. Besides, an assessment of all Cronbach's Alpha "if Item Deleted" values revealed that there would be no substantial increases in the values if any of the items were removed. The analytical results confirmed the reliability of the questionnaire used in this study; hence, it was concluded that it is appropriate for the primary data collection.

3.9.3 Descriptive Analysis of Pilot Study

Descriptive analysis was to test the data, which was then conducted using SPSS for the demographic data and constructs.

Descriptive Statistics of the Constructs

Descriptive statistics, including mean, standard deviations, skewness, and kurtosis, were employed to analyze the data, as shown in Table 3.24.

Table 3.24: Descriptive Statistics of the Constructs

Variable	Total item	Mean	Std. Deviation	Skewness	Kurtosis
Community Participation	5	4.472	.792	-.312	.323
Benefits	5	4.452	.650	-.215	.070
Ownership	5	4.452	.737	-.249	.086
External support	5	3.676	.933	-.049	-.061
Marketing	5	4.376	.635	-.232	.114
Community empowerment	5	4.452	.616	-.222	.083
Entrepreneurship	5	4.036	.809	-.143	-.011
Tour package design	5	4.340	.756	-.233	.137
CBT development support	5	4.644	.627	-.378	.455

Table 3.24 shows descriptive statistics of the constructs. All means are more than the midpoint of 3.00. The standard deviations vary from .616 to .933, indicating a narrow

spread around the mean. The skewness index varies from -.049 to -.378, while the kurtosis index varies from -.061 to .455. Therefore, the data in this study is considered normal for structural equation modelling purposes. (See Appendix 3.8 for more details).

Descriptive Statistics of the Demographic data.

The following descriptive analysis was conducted on the demographic data of the pilot study, as presented in Table 3.25.

Table 3.25: Demographic Profile of the Respondents in the Pilot Study

Demographic category	Frequency (F)	Percentage (%)	No. of samples (N)
Gender			
Male	7	14	50
Female	43	86	
Age (years)			
18-35	7	14	50
36-45	5	10	
46-55	17	34	
56-77	21	42	
Educational level			
High school and less	37	74	50
Certificate	2	4	
Diploma	1	2	
Bachelor's degree	8	16	
Graduate degree	2	4	
Marital status			
Single	9	18	50
Married	32	64	
Divorced	1	2	
Widowed	6	12	
Separated	1	2	
Others	1	2	
Occupation			
Business owner	3	6	50
Company employee	1	2	
Government staff	1	2	
Agriculture/fishery	29	58	
Unemployed/retired	10	20	
Others	6	12	
Income			
147 USD per month or less	23	46	50
148-295 USD per month	16	32	
296-443 USD per month	4	8	
> 443 USD per month	7	14	

Table 3.25 illustrates the descriptive results, which show 50 respondents, including 42 females and 7 males. Most of the age is 56-77-year-old 21 people, followed by age 46-55-year-old 17 people, age 18-35-year-old 7 people, and age 36-45-year-old 5 people. Most of them graduated from high school and lesser level 37 persons, followed by bachelor's degree level 8 persons, certificate level 2 persons, graduate degree level 2 persons, and diploma level 1 person. Most of them married 32 subjects, followed by single 9 subjects, widowed 6 subjects, divorced 1 subject, separated 1 subject and another status 1 subject. They work in agriculture and fishery 29 persons, followed by unemployed and retired 10 persons, other occupations 6 persons, business own 3 persons, company employee 1 person, and government staff 1 person. Most of them have income 147 USD per month or less, followed by 148-295 USD per month 16 persons, more than 443USD per month 7 person, and 296-443 USD per month 4 persons. (See Appendix 3.9 for more details).

3.10 Chapter Summary

The current study is designed as non-experimental correlational quantitative research by the survey. The population is the people concerned with CBT in Thailand, including village leaders, CBT operators, homestay owners, and villagers. The total population is 69,404 subjects, and the sample size is 472. The scope of the study area includes the north, the northeast, the central region, and the south of Thailand. The research tool is a self-administered questionnaire available in print-out papers. The current study collects primary data via face-to-face self-administrative questionnaires. Data collection is divided into secondary and primary data. The secondary data for both approaches is collected by reviewing the document (research, national organization's

official website, and credible online newspaper). Purposive sampling technique is used for primary data collection by survey. The quantitative data is analyzed using the statistical approaches (SPSS and SEM). SPSS analyses the data of frequency, percentage, and mean. SEM [AMOS] analyses the data of reliability, validity and the testing of hypotheses. The preliminary study is designed as a qualitative study by interviewing the CBT stakeholders in Phitsanulok Province of Thailand, and the data are analyzed by coding by NvivoPLUS12. The findings of the preliminary study present the very important factors of CBT including community participation, ownership, outside support and supportive policy, marketing with value adding and supply chain, empowerment and people's potential, leadership, and partnership. The preliminary study also found new factors, including a sense of entrepreneurship, and type of activities and tour package design. The pretest of the questionnaire for the current study by five experts has done and it is suitable for using. The pilot test by collecting data from 50 CBT stakeholders has done for testing of validity and reliability, including factor analysis, Cronbach's coefficient alpha, and descriptive analysis (mean, standard deviation, Skewness, Kurtosis, and percentage). The main analysis is explained in next chapter.

CHAPTER 5

DISCUSSION, CONTRIBUTION, LIMITATION AND FUTURE RESEARCH

5.1 Introduction

This chapter explains a discussion and summary of the study's results regarding respondents' socio-demographics, the background of respondents related to CBT, stakeholders' characteristics, benefits of tourism and CBT participation. Besides, theoretical contribution, practical implications, limitations, and recommendations for future study are discussed. This final chapter focuses on interpreting the findings reported in Chapter Seven and fulfilling the thesis's aims by answering the research questions. These are (1) What is the relationship between the factors influencing CBT community participation and community participation; and (2) Does community participation mediate between the identified factors and CBT development support? (3) Do the perceived benefits mediate between community participation and CBT development; and (4) Does socio-demographics play a moderator role between community participation and CBT development support? Finally, this chapter is closed with a conclusion.

5.2 Respondents Profile

The study designed an empirically testing model for better comprehending the relationships between factors (ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design) and community

participation among stakeholders in CBT villages throughout Thailand. The model examines the relationship by discovering the impact of community participation on the relationship between the six factors and CBT development support. Furthermore, this model aims to understand better the relational bonds to investigate the effect of the perceived benefits on the relationship between community participation and CBT development support. Further, the model intends to look out more for comprehending the relational directions by investigating the effect of socio-demographics on the relationship between community participation and CBT development support. The following section explains the respondents' socio-demographics and circumstances of CBT in Thailand (roles of stakeholders, homestay capacities, the importance of tourism, participation in CBT, and methods encouraging people to participate in CBT).

5.2.1 Respondents' Socio-demographics

The total respondents of this study are 440 subjects. Respondents' divisions in terms of gender were nearly equal—almost 30% of the respondents were between 36 and 45 years old. The rest belonged to groups aged 46-55, 56-64, 26-35, 65-77, and 18-25. The highest educational accomplishment belonged to the respondents holding bachelor's degrees. The rest are the groups of high school or less, diploma, certificate, and graduate degree. About 70% of respondents were married, but the smallest group in terms of marital status fit the separated group and others. The rest were the groups of single, widowed, and divorced. Almost half of them worked in agriculture and fishery, while another 20% defined themselves as business owners nearby. The respondents who worked in the government sector, group of unemployment or retirement, and others showed a shallow rate.

Nevertheless, those working as company employees were the lowest rate among the respondents. Most of them, approximately 35%, stated a monthly income between 148 and 295 USD. Those who received more than 443 USD were about 30%, and 147 USD or less were about 25%. The smallest group gained a monthly income between 296 USD and 443 USD. About 35% of them live in the southern region of Thailand. Approximately 25% live in the central region, and about the same number of respondents are from the northern region. The smallest group is from the northeastern region. The data of respondents' socio-demographics in this study presents the identification and representatives of the CBT population in Thailand, which impacts the study results. Gender, age, marital status, and income of the respondents provide a critical role in the moderation of community participation which has a relationship with CBT development support. These data are crucial to describe the characteristics of CBT members who affect the results in this thesis.

5.2.2 Respondent's CBT Profile

All respondents in this study are CBT stakeholders in Thailand. Approximately 90% of stakeholders stayed in their villages for at least ten years. Amongst them, almost 35% had experience in CBT of about 1 to 3 years, and those percent had the CBT experience of lower than one year, about 10%, were the smallest group. Surprisingly, almost 20% had CBT experience about 10 years or over. Most of them participated in CBT at the medium level, but only 5% of them had participation at the lowest level. More than half of them depended on tourism at the medium level, while almost 40% relied on tourism at the high level. Nearly half of them are villagers, and another half are those who worked directly with CBT, including homestay owners, CBT operators,

CBT leaders/community leaders. The respondents in this study were categorized into four groups, including homestay owners, CBT operators, villagers, and CBT leaders/community leaders who provided different and exact information about CBT based on their unique roles. Data in this part identify engagement between stakeholders, and CBT averaged high level, supporting other data in this study.

Homestay owners

Homestay owners who responded to the questionnaire were 109 subjects provided information about homestays and tourists. More than half of homestays in Thailand received 1 to 15 tourists per week, but the rest could accept between 16 and 150 tourists per week. More than half of homestays could accommodate tourists between 1 to 10 persons, but the rest of them was able to receive several visitors between 11 to 150 persons. Regarding the number of guest rooms in a homestay, almost 70% provided 1 to 2 rooms, and the rest provided 3 to 4 rooms and 5 rooms or more. Nearly 80% of tourists stayed for 1 to 2 days, and the rest stayed for about 3 to 4 and 5 days. Referring to the tourists in CBT villages, the percentage of Thai tourists was 76% to 99%, while the percentage of foreign tourists was 1% to 25%. In terms of ways of life and careers that attached and surrounded the homestays, almost half of the homestays attached other careers such as local food producers and craftsmen, while another half attached the careers of fruit gardeners, farmers, and fishermen. The portfolio of homestay owners has provided evidence on the nature of homestay capacity and homestay product characteristics among them which varies but covers a wide range of capacities and characteristics which is useful input for the study.

CBT operators

CBT operators who replied to the questionnaires were 97 subjects who provided information about duties in CBT villages and the benefits gained from tourism. Most of them worked in the section of planning and activity designers about 25%, and another 25% worked as tour guides and divers. Half the positions involved product creators and presenters, administrators and marketers, ceremony masters and performers, and others. Regarding the benefits gained from tourism, about 30% was income, followed by area management, almost 20%. The rest benefits included friendship, enhancing communication skills, networking, cultural exchange, improving the environment, and others. The portfolio of CBT operators has provided evidence on the nature of working and received benefits from tourism among them which varies but covers a wide range of duties and benefits which is useful input for the study.

Villagers

Villagers who responded to the questionnaires were 190 subjects who delivered information about the types of CBT participation and benefits received from CBT. More than 25% of them participated in CBT by acting together (to operate activities of CBT such as homestay operating), and another almost 25% participated by receiving information (only listening and receiving information). The rest of the villagers participated in CBT by consultation, supporting independent community interests, deciding together other participation types, win-win situations, and not having any participation. Regarding the benefits obtained from CBT, about 40% were income, but the worst benefit was enhancing communication skills, only around 3%.

The portfolio of villagers has provided evidence on the nature of participation and received benefits from tourism among the villagers which varies but covers a wide range of activities which is useful input for the study.

CBT leaders and community leaders

Total 44 CBT leaders and community leaders provided information about meeting enhancements and factors encouraging villagers to participate in CBT management. Over half of them arranged meetings around 1 to 5 times per year. The rest set their meetings about 6 to 20 times per year. According to factors encouraging villagers to participate in CBT management, almost 50% agreed that villagers have participated in CBT management because of income and benefit factors, followed by village development's needs, other factors, cultural exchange, networking, and friendship. The portfolio of CBT leaders and community leaders has provided evidence on the nature of the meetings for CBT management and participating factors among the villagers which varies but covers a wide range of activities which is useful input for the study.

5.2.3 Importance of Tourism, Participation Levels, and Participation Methods

There are eight items in the questionnaire indicating the importance of tourism. Respondents rated seven items at the highest level and only one at a high level (Tourism enhances the quality of local businesses). 'Tourism helps to raise learning of management' was rated as the highest score, almost 50%. The following roles were included 'Tourism helps to develop the local economy,' 'Tourism preserves and develops the local culture,' 'Tourism helps to raise the awareness of residents,'

'Tourism creates many jobs and income for residents,' 'Tourism increases the knowledge of residents,' and 'Tourism helps to boost international cultural exchange.' These data reflected the perception of respondents in CBT villages, which indicated the important roles of tourism among community members and their villages. Regarding the three pillars of sustainable tourism (environment, economic and socio-cultural pillars), this section lacks the test related to the role of tourism in environmental development. The section reports the importance of tourism only in terms of economic and socio-cultural aspects.

Regarding community participation in CBT, nearly half of respondents had a moderate level of participation (e.g., joining the meetings about 2-3 times). Surprisingly, about 30% of them participated in CBT at a strong level (e.g., always joining the meetings). About 10% participated in CBT at low level (e.g., 1 time to join the meeting), and other almost 10% had no participation in CBT (e.g., never joined the meeting). More than 80% of the respondents participated in CBT at a strong and moderate levels, which are important to identify community participation factor that was explored its role in affecting all variables in this study. Based on the results of hypothesis tests, community participation played an important role in providing the relationships among predictors and mediating the relationship between predictors and CBT development support. The data of the investigation in the current study identifies the diverse data sources by CBT stakeholders (village leaders, CBT operators, homestay owners, and villagers) in Thailand, which indicated 90% of them have participated, and 80% of them have participated at a moderate and strong level. Government and CBT leaders need to change 10% of non-participation to have-participation. Setokoe (2021) indicated that community tourism capacity can be improved by regularly

building up a unique concept of the critique of community participation by stakeholders in community development. The government officers, policy-makers, and CBT leaders need to realize and create a method or unique concept for the critique of community participation to maintain and increase the level of community participation from a moderate to higher.

According to the perception of all respondents about methods to encourage CBT participation, all methods were indicated as 'very important methods,' except 'participating in conferences or seminars' and 'participating in tourism research,' which were indicated at an important level. 'Benefit-sharing with fairness' was rated as the highest score (60%) among the very important methods, followed by 'participating in the process of decision making,' 'awareness training in CBT,' and 'promotion of CBT.' Fairness-benefit-sharing indicates a very important and the highest-rated method to encourage villagers to participate in CBT it confirms its role as a mediator between the relationship of community participation and CBT development support based on the test of hypothesis 8 in this study. The data in this section represents the preferred methods to encourage them to participate in CBT, which represents the unique perception among CBT stakeholders in Thailand. The result indicates that fairness-benefit-sharing is the highest preference encourager to them, which matched with other sections of the survey of this study that income and benefits are the most desirable among stakeholders. Abukhalifeh and Wondirad (2019) supported that the principal reasons for participating in tourism activities among CBT members in Malaysia included earning extra income, promoting local and traditional cultures, and keeping the village clean and beautiful. Fairness-benefit-sharing is a crucial practice that national government officers, local government officers, policy-makers, and CBT leaders need to concentrate on management and success of CBT.

This section discusses the results against the research gaps. Community participation in Thailand was insufficient as reported by many authors (Chunhunboonthip, 2017; Koonsan, 2012; Polnyotee & Thadaniti, 2015; Pongponrat & Pongquan, 2007). Villagers did not participate in CBT activities, and villagers had a low level of community participation, also found in the reports of several organizations (Bangkokbiznews, 2018; DASTA, 2018; Department of Tourism, 2018; GSB-Research, 2018; MGR Online, 2013). Similarly, community participation was found as a barrier in the preliminary inquiry of the current study. The community leaders and villagers in Wat Chan Community of Phitsanulok Province had less participation in CBT.

This study discovered that 90% of 440 respondents participated in CBT, while 10% of them did not participate, which was changed the statistical results of Pongponrat and Pongquan (2007). Villagers in Nathon Community (Samui Island) of Surat Thani Province (Thailand) participated in decision-making for local tourism planning only 10% (Pongponrat & Pongquan, 2007). The results of the current study are different from the study of Mensah (2016), who found that 30% of respondents have community participation in community-based ecotourism (CBET) in Ghana (a total of 310 subjects), while 70% have no community participation. Park *et al.* (2018) added CBT in Laos also discovered non-participation groups, passive participation groups, and active participation groups among 81 families in villages. Park *et al.* (2018) added that the non-participation group was characterized by low levels of education, poor living conditions, low socio-economic status, language barriers, and low self-esteem (know nothing and isolation). Kim *et al.* (2014) supported Park *et al.* (2018). They identified the barriers to local community participation, including (1) lack of knowledge about tourism and low education, (2) lack of financial support and poor living conditions, (3)

lack of time for tourism cooperation and participation, and busy daily routine in main work, (4) their perception that travelling as a seasonal business with low revenue and benefits, and (5) power inequalities and low qualities, official disincentives, and local's distrust in consultants. Governments and policy-makers should consider a barrier suggested by Kim *et al.* (2014) and recover it to change the 10% of non-participants in Thailand.

In this study, community participation in CBT by villagers is at the level of 'acting together,' which followed Wilcox (1994). Wilcox (1994) identified the level of participation that improved from theory (Arnstein, 1969) to practice started from the lowest participation - information, followed by consultation, deciding together, acting together, and supporting independent community interests. Acting together is described as citizens performing different duties to decide on the best direction, and people create a partnership to handle it (Wilcox, 1994). The keywords of this stage are 'decide together and partnership.' 'Acting together (decide together and partnership)' can be the same level in other concepts by many researchers (Arnstein, 1969; Getz & Jamal, 1995; Pine, 1984; Pretty, 1995; Tosun, 1999).

The community participation among stakeholders in the current study is at the level of acting together, which is at the same level of community participation concept by several authors (Arnstein, 1969; Drake, 1991; Pine, 1984; Pretty, 1995; Tosun, 1999). The acting together level of community participation equals the partnership level in the group of the degree of citizen power (Arnstein, 1969), the interactive participation level (Pretty, 1995), the operationalization level for implementation of tourism strategy by administrators (Pine, 1984), the spontaneous participation level (Tosun, 1999), and the seventh phase level of Drake's model (Drake, 1991), the level of collaborative process for CBT planning (Getz & Jamal, 1995; Gray, 1985). Regarding

the results of the current study, the community participation by stakeholders in CBT is improved, which implies that when stakeholders take more community participation in their preferences for living in the current community, a sense that they are participants among members and a sense of involvement to the village. It suggests that when members of the community/stakeholders believe they are participants of the community, the CBT in Thailand is more likely to develop. As a result, the government, the respective stakeholders, and developers should consider ways to maintain and increase stakeholder participation.

5.3 Overall Model Performance

The structural model of the current study was tested, and satisfactory fit under the model-fit indices. The relative Chi-square (χ^2) indicates 3.898, which is less than 5.0 ($3.898 < 5.0$) (Bentler, 1990), and the values of GFI = .902, which is greater than .90 ($.902 > .90$). RMSEA is .083 which is at the acceptance level for model fit ($.005 \leq \text{RMSEA} \leq 0.10$) (Browne & Cudeck, 1993). The findings provide satisfactory support for the proposed model of this study, which proposes a series of hypotheses to predict and explain the factors that influence community participation and CBT development support. The current study used reliable and validated survey instruments to collect responses from participants to gain a better understanding of the factors that lead to the CBT development support. According to the empirical results, all measurement items are significant characteristics and valid indicators of the primary constructs. All the latent constructs had evidence of satisfactory internal consistency and construct validity, indicating measurement scales' reliability and validity in the context of CBT in Thailand.

Overall, the findings provided substantial support for the proposed structural model and provided evidence for the hypothesised relationships between the variables of the study, indicating that the model proposed to predict and understand the factors that influence community participation and its effect on development support can be generalised to the field of CBT. The variance explained and predictive validity results confirmed the structural model's competence in reflecting CBT community participation. Table 5.1 provides an overview of the research questions, together with hypotheses, and results.

Table 5.1: Summary of Research Objectives, Hypotheses, and Results

Research Objective	Hypothesis	Results
(1) To examine the relationships between the factors that influence community participation.	H1: There is a relationship between ownership and community participation in CBT.	Supported ($\beta=.358, p<.05$)
	H2: There is a relationship between external support and community participation in CBT.	Supported ($\beta=.350, p<.05$)
	H3: There is a relationship between marketing and community participation in CBT.	Supported ($\beta=.199, p<.05$)
	H4: There is a relationship between community empowerment and community participation in CBT.	Supported ($\beta=.598, p<.05$)
	H5: There is a relationship between entrepreneurship and community participation in CBT.	<i>Unsupported</i> ($\beta=-.018, p>.05$)
	H6: There is a relationship between tour package design and community participation in CBT	<i>Unsupported</i> ($\beta=.029, p>.05$)
(2) To investigate the role of community participation as a mediator between the identified factors and CBT development support.	H7a: Community participation mediates the relationship between ownership and CBT development support.	Supported ($\beta=.033, p<.05$)
	H7b: Community participation mediates the relationship between external support and CBT development support.	Supported ($\beta=.058, p<.05$)
	H7c: Community participation mediates the relationship between marketing and CBT development support.	<i>Unsupported</i> ($\beta=-.026, p>.05$)
	H7d: Community participation mediates the relationship between community empowerment and CBT development support.	Supported ($\beta=.083, p<.05$)
	H7e: Community participation mediates the relationship between entrepreneurship and CBT development support.	<i>Unsupported</i> ($\beta=-.001, p>.05$)
	H7f: Community participation mediates the relationship between tour package design and CBT development support.	<i>Unsupported</i> ($\beta=.002, p>.05$)
(3) To identify the role of benefit as a mediator between community participation and CBT development support.	H8: The perceived benefits mediate the relationship between community participation and CBT development support.	Supported ($\beta=.147, p<.05$)

Table 5.1: Continued

(4) To study the role of demographics as a moderator between community participation and CBT development support.	H9a: Gender moderates the relationship between community participation and CBT development support.	Supported ($\beta=.387, p<.05$)
	H9b: Age moderates the relationship between community participation and CBT development support.	Supported ($\beta=.395, p<.05$)
	H9c: Marital status moderates the relationship between community participation and CBT development support.	Supported ($\beta=.276, p<.05$)
	H9d: Income moderates the relationship between community participation and CBT development support.	Supported ($\beta=.401, p<.05$)

Table 5.1 summarises four research objectives and seventeen hypotheses of this thesis. The tests of hypotheses indicate twelve supported hypotheses (H1, H2, H3, H4, H7a, H7b, H7d, H8, H9a, H9b, H9c, and H9d) and five unsupported hypotheses (H5, H6, H7c, H7e, and H7f). These results are discussed in the next section.

5.4 Discussion of the Results

This section describes and discusses the results of hypothesis tests that relate to the relationship between predictors and community participation. The predictors influencing community participation consist of ownership, external support, marketing, community participation, entrepreneurship, and tour package design. The section also explains the results of mediating the role of community participation and benefit. The moderating role of socio-demographics is also discussed in this section.

5.4.1 Research Question 1

Q1: What is the relationship between the factors that influence CBT community participation?

Four (4) proposed hypotheses are used to answer research question 1 (H1-H4). The researcher found a link between community participation and four factors: ownership, external support, marketing, and community empowerment. However, the researcher discovered that two factors involving entrepreneurship and tour package design have no relationship with community participation after testing hypotheses 5 and 6.

Ownership and Community Participation in CBT

Hypothesis 1 (H1) proposed that there is a relationship between ownership and community participation in CBT which was supported. The finding presented a positive statistical relationship between ownership and community participation in CBT, which indicates that if stakeholders have a high level of sense of ownership (e.g., community attachment, sense of belonging in their villages, and sense of ownership of their villages), they have more level in community participation in CBT. Deng *et al.* (2023) supported that sense of community can positively predict community participation in Chinese residential communities, implying that a sense of community (ownership) influences the level of community participation in CBT.

Pretty (1995) and Tosun (1999) supported ownership as a part of community participation through the community participation type of self-mobilization and self-planning. Self-mobilization and self-planning are completed by a sense of ownership of communities (Pretty, 1995; Tosun, 1999). This finding displaying the positive

relationship between ownership and community participation is also supported by Gray (1989), who suggested the collaboration process by including cooperative ownership of decisions. The current study's findings suggest that CBT stakeholders have demonstrated that ownership of CBT is related to their community participation. This implies that when stakeholders take ownership of their preferences for living in the current community, a sense that the community is a part of them, and a sense of attachment to the village, their commitment to the community increases significantly. It suggests that when members of the community/stakeholders believe they are part of the community, they are more likely to participate. As a result, the government and the respective stakeholder and developer should consider ways to maintain and increase stakeholder ownership.

External Support and Community Participation in CBT

Hypothesis 2 (H2) proposed that there is a relationship between external support and community participation in CBT. The finding indicated a statistically positive relationship between external support and community participation in CBT. This implies that if stakeholders received more external support (support from an organization outside their village, such as the government sector or educational institutes), they would contribute to more community participation. There are preceding results of the studies (Ditta-Apichai *et al.*, 2020; Giampiccoli & Mtapuri, 2012; Kontogeorgopoulos *et al.*, 2014; Nitikasetsoontorn, 2015; Widyantari *et al.*, 2021) support this finding of the current study.

Yimwilai *et al.* (2019) reported that trust in the transparent working of external organization support influenced community participation in sustainable tourism

development in Thailand. This result is supported by Kontogeorgopoulos *et al.* (2014), who claimed that external support was a successful factor in advancing CBT goals in Mae Kampong Community in Thailand. External facilitation or external support is a crucial success factor for CBT in Thailand, particularly in the government sector (Giampiccoli & Mtapuri, 2012). In Thailand, about 71% of villages considered by the Department of Tourism (DOT) under the Ministry of Tourism and Sports as running a high level of CBT readiness got help from external agencies (Satarat, 2010). In Indonesia, the role of government (external support) has a positive and significant influence on community participation (Widyantari *et al.*, 2021), which means that when communities perceive the role of government as external support, they have more community participation.

A literature gap in the study of Nitikasetsoontorn (2015) indicated that external support significantly contributed to a successful CBT in Klong Suan Community. But external support did not significantly contribute to a successful CBT in Sam Chuk Community. This is an unclear role of the external support factor based on the study of Nitikasetsoontorn (2015). The current study found external support has a significant relationship between community participation and CBT development, which can clarify external support's role in CBT success in Thailand. This result is supported by the concept of CBT key success factors from existing literature suggested by several authors (Ditta-Apichai *et al.*, 2020; Imbaya *et al.*, 2019; Kline *et al.*, 2018; Saarinen & Rogerson, 2014), which proposed external support factor as a key element in the six CBT success factors.

The current study's findings suggest that CBT stakeholders have illustrated that external support of CBT is related to their community participation. This implies that when stakeholders get external support for the current community, a sense that external institutions support the community, and a sense of support for the village, their commitment to the community increases significantly. It suggests that when members of the community/stakeholders believe they are supported, they are more likely to participate. Thus, the government, the respective stakeholders, and developers should consider ways to maintain and increase stakeholder support from external institutions.

Marketing and Community Participation in CBT

Hypothesis 3 (H3) proposed that there is a relationship between marketing factor and community participation in CBT. The hypothesis test result presented a negative relationship between marketing and community participation in CBT, which indicated that hypothesis 3 is supported. When stakeholders have increased the level of the marketing sense, their sense of community participation reduces significantly. Hariguna *et al.* (2021) supported that destination quality (destination image) negatively influenced cultural activity policy establishment and tourism development in Indonesia. Eshuis *et al.* (2014) supported that the influence of citizens on place marketing is generally low in the Netherlands, who claimed that city alderman and business sector have more influence on place marketing than residents. Eshuis *et al.* (2014) added that residents have little influence, which is a cause that the business sector determines the place marketing policy contents, supported by many authors (Bennett & Savani, 2003; Greenberg, 2008; Kavaratzis & Ashworth, 2007). This implies that place marketing does not significantly influence community participation in city branding policy support even though residents should be targeting groups to

participate in place marketing establishment, which reflects the needs of residents. It is critical to satisfy visitors and residents themselves.

Regarding the current study, CBT stakeholders have demonstrated that CBT marketing is related to their community participation in CBT in a negative way, which implies that when stakeholders have a perception of marketing of their preferences for living in the current community, a sense that the community is promoted, and a sense of the village getting publicity, their commitment to the community reduces significantly. As a result, the government, the respective stakeholders, and developers should note that when local stakeholders know their community is getting high promotion and marketing, their community participation is reduced. Developers need to consider ways to maintain and balance marketing support and stakeholders' sense of participation.

Community Empowerment and Community Participation in CBT

This section discusses the relationship between community empowerment and community participation in CBT, as proposed in the fourth hypothesis (H4). Regarding this result, it means when stakeholders in CBT villages perceive that their communities getting more empowerment, their intention to participate in their communities increase. So, hypothesis four (H4) is supported. This result is supported by Graci (2012), who found that local community empowerment was a creator of community capacity and that locals played a role in the stability of tourism resources. Di Castri (2004) added that community empowerment is key to sustainable tourism on a small island. This finding of the study is supported by several professionals (Akbar *et al.*, 2021; Elshaer *et al.*, 2021; Ife, 2002; Wani *et al.*, 2024).

Community empowerment has a positive effect on local support for tourism development through community participation in planning and development, as claimed by Wani *et al.* (2024), who indicated that empowerment was an essential condition for holistic development. Ife (2002) added that empowerment by a community-based approach should be applied in community development, while Akbar *et al.* (2021) proved that community empowerment is relevant to the engagement or participation of communities and implies community ownership and action that focuses on political and social-political change. Moreover, gender empowerment positively impacts tourism involvement, e.g. women's empowerment (psychological, social, and political empowerment) positively influences tourism involvement in Saudi Arabia (Elshaer *et al.*, 2021).

The current study's findings suggest that CBT stakeholders have demonstrated that community empowerment of CBT is related to their participation. This implies that when stakeholders perceive community empowerment in their current preferences for living, a sense that their community is authorised, and a sense of enablement to the village, their commitment to community participation increases significantly. It suggests that when members of the community/stakeholders believe the community getting support by empowerment, they are more likely to participate. Thus, the government, the respective stakeholder, and the developer should consider ways to maintain and increase stakeholder sense of community empowerment.

Entrepreneurship and Community Participation in CBT

Hypothesis 5 (H5) proposed that the relationship between entrepreneurship and community participation in CBT. The current study found no relationship between

entrepreneurship and community participation in CBT development. Hypothesis 5 (H5) is not supported. Chiutsi and Mudzengi (2012) supported that the area with poor participation by stakeholders in community tourism could be connected to the low power of the local communities in majority tourism, inadequate skills and technical knowledge, lack of connections to the tourism market, lack of entrepreneurial skill and investment. The statement of Chiutsi and Mudzengi (2012) implies that community members who lack entrepreneurial skills have poor community participation; this discovery links to the current result reporting entrepreneurship having no impact on community participation.

Problems and barriers in the relationship between entrepreneurship and community participation were mentioned to local people's background knowledge and education, which was found in the study of Meunchong and Tachom (2023), who claimed that low level of background knowledge and education in the English language learning were critical factors for CBT entrepreneurs in Thailand in communication with international tourists. Communication with tourists is accounted for in community participation, but CBT entrepreneurs in Thailand have a problem with this skill, that it might indicate that entrepreneurship in local Thailand does not provide a relationship with community participation. Based on the demographic profiles of the respondents in this study, almost 70% (total 440 subjects) were educated at a lower bachelor's degree level.

Giampiccoli (2022) supported that CBT enterprises were about the business itself, owning and managing the CBT enterprises by directly involved people. In contrast, the local community includes other community members not necessarily directly

involved in the CBT enterprises but living in the same location where the CBT enterprises operate and have impacts. This implies that community members are separated from CBT enterprises owned and managed by entrepreneurship-skilled persons, or CBT enterprises do not need participation by common community members. Thus, the stakeholders who are villagers (about 45%, a total of 440 subjects) could not indicate their entrepreneurial mindset to impact the community participation in their CBT villages. Sutter *et al.* (2019) and Giampiccoli (2022) suggested that entrepreneurship is a skill that needs to be added or improved by educating and training. Gender might determine the level of entrepreneurship in the respondents in the current study. Zhao and Li (2021) added that entrepreneurs were more likely to be males and younger, more educated, risk-taking, knowledge requirement, and significantly wealthier than non-entrepreneurs. Zhao and Li (2021) added that females were naturally less likely to compete in entrepreneurship due to born differences across sexual roles, which differed in entrepreneurial tendencies influencing socialization outcomes. About 55% of the respondents in this study are female, and their perception of the impact of entrepreneurship and community participation is different from males, and low entrepreneurship skills might not impact community participation.

Entrepreneurship is defined as starting or creating a new venture; innovation or a new combination of resources; the pursuit of opportunity; the marshalling of necessary resources; risk-taking; profit-seeking; management; and value creation (Morris *et al.*, 1994). Based on Morris *et al.* (1994), entrepreneurship needs high and many skills in a person, while the current study collects data from stakeholders living in villages (47 village leaders, 100 CBT operators, 111 homestay owners, and 214 villagers); the 214 villagers (45% of a total) may not easy to indicate the link between entrepreneurship

and community participation. Utami *et al.* (2023) added that many barriers impede the growth of entrepreneurship in rural destinations, including negative social attitudes toward entrepreneurship, shortage of capital for start-ups, lack of skills, lack of information, resistance to change, and lack of promotion, and lack of positive entrepreneurship role models. According to the result, there is no relationship between entrepreneurship and community participation support, which is proved by Doan (2023) who claimed that community members have many reasons to feel unsatisfied with the role of the community in stimulating entrepreneurship because of the problems with communication activities of products and services. Doan (2023) added that the community in Vietnam still has many problems with supporting labour resources for the community and promoting the introduction of relationships in the community. Besides, Vietnamese communities should reduce their investment in participating in events and exchange activities organized by enterprises and regularly encourage enterprises (Doan, 2023). Regarding Doan (2023), it implies that entrepreneurship does not impact community roles related to the investment in community participation managed by enterprises.

The current study's findings suggest that CBT stakeholders have demonstrated that entrepreneurship of CBT does not important for and relate to their community participation. The government officers and developers need to consider the method to increase knowledge about entrepreneurship among community members in CBT villages. For example, the government officers set a seminar, and activities related to social enterprise, which may encourage all community members to know more about entrepreneurship and business in communities.

Tour Package Design and Community Participation in CBT

Hypothesis 6 (H6) proposed that there is a relationship between tour package design and community participation in CBT. However, the current study found that tour package design has no significant relationship with community participation in CBT; thus, hypothesis 6 is unsupported. Chiutsi and Mudzengi (2012) supported that the area with poor participation by local stakeholders in community tourism could be connected to inadequate skills and technical knowledge, lack of connections to the tourism market, and lack of entrepreneurial skills and investment. The statement of Chiutsi and Mudzengi (2012) implies that community members who lack the skills (e.g., entrepreneurial, and tour package design) and knowledge (technical and market) have poor community participation in tourism that this discovery links to the current result reporting tour package design having no impact to community participation. Tour package design needs many skills and knowledge, such as entrepreneurship, computer technical use, interpersonal skill connected with tour operators, and tourism marketing. Tour package design attributes are related to entrepreneurship components, including technological innovation, pursuing opportunities proactively, and risk-taking (Ahmad *et al.*, 2019). Regarding Ahmad *et al.* (2019), it implies that tour package design needs some skills in entrepreneurship, such as technology for designing, proactive attractive tour program designing, and risk-taking in price competition. Almost 70% of the respondents of the current study claimed themselves in education at the lower than bachelor's degree, which implies that they may have inadequate knowledge and skills about tour package design and could not respond to their perception of tour package designing impacting community participation.

Afenyo-Agbe and Mensah (2021) added that most CBT projects are spearheaded by government professionals or tour operators who engage in activities and technical know-how, such as designing activity plans and tour programs, tend to look down on community residents and disregard their ideas. These attitudes do not foster community participation (Afenyo-Agbe & Mensah, 2021). This is not easy to link the perception of tour package design skills among community members and community participation in CBT development. Kaewnuch (2019a) reported that community members should have community participation before the implementation of creative tour package design in Thailand because they needed to design the tour packages together, make decisions, implement, and adjust the tour package together. This implies that community participation might influence tour package design, but tour package design does not influence community participation.

Moreover, CBT stakeholders often participate in field trips and exchange tour programs with other organizations to receive more knowledge and learn how to offer better products and services for tourists (Nitikasetsoontorn, 2015). Regarding Nitikasetsoontorn (2015), it implies that community participation contributes the better tour package design to attract visitors, while tour package design does not impact community participation among community members. Meanwhile, it is impossible for most community members in a village often participate in field trips to exchange ideas for tour program development, which implies that tour package design skills concerning a limited group in a CBT village. Thus, based on the respondents of the current study, about 45% are villagers who find it not easy to identify their perceptions of the connection between tour package design and community participation. The development of community product design based on community participation started

with brainstorming and ended with critiquing the product model (Phoungmanee, Charoensuk, *et al.*, 2023), which indicates the relationship direction that community participation is conducted before the product design process.

The current study's findings suggest that CBT stakeholders have displayed that the tour package design of CBT does not relate to their community participation. This means that when stakeholders consider the skill of tour package creation to be one of their preferences for living in the current community, their commitment to the community does not rise.

5.4.2 Research Question 2

Q2: Does community participation play a mediator role between the identified factors and CBT development support?

Six (6) hypotheses are used to answer research question 2 (H7a-H7f). The researcher discovered a mediating role of community participation on three relationships: ownership and CBT development support (H7a), external support and CBT development support (H7b), and community empowerment and CBT development support (H7d). However, the researcher also found that community participation did not play a mediating role on other three relationships: marketing and CBT development support (H7c), entrepreneurship and CBT development support (H7e), and tour package design and CBT development support (H7f).

Community Participation Playing Mediator Role (H7a, H7b, and H7d)

Ownership and CBT Development Support

Community participation partially mediates the relationship between ownership and CBT development support (H7a). When community participation is taken into stakeholders' perception, the statistical correlation between ownership and CBT development support is more significant than when community participation is not considered. It implies that when stakeholders have more community participation in their villages, their ownership and sense of belonging are more encouraged for CBT development support behaviour. If the level of community participation of each stakeholder is controlled at the same level, the level of ownership that influences the CBT development support is not changed. There are several authors who found and supported that community participation played a significant role in mediation on the correlation between ownership (sense of belonging, and sense of community) and community tourism development (Buta *et al.*, 2014; Gamo & Park, 2024; Huang *et al.*, 2023).

Stakeholders with a greater sense of community have more significant participation in their community and satisfaction with their community; community participation is entirely mediated between the sense of community among residents and their community satisfaction (Gamo & Park, 2024). Huang *et al.* (2023) reported that community participation positively and significantly mediated a sense of community (community ownership) and general well-being in China. Place attachment (sense of ownership) contributed effectively impact between community attachment (friendship and sense of community collaboration) and behavioural intentions (intentions for community development participation, beliefs and actions for participating in environmental development) as claimed by Buta *et al.* (2014). This means that when

people perceive a more sense of belonging, they also have more community collaboration beliefs and intention to participate in environmental development in the community.

The current study's findings suggest that CBT stakeholders have demonstrated that community participation is related to their ownership and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, a sense that they collaborate in their community, and a sense of cooperation with the village, their commitment to their ownership and CBT development support increases significantly. It suggests that when members of the community/stakeholders believe they participate in the community, they are more likely to take ownership and CBT development support. As a result, the government and the respective stakeholders and developers should consider ways to maintain and increase community participation.

External Support and CBT Development Support

Community participation played a full mediator role between external support and CBT development support (H7b). When community participation is taken into stakeholders' perception, the statistical correlation between external support and CBT development support is more significant than when community participation is not considered. It implies that when stakeholders perceive community participation in their community, their perception of external support that influences CBT development support is more significant than when they do not have community participation. If the level of community participation of each stakeholder is controlled at the same level, the level of the perception of external support that influences the

CBT development support is not different. Several authors supported and reported that community participation mediated between the correlation of external support and community tourism development success (Agustina *et al.*, 2019; Hongsombat & Boonkongsan, 2018; Meylin *et al.*, 2019; Wang *et al.*, 2022)

In China, the resident-tourist interaction (community exchange and participation) positively mediated between the perception of community support (external support) and residents' psychological well-being (Wang *et al.*, 2022). Agustina *et al.* (2019) found that community participation mediated the relationship between the government role (government role to support communities) and community welfare; it also mediated the relationship between the government role and destination quality. Meylin *et al.* (2019) discovered that society participation positively played a mediating role between the regional government role (external support) and the success of tourism villages in Indonesia. In case of Thailand, community concentration impacted proactive governance policies (external support) and community tourism success in Suphan Buri Province (Hongsombat & Boonkongsan, 2018).

The current study's findings suggest that CBT stakeholders have demonstrated that community participation is related to their sense of external support and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, a sense that they collaborate in their community, and a sense of cooperation with the village, their commitment to their sense of external support and CBT development support increases significantly. It suggests that when members of the community/stakeholders believe they participate in the community, they are more likely to take external support and CBT development

support. As a result, the government and the respective stakeholder and developers should consider ways to maintain and increase stakeholder community participation.

Community Empowerment and CBT Development Support

Community participation partially mediates between community empowerment and CBT development support (H7d). When community participation is taken into stakeholders' perception, the statistical correlation between community empowerment and CBT development support is more significant than when community participation is not considered. It implies that when stakeholders perceive community participation in their community, their perception of community empowerment that influences CBT development support is more significant than when they do not have community participation. If the level of community participation of each stakeholder is controlled at the same level, the level of the perception of community empowerment that influences the CBT development support is not different. There are many studies claiming that community participation significantly mediated the relationship between community empowerment and community sustainable tourism development support (Elshaer *et al.*, 2021; Khalid *et al.*, 2019; Okinono, 2016; Wani *et al.*, 2024; Yayla *et al.*, 2023), which supported the findings of the current study.

Local support for tourism (by community participation in planning and development) has full mediated on the relationship between community empowerment and sustainable tourism development in India (Wani *et al.*, 2024). In Pakistan, community support for tourism (by stakeholders' participation) significantly and partially mediated the effect of community empowerment that influenced sustainable tourism development (Khalid *et al.*, 2019). Okinono (2016) found that community

participation significantly played a mediating role between common passion in the community and sustainable community development in Nigeria. Moreover, Yayla *et al.* (2023) claimed that community commitment (community participation) mediated between the relationship of the quality of life (perceived empowerment in life) and tourism development support in Türkiye. Community commitment is defined as the extent and form of society integration and community participation, and emotional affected the community (Mccool & Martin, 1994). Furthermore, residential quality of life frequently improves after the community is empowered by community commitment to empower in the sense of a better living place, and community services, including finance, leisure, culture, environment, and business (Yayla *et al.*, 2023). Female empowerment (political and psychological empowerment) directly influences sustainable tourism development and indirectly affects sustainable tourism development via tourism involvement (community tourism participation) in the Middle East (Elshaer *et al.*, 2021).

The current study's findings suggest that CBT stakeholders have demonstrated that community participation is related to community empowerment and CBT development support. This implies that when stakeholders participate in their preferences for living in their community, a sense of cooperation with the village their commitment to community empowerment and CBT development support increases significantly. It suggests that when members of the community/stakeholders believe they participate in the community, they are more likely to take community empowerment and CBT development support. As a result, the government, the respective stakeholders, and developers should consider ways to maintain and increase stakeholder community participation.

Community participation non-playing mediating role (H7c, H7e, and H7f)

Marketing and CBT Development Support

The study reported that community participation does not mediate the relationship between marketing and CBT development support (H7c). When community participation is taken into stakeholders' perception, the statistical correlation between marketing and CBT development support is not significant. It implies that when stakeholders perceive community participation in their community, their perception of marketing that influences CBT development support is not significant. If the level of community participation of each stakeholder is controlled at the same level, the level of the perception of marketing that influences the CBT development support is different. There are several studies to report that community participation (community engagement and involvement) does not play a role as mediator between the correlation of marketing and tourism dependent (Dessart *et al.*, 2020; Martínez-López *et al.*, 2021; Pai & Tsai, 2011; Tournois & Djerić, 2019; G. Wang *et al.*, 2022).

Dessart *et al.* (2020) reported that community engagement did not mediate the correlation between brand oppositional loyalty and community recommendation intentions, which were contributed by worldwide respondents via online data collection. Tournois and Djerić (2019) found that perceived socio-cultural impacts (community involvement) did not play a mediating role between residents' place image (destination image) and support for tourism development in Serbia. Tourism involvement (sense of belonging and attitude of decision-making) did not play a mediating role between authentic experience (genuine products) and loyalty in China (Wang *et al.*, 2022). Martínez-López *et al.* (2021) discovered that online brand

community participation did not mediate between brand co-creation and positive word of mouth, which was contributed by online respondents.

There are internal, external and other factors influencing community participation. On one hand, internal factors influencing community participation include community capacity, demographics, socio-economic factors, and community awareness (Gamo & Park, 2022; Hassan *et al.*, 2019; Naumar *et al.*, 2021; Zande & Mzuza, 2022). On the other hand, external and other factors influencing community participation include the role of officials, formal institutions, and social norms (Hassan *et al.*, 2019; Naumar *et al.*, 2021). Based on the discussion of factors influencing community participation by several authors, marketing is not included in internal, external and other factors that support the current study's results. Regarding the result of hypothesis 3 of the current study, when the stakeholders' perception associated with CBT marketing increases, their intention to participate in their communities reduces, which is related to the result of hypothesis 7c (H7c). Regarding H7c, when the levels of community participation among stakeholders are controlled, their perceptions associated with attractive CBT marketing in their villages are not important for their CBT development support.

According to many studies in literature reviews, the marketing issue has been a long-term issue that still exists in CBT. For example, the primary challenge in CBT was marketing handling (Saayman & Giampiccoli, 2016), marketing projects lack continuity and sustainability (Imbaya *et al.*, 2019), and CBT in Thailand lack marketing mentors (Department of Tourism, 2018). Marketing issue in CBT found in the literature must be recovered, while the findings of the current study indicate that the correlation between marketing and CBT development support is not more

significant when community participation are taken into the perception of stakeholders. The current study's findings suggest that CBT stakeholders have demonstrated that community participation does not relate to the perception of marketing and CBT development support. This implies that when stakeholders participate of their preferences for living in the current community, a sense that they collaborate in their community, and a sense of cooperation to the village, their commitment to marketing and CBT development support do not increase.

Entrepreneurship and CBT Development Support

It was in the study that community participation does not play a mediator role between entrepreneurship and CBT development support (H7e). When community participation is taken into stakeholders' perception, the statistical correlation between entrepreneurship and CBT development support is not significant. It implies that when stakeholders perceive community participation in their community, their perception of entrepreneurship that influences CBT development support is not significant. If the level of community participation of each stakeholder is controlled at the same level, the level of the perception of entrepreneurship that influences the CBT development support is different. There are some studies to support the findings of the current study (Jaafar *et al.*, 2015; Klyver & Grant, 2010; Kummitha *et al.*, 2023). Kummitha *et al.* (2023) proved that residents' attributes in the tourism social enterprise formation phase did not directly influence the development related to community tourism. The residents' attributes in the tourism social enterprise development phase also did not influence the relationship between residents' attributes in the tourism social enterprise formation phase and cultural development for tourism in India (Kummitha *et al.*, 2023).

Several studies discussed factors that impact community participation were not accounted for incentives of entrepreneurship, this supports the current study's results. The first group, community capacity, demographics, socio-economic factors, and community awareness (Gamo & Park, 2022; Hassan *et al.*, 2019; Naumar *et al.*, 2021; Zande & Mzuza, 2022) accounted for internal factors influencing community participation. The second group, the role of officials, formal institutions, and social norms are accounted for external and other factors influencing community participation (Hassan *et al.*, 2019; Naumar *et al.*, 2021). Regarding the result of hypothesis 5 of the current study, when the perception associated with entrepreneurship increases, their intention to participate in their communities does not change, which is related to the result of hypothesis 7e (H7e). Regarding H7e, when the levels of community participation among stakeholders are controlled, their perceptions associated with entrepreneurship in their villages are not important for their CBT development support.

The current study's findings suggest that CBT stakeholders have demonstrated that community participation does not relate to the perception of entrepreneurship and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, a sense that they collaborate in their community, and a sense of cooperation with the village, their commitment to the perception of entrepreneurship and CBT development support does not increase. In developing countries, tourism-related small businesses need to empower by government and financial institutions in order to support entrepreneurship attributes, community participation and tourism growth, which found this issue in China based on the report of Zhou *et al.* (2017). The local entrepreneurs had impractical perceptions

of the tourism businesses before enrolling in entrepreneurial mobility (entrepreneurial migration or geographical mobility of entrepreneurship, which is ignored in developing countries) in tourism development, influenced by social capital (Zhou *et al.*, 2017).

Tour Package Design and CBT Development Support

Community participation does not mediate between tour package design and CBT development support (H7f). Hypothesis 7f (H7f) of the current study was unsupported, indicating tour package design did not predict community participation. When community participation is taken into stakeholders' perception, the statistical correlation between tour package design and CBT development support is not significant. It implies that when stakeholders perceive community participation in their community, their perception of tour package design that influences CBT development support is not significant. If the level of community participation of each stakeholder is controlled at the same level, the level of the perception of tour package design that influences the CBT development support is different. There are several studies to support the findings of the current study (Gannon *et al.*, 2021; Julitawaty *et al.*, 2023). Julitawaty *et al.* (2023) found that tour package design did not influence destination image in the perception of tourists in China. Besides, destination image did not mediate the correlation between travel consciousness [tourism awareness] and agrotourism development (Julitawaty *et al.*, 2023).

Tour package design is not included in the factors influencing community participation based on several studies (Gamo & Park, 2022; Hassan *et al.*, 2019; Naumar *et al.*, 2021; Zande & Mzuza, 2022), which supports the current study's results. The

influencing internal factors on community participation include community capacity, demographics, socio-economic factors, and community awareness (Gamo & Park, 2022; Hassan *et al.*, 2019; Naumar *et al.*, 2021; Zande & Mzuza, 2022). Meanwhile, the external and other factors that impact community participation include the role of officials, formal institutions, and social norms (Hassan *et al.*, 2019; Naumar *et al.*, 2021). According to the result of hypothesis 6 of the current study, when the stakeholders' perception associated with tour package design increases, their intention to participate in their communities does not change, which is related to the result of hypothesis 7f (H7f). Regarding H7f, when the levels of community participation among stakeholders are controlled, their perceptions associated with tour package design in their villages are not important for their CBT development support.

In Thailand, tourist satisfaction positively mediated the relationship between the development of tour packages and CBT development, as reported by Siraphatthada *et al.* (2021), which implies that tour package design has effectively influenced CBT development via the contribution of tourist satisfaction as a demand side or visitor perspectives. It implies that the perception of tour package design contributes as an influencing factor to CBT development support through tourist satisfaction as a section of community outsider peoples' perception. Conversely, tour package design does not influence CBT development support through community participation as a section of inner peoples' perception. Gannon *et al.* (2021) found that residents' perceptions of tourism development (perceived individual and shared benefits of any exchange in community, community participation) did not play a mediating role between cultural attitude and support for tourism development in Iran. Cultural activities are tourism products attached to tour package design. This implies that when residents perceive

tourism development based on benefits from community participation, their attitudes of cultural tourism products related to tour package and tourism development support have not changed.

The current study's findings suggest that CBT stakeholders have demonstrated that community participation does not relate to the perception of tour package design and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, a sense that they collaborate in their community, and a sense of cooperation with the village, their commitment to the perception of tour package design and CBT development support does not increase.

5.4.3 Research Question 3

Q3: Do the perceived benefits play a mediator role between community participation and CBT development support?

To address research question number three, Hypothesis 8 (H8) was developed. The researcher discovered a full mediating role of benefit on the relationship between community participation and CBT development support (H8). When benefit is taken into stakeholders' perception, the statistical correlation between community participation and CBT development support is more significant than when benefit is not considered. It implies that when stakeholders perceive getting benefit of tourism in their community, their perception of community participation that influences CBT development support is more significant than when they do not have the benefit of tourism. If the level of benefit of each stakeholder is controlled at the same level, the level of the perception of community participation that influences the CBT

development support is not different. There are several studies to support this finding of the current study (Boonsiritomachai & Phonthanukitithaworn, 2019; Eusébio *et al.*, 2018; Gursoy *et al.*, 2002; Jia *et al.*, 2023; Lee, 2013; McGehee & Andereck, 2004; Nugroho & Numata, 2022; Tosun *et al.*, 2021; Wang *et al.*, 2021; Zollo *et al.*, 2020).

Tosun *et al.* (2021) found that tourism positive economic impacts (benefits and profits) positively mediated the relationship between place image and support for tourism development. Boonsiritomachai and Phonthanukitithaworn (2019) supported that perceived economic impact fully mediated community participation and residents' support for the sports event development in Thailand. Jia *et al.* (2023) reported that the perceived benefits of tourism positively mediated community involvement and life satisfaction in China. Nugroho and Numata (2020b) found that perceived benefits of residents positively mediated community attachment, community involvement, and support of tourism development in Indonesia. The results of the current study confirms that statement of Nunkoo and Ramkissoon (2011), who claimed that residents engage in behaviours like their attitude; the perceived benefit was found to have a greater influence on support for tourism development than perceived costs.

The current study's findings suggest that CBT stakeholders have demonstrated the benefit related to their community participation and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, a sense that they receive fair benefits, and a sense of equity benefit distribution to the village, their commitment to community participation and CBT development support increases significantly. It suggests that when members of the community/stakeholders believe they receive fair benefits in the community, they are

more likely to take community participation and CBT development support. Thus, the government, the respective stakeholders, and developers should consider ways to maintain and increase stakeholder sense of fair benefit distribution.

5.4.4 Research Question 4

Q4: Do socio-demographics play a moderator role between community participation and CBT development support?

Four hypotheses were used to answer research question 4 (H9a-H9d). The researcher discovered a moderating role of gender, age, marital status, and income between community participation and CBT development support.

Gender

Gender was found to play a moderator role between community participation and CBT development support (H9a). This implies that males and females affect community participation levels when they support CBT development in Thailand. Males likely have a more positive and powerful influence on community participation related to CBT development support than females (Phommavong & Sörensson, 2014). Phommavong and Sörensson (2014) reported that females have more chances to work on CBT projects lesser participation than males, who participated in CBT in active positions, including tourism planning, decision-making, and activity designing, but females work in passive positions, such as cooking and cleaning. In CBT, active participation groups included leaders with higher education and abilities, while passive participation groups involved community members excluded from decision-making (Park *et al.*, 2018).

Jaafar *et al.* (2017) supported that significant differences exist between male and female local people regarding the relationship between community participation and the awareness of the positive socio-cultural impacts of tourism development in Langkawi Island. Papastathopoulos *et al.* (2020) confirmed the notion that gender has a moderating impact on the direct positive association between citizens' perceptions of the impacts of tourism and their support for the growth of tourism in the United Arab Emirates. Mensah (2016) added that gender was significantly related to community participation, and males tended to show greater participation in tourism development than females in Ghana.

Puempoon and Gohwong (2023) supported that residents of different genders would have differences in community participation in sustainable tourism management in Thailand. Wang *et al.* (2018) supported gender moderated the association between community social responsibility and the performance of small tourism enterprises in China, which was stronger if a firm's owner were women. Hassan *et al.* (2019) added that gender significantly influenced community participation in a demand-driven development project in Kenya, with females showing greater community participation. Uslu *et al.* (2020) added that gender moderated between residents' satisfaction with tourism development (sense of positive engagement) and attitude towards tourism development in Türkiye, with males contributing more than females. Wang (2013) supported that resident of different genders significantly predicted community engagement and urban tourism development in the US, with a higher effect on male residents than female residents. Based on this study, the researchers acknowledge that men influence community participation and CBT development more than women

because male residents' attitude is more supportive than female residents towards CBT development, supported by Mason and Cheyne (2000).

The current study's findings suggest that CBT stakeholders have demonstrated that gender affects their community participation and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, males and females contribute their commitment to their levels of community participation, and CBT development support increases significantly. It suggests that males are more likely to take community participation for CBT development support than females. So, the government, the respective stakeholders, and developers should consider ways to maintain male community participation and increase participation tools among females.

Age

Age was also discovered to play a moderator role between community participation and CBT development support (H9b). This implies that young adults, middle-aged adults, and old adults affect community participation levels when they support CBT development in Thailand. Young and old adults likely have a more positively powerful influence on community participation related to CBT development support than middle-aged adults. Jaafar *et al.* (2017) supported that significant differences exist between different age groups concerning the relationship between community participation and awareness of the positive sociocultural effects of tourism development in Langkawi Island. Puempoon and Gohwong (2023) supported that residents of different ages would have differences in community participation in sustainable tourism management in Thailand. Yimwilai *et al.* (2019) supported that

age positively predicted the levels of community participation in sustainable tourism development in Thailand. Wang *et al.* (2018) supported age moderated the association between community social responsibility and the performance of small tourism enterprises in China, which was stronger if a firm's owner was older. Wang (2013) added that residents of different ages significantly predicted community engagement and urban tourism development in the US, with a higher effect on seniors and juniors than other groups.

Young residents may have reasons for community participation different from the older residents, who likely seek happiness and mind cheer during CBT activities, supported by Witchayakawin and Tengku (2018). Almeida-García *et al.* (2016) supported that age influenced environmental positive impact through the attitude related to tourism development in Spain, with seniors (older than 65) having the best attitudes. Older adults and home attachment people always long live, stay in their community, and want to see their lovely and valued highly village getting development. They feel free to participate in all opportunities for community development, added to Yimwilai *et al.* (2019).

The current study's findings suggest that CBT stakeholders have demonstrated that age is related to their community participation and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, young adults, middle-aged adults, and old adults contribute their commitment to their levels of community participation, and CBT development support increases significantly. It suggests that young adults and old adults are more likely to take community participation for CBT development support than middle-aged adults.

As a result, the government and the respective stakeholders and developers should consider ways to maintain the community participation of young and old adults and increase participation methods among middle-aged adults.

Marital Status

Marital status played a moderator role between community and CBT development support (H9c). This implies that unmarried and married residents contribute to community participation levels when they support CBT development in Thailand. Married residents likely have a more powerful influence on community participation related to CBT development support than single residents and others. Puempoon and Gohwong (2023) supported that residents with different marital statuses would have differences in community participation in sustainable tourism management in Thailand. Marital status is a characteristic of local stakeholders that affects the attitude toward tourism development added by Bhat and Mishra (2021), who added that residents' marital status positively influenced the perceived positive impacts of tourism in India. The researchers based on this study acknowledged that married residents contribute more a positive attitude towards the effects of social life, culture, and local environment affecting CBT development than unmarried residents because the married population has a better perception of social and environmental impacts, supported by Almeida-García *et al.* (2016).

The current study's findings suggest that CBT stakeholders have demonstrated that marital status is related to their community participation and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, unmarried and married residents contribute their

commitment to their levels of community participation, and CBT development support increases significantly. It suggests that married residents are more likely to take community participation for CBT development support than unmarried residents. As a result, the government, the respective stakeholders, and developers should consider ways to maintain community participation by married residents and increase participation methods among unmarried residents.

Income

Income played a moderator role between community participation and CBT development support (H9d). This implies that residents with monthly low income, lower middle income, upper middle income, and high income affect community participation levels when they support CBT development in Thailand. Residents with lower middle income likely have a higher positively powerful influence on community participation which has a relationship with CBT development support, than residents with low income, upper middle income, and high income. Mensah (2016) supported that there was a significant relationship between income levels and community participation; the higher income of respondents have the greater participation in tourism development in Ghana. Puemphoon and Gohwong (2023) that residents with different incomes would have differences in community participation in sustainable tourism management in Thailand. Yimwilai *et al.* (2019) added that income positively predicted the levels of community participation in sustainable tourism development in Thailand.

Wang (2013) supported those residents with different incomes significantly predicted community engagement and urban tourism development in the US, with a higher effect

on the residents with higher household incomes than the ones with lower household incomes. The researchers based on this study acknowledge that residents with monthly lower middle income more contribute community participation towards CBT development than other groups because they are residents who depend on economic tourism trade or local micro business owners who tend to perceive tourism development positively as they observe more economic profits from tourism development, supported by Bhat and Mishra (2021).

The current study's findings suggest that CBT stakeholders have demonstrated that monthly household income is related to their community participation and CBT development support. This implies that when stakeholders participate in their preferences for living in the current community, monthly low-income, lower-middle-income, upper-middle-income, and high-income contribute to their commitment to community participation, and CBT development support increases significantly. It suggests that residents with lower middle income are more likely to take community participation for CBT development support than other groups. As a result, the government, the respective stakeholders, and developers should consider ways to maintain community participation by the residents with lower middle income and increase participation methods among other income groups.

5.5 Research Contributions and Implications of the Study

This section explains theoretical contributions and practical implications based on the study's findings. These contributions are evaluated both theoretically and practically. From a theoretical standpoint, this study adds to the body of knowledge in the field of

CBT, with a focus on stakeholder participation behaviour. In contrast, the practical contribution provides some important guidelines and implications for CBT operators, policymakers, and destination marketers. This study identifies that tourism's benefits influence community participation and CBT development in Thailand and support SET, which was not confirmed before in research literature (Nitikasetsoontorn, 2015). Regarding the body of knowledge, academicians can consider that the benefits and community participation are potential mediators between factors (ownership, external support, and community empowerment) influencing the support of CBT development in developing countries. These factors and mediators should be accounted for in CBT development projects. This study expands the Community Participation Theory (CPT), Tourism Development Theory, and Social Exchange Theory (SET) in a conceptual framework to explore the predictors that impact community participation and the support of CBT improvement, which have not been investigated before. Consequently, community participation in CBT development must account for ownership, external support, community empowerment, and fairness benefit distribution, indicating a better understanding of community behaviour. The findings of the moderation test indicate the dynamic attributes of CBT stakeholders who powerfully contribute to the success of CBT, including gender, age, marital status, and income.

5.5.1 Theoretical Contributions

The study's findings provide several important theoretical insights and implications. The conceptual development and empirical validation of each factor in the proposed model is one of the current study's fundamental theoretical contributions. In terms of underlying theories, the study contributes to the scholarly conversation by combining and advancing aspects of the CBT success, tourism development theory, social

exchange theory and stakeholder theory. First and foremost, the current study's findings are applicable and beneficial to academicians, who can apply and use the current study's findings to develop a CBT development model or theory. The current study's findings add to the body of knowledge in the literature about factors influencing CBT in Thailand, which has many CBT villages throughout the country. The current study examined 47 villages in 22 provinces. Academics can re-test these factors (ownership, external support, marketing, community empowerment, benefit, occupation of stakeholders, and community participation) for CBT development support in their respective fields or countries. The following discussion goes into greater detail about the study's academic contribution.

Supporting Community Participation Theory (CPT)

Community participation is a crucial factor influencing CBT development in Thailand, which supports the community participation theory that it needs community participation in the decision-making process. Community participation was referred to community involvement in sharing processes (opinions and resources) and decision-making for planning programs and the future (Butler *et al.*, 1998; Getz & Jamal, 1995; Haywood, 1988; Hubley, 1990; Wilcox, 2003), acting together (Wilcox, 2003), and running the process of policy establishment and edition (Quick & Bryson, 2016). Community participation is based on stakeholders having decision-making together in CBT development. As the respondents based on the current study, the CBT stakeholders presented their community participation in the decision-making process at a high level (acting together). Not only do co-decisions on what is the best and interests, but the acting together concept also form partnerships to carry out residents' goals (Wilcox, 2003).

CBT development support receives a better positive impact from residents' participation in their community if the residents are in the account of married young males and married old males receiving lower middle income monthly. This implies that decision-making together among residents is a crucial part of CBT development. This study contributes to support community participation theory is true from the tests in terms of community participation is taken part of all elements in the theory, including non-participation – deciding and acting together – the highest participation. Community participation theory is confirmed to use as a fundamental theory of CBT development studies in other community contexts. The brand-new community participation theory is particularly used in CBT; this study proposes that all processes of community participation need to account for the group of strong actors who are married young males and married old males who receive lower middle income monthly, to strengthen the power of community participation positively influencing CBT development.

Supporting Social Exchange Theory (SET)

The current study provided the validity of SET in the context of CBT in Thailand homestay and other CBT context. The model of this study is extended through the addition of SET to create a rigid model for use in newer contexts. This use of SET theory is one of the first attempts within the context of CBT. It may therefore be considered to contribute significantly to the body of SET knowledge on the subject. This study extended the use of SET in the context of CBT by capturing stakeholder' perception on community participation and their support on CBT development. It therefore confirms the novelty of the theory through its application in a new research setting, which is CBT. SET comprises reward values, benefits, profits, and equitable

distributive justice. If people receive a desirable profit, they deal with simply achieving fair or equitable trade (Homans, 1958). Fairness-benefit distribution determines people and their levels of exchange and interaction with others in a community (Homans, 1958).

Regarding theoretical Gaps (See Chapter 1), there are significant gaps related to SET, which include (1) heterogeneity of stakeholders' perceptions in four regions of Thailand [north, northeast, central and south region], and (2) Role of the benefits in a CBT literature (Nitikasetsoontorn, 2015) conflicting with SET. Based on the literature reviews, there is only one study about CBT and SET in a community and data collection by qualitative method from only policy-makers and community leaders (Kattiyapornpong *et al.*, 2021). First, the body of knowledge of the current study is added to the literature, which studied CBT development support and applied SET with the heterogeneity of stakeholders' perceptions (village leaders, CBT operators, homestay owners, and villagers) in wider studying area covering four regions of Thailand (north, northeast, central and south regions). The current study of CBT and SET makes the expansion of Kattiyapornpong *et al.* (2021) which collected data only from community leaders and policy-makers in a community. Second, the role of the perceived benefits in the current study identifies its similar role of the benefits (rewards, value of rewards, and profits) in SET. The role of perceived benefit in the current study determines the community participation that influences CBT development support, which confirms the application of SET in Thailand's CBT context and argues with the previous study by Nitikasetsoontorn (2015).

Community members who perceive their higher community participation in CBT receive higher benefits. Conversely, community members who perceive low community participation receive low benefits. Fairness-benefit distribution strongly relates to community participation and tourism development among residents (Kang *et al.*, 2008; Yoon *et al.*, 2001). Benefits and profits are the final goal of residents' participation and interaction in society, which is the primary concept of SET. The support of CBT development receives a positive impact from residents' participation in their community through fair benefit distribution, which is a full mediator. This implies that if there is no benefit, there is no community participation in CBT development. The current study in the context of CBT development in Thailand confirms SET being true based on the test of residents' participation; they exchange and interact in their community for a strong reason of benefits and profits acquirement. SET is insisted to use as a fundamental theory of community participation and CBT development studies in several community contexts. The brand-new SET is particularly used in CBT; this study proposes that actors must clear the levels of community participation and the levels of benefit receiving because the levels of benefit receiving determine the level of community participation. In CBT, community participation theory and stakeholder participation theory need to be integrated using fundamental theory because the residents and leaders need to have a good relationship with the external support sector, which is a group of outside stakeholders or organizations and a critical factor for CBT development based on the current study.

Supporting the Concept of Six Key Elements for CBT Success

This concept was defined by existing CBT literature as six key success factors in developing CBT to ensure community participation and involvement and communities

meet their needs (Ashley & Haysom, 2009; Ditta-Apichai *et al.*, 2020; Dodds *et al.*, 2018; Imbaya *et al.*, 2019; Kline *et al.*, 2018; Mitchell & Ashley, 2010; Saarinen & Rogerson, 2014; Spenceley & Meyer, 2012). The six key components for the success of CBT include (1) participatory planning and capacity establishing, (2) participation and partnerships facilitating connections to the market, (3) local management concerning the community individual empowerment, (4) environmental and community goals establishment, (5) helping from enablers (government, funding organization and business sector, and (6) aiming to generate supplemental revenue for long-term community sustainability. The current study supports this concept because the discovery factors in the current study, including external support, community participation, community empowerment, and benefit, are related to this concept. The current study proves this concept and can be used in several CBT contexts. This study suggests this concept should be added ownership of residents to ensure that all community members own CBT, and that power of ownership contributes to community participation, which directly affects CBT development success.

Overall, the study has stretched the Stakeholders Theory, Tourism Development Theory, Community Participation Theory (CPT), and Social Exchange Theory (SET) by investigating predictors that impact community participation and CBT development support. This mixture includes the founded theory that has never been explored together to offer a better comprehension of CBT stakeholders' behaviours and characteristics. The study first explores community participation and benefits as mediators between factors (ownership, external support, community empowerment, entrepreneurship, and tour package design) and CBT development support in all regions of Thailand. This contribution supports the existing theories in social science and practical actors in communities for better CBT development.

5.5.2 Contributing New Concept of Factors on CBT Development

This study also makes several empirical contributions to the tourism body of knowledge. CBT development support positively impacts residents' ownership, external support, and community empowerment through community participation and benefit distribution, which are effective mediators. The current study proposes a new concept of factors influencing CBT development, which are described in the followings:

Community participation: Community participation influences direct CBT development support among stakeholders, and it is influenced by stakeholder ownership, external support, marketing, and community empowerment. Leaders who want to receive high CBT development support must encourage community participation. They can empower community participation by creating and polishing stakeholder ownership, locating external support for their communities, locating marketing mentors and marketers in their communities, organising a workshop to increase people's ability and improve the area of CBT, and distributing benefits fairly. The levels of community participation in CBT development directly variates depending on gender, age, marital status, and income of the residents. Males, young adults, old adults, married residents, and lower middle income received residents likely contribute higher community participation.

Benefit: Benefit entails a thorough mediation on the relationship between community participation and CBT development support. The benefit is a major determinant of community participation in CBT development. If stakeholders benefit significantly

from tourism, there is a high level of community participation (full mediation) to support CBT development. In contrast, if stakeholders receive little or no benefit, they have little or no community participation to support CBT development. The level of community participation is determined by the equitable distribution of benefits.

Ownership: When stakeholders have a strong sense of ownership or belonging in their communities, they are more likely to participate in CBT development support. Ownership or a sense of ownership is a strong sense of belonging and a chance to put one's own hands to work. When stakeholders have a sense of belonging in their community, they feel free to join the process of planning, designing, managing, implementing, and evaluating CBT. The process of ownership raises awareness of cultural and environmental preservation, two aspects of sustainable development.

External support: When stakeholders believe they have received more external or outside support, they are more likely to participate in CBT development support. External support, also known as outside support, is assistance from sources other than the communities of stakeholders. Outside supporters include the government, government agencies, private companies, tour operators, travel agencies, non-governmental organisations (NGOs), and travel associations. The supportive types include the offerings of funds, workshops, and consulting. External support methods also can complete and support other important factors. For example, the government supports residents' ownership by providing workshops about their village evaluation for tourism capability and local product identification. Organizations support community empowerment by offering funds and methods for recovering the environment and infrastructure, such as funds and materials for improving community

access (road/passageway). NGOs support residents' community participation by training them in productive participation and teamwork. Institutes support the community's benefit by training knowledge related to fairness benefit distribution, social equity, ethical online/offline marketing, morals, and ethics in the tourism business. External support always needs to associate with community participation in CBT development.

Community empowerment: Stakeholders are more likely to participate in CBT development support if they believe they and their communities have been empowered. A village and the people who live there should be considered for community empowerment. A village or community should be empowered to become a better village or CBT community by improving accessibility, such as better paved roads, easier access via wider roads, many channels of access via road and water transportation, and safety accessibility. Furthermore, the CBT area should be empowered by providing certification of hygienic and safety of food and homestay, as well as adequate transportation and parking lots, infrastructure (local cuisines and grocery stores), and everything else based on safety (strong and stable bridge and road, providing lost and found system, and no have issues about robbery and risk for a big accident). Individuals and collective groups should benefit from community empowerment. For individual empowerment, villagers should get training and join workshops to develop themselves, such as the tourism industry, tourism enterprise, a sense of ownership in CBT, and a sense of good hosts and hospitality. They can join the trainings about language communication, interpersonal skills, tour guide, tour conducting, tour package design, and presentation skills. More interesting workshops include food services, homestay management, shop management, leadership, personal

problem-solving, and digital marketing for tourism businesses. The empowerment of collective group should provide training in team management and team building, community enterprise, problem-solving by exchanging among CBT stakeholders' experience, CBT standards, homestay standards, booths set up for travel exhibitions, activities related to CBT design, homestay design, and supplementary occupation for women group (souvenir producing and preserved food making). Community empowerment is a critical factor for CBT development; if residents do not participate, CBT is still developed by the community empowerment process because the community participation factor partially mediates between community empowerment and CBT development support.

Socio-demographic roles: this study is early test socio-demographics as moderators between community participation and CBT development in all regions of Thailand. The potential moderators include gender, age, marital status, and income.

Gender: the relationship between community participation and CBT development support would differ between males and females. The male group has a higher positively powerful influence on community participation, which has a relationship with CBT development support than the female group. Males have a pioneering role in community participation in CBT and are role models in working related to CBT, such as a group of leaders and decision-makers. Women empowerment is crucial to balance labour and gender workers in CBT.

Age: the relationship between community participation and CBT development support would differ among young adults, middle-aged adults, and old adults. The young and

old adult groups have a more positive and powerful influence on community participation, which has a relationship with CBT development support, than the middle-aged group. Young and old adults are vital influencers groups for community collaboration in CBT. Young adults (age 18-39 years) with powerful attributes of creative ideas, technology accessibility, muscular body, and cross-culture communication skills are critical groups to participate in and support CBT development. In Thailand, old adults (age 60-77 years) are a significant group participating in CBT development. They are masters of ceremonies and a team of blessing ceremonies in CBT activities to give visitors warmer hearts and a feeling of homecoming. The senior group has more free time to participate in CBT than middle-aged adults (age 40-59 years) busy with their prominent careers, such as farming and gardening. Both groups of young and old adults provide potential characteristics for community collaboration for CBT.

Marital status: the relationship between community participation and CBT development support would differ between married stakeholders and stakeholders without a couple. The married group has a more favourable influence on community participation related to CBT development support than the group of stakeholders without a couple. The group of people with couples provides dynamic attributes to participate in CBT, including community enjoyment, sharing in the community, welcoming behaviour, familiarized staying together with other people, society exchanging, service providers, motherhood, fatherhood, and a sense of care for other persons. Stakeholders without couples may enjoy the moment of isolation which does not necessarily participate much in community and social exchanges.

Income: the relationship between community participation and CBT development support would differ among stakeholders with low income, lower middle income, upper middle income, and high income. The lower-middle-income group has a more significant favourable influence on community participation, which has a relationship with CBT development support than other groups. The group of lower-middle-income (monthly 148-295 USD) is the potential group to collaborate in CBT development. CBT is a local business that provides benefits such as revenue and small business opportunities to lower-middle-income stakeholders. In contrast, higher-income stakeholders may care more about the main occupation and do not want to participate in CBT. The low-income stakeholders, with their attributes of low education and skills, lose confidence to participate in community CBT and choose to isolate themselves from community participation. Confident empowerment must support this last group to change their low economic status by encouraging and providing opportunities for gaining income from CBT participation via helpful mentors.

Contribution from the preliminary study: it suggests the excellent, important, and new factors influencing CBT development via a qualitative study on the perception of CBT operators in Thailand. The excellent factors from the most powerful to the least powerful by ranking include community participation, ownership, the unit of external support and supportive policy, the unit of marketing with value creation and supply chain, the unit of empowerment and people potential, leadership, and partnership. Resource abundance is recognized as an important factor. Finally, the new factors influencing CBT, which have never been found in literature, include a sense of entrepreneurship and the unit of activities and tour package design. Entrepreneurship is an essential skill for business runners that CBT stakeholders must have because CBT

is a kind of local business that has competitors, product differentiation, and price concerns. Unique activities in CBT, such as authentic local discovery and native culinary, and tour package design, make tourists stay longer at the destination. CBT stakeholders benefit more from the potential tour program design.

5.6 Practical Implications

The current study benefits both managers and practitioners. This study is the first pure quantitative research with empirical testing which covers the CBT areas of all regions of Thailand (north, northeast, central and south regions). Thus, the results can be referred to entire CBT areas of Thailand. Aside from theoretical contributions, this study has important practical implications for practitioners, particularly CBT operators, community leaders, policymakers, and the local community.

Community Leaders and Villagers

The main practical implication of this study for community leaders and villagers is that it increases their awareness of the factors that influence community participation in CBT. Community leaders need to consider and set the factors in the current study in their community development planning to support CBT development.

As noted earlier, the study found that ownership influence community participation and tourism development in CBT. Leaders can educate villagers on the benefits of tourism and inspire them to be proud of their communities. Ownership is associated with pride in people in their communities, pride in culture in their communities, treasure building, and a sense of belonging. Leaders must make people proud in their

community by discovering the value of their ancestors' natural beauty, unique culture, and exquisite wisdom. Next, leaders can announce the discovery of a treasure and value that make everyone in the community proud. Then, merge the value and treasure of the community into CBT and distribute the benefits of CBT fairly. Finally, people are proud of their communities, protect their communities, and have a strong sense of belonging and ownership. People cooperate to find outside support once they have a sense of ownership.

The study found that external support is related to community participation. The leader team may launch CBT with external support from the government, business, non-governmental organisations, and travel associations. After leaders and communities have determined the value and treasure of tourism, they may submit a proposal to the Community Development Department and the Department of Tourism Development for external support, such as funds and workshops for CBT management support. The Thai Chamber of Commerce also can provide support for local product development. The Tourism Authority of Thailand can offer support through international marketing, digital marketing workshop, marketing mentors, and tourism promotion. New CBT communities should apply to join the CBT competition activities and standard evaluation. After CBT villagers have joined the competition or standard evaluation, the villages note their capabilities and be recognized by the sponsors. Finally, the sponsors help their villages.

Conversely, in villages with tourism attributions, but people do nothing about the tourism industry, they have difficulty getting support from outside sectors. External support alerts local people to have community participation compulsory and voluntary.

Compulsory community participation forces villagers to participate in CBT activities. For example, after the village receives external support for a digital marketing workshop, some villagers attend the workshop as part of their job responsibilities but do not intend to learn. In contrast, some villagers have volunteered to help with the work because they intend to study digital marketing. Thus, external support (from outside sponsors) can influence both mandatory and voluntary community participation.

In addition, as found in the current study, community empowerment is one of the major concerns in Thailand's CBT. Because the place always declines as time passes, communities should seize this opportunity to improve tourist attractions in their communities and incorporate them into their development plans. CBT tourist attractions and infrastructure may be monitored on a regular basis for firmness and stability. In terms of community accessibility, the road should be upgraded from an earthen road to a paved road. Leaders and villagers can work together to repair the holes in the road leading to their village, thereby improving access and safety during transportation in and out of the community. Villagers who have a strong sense of belonging and ownership in their CBT community can fully participate and collaborate to empower their communities. If villagers have a positive attitude and understand the nature of tourism and visitors, they work tirelessly to clean their homes, plant trees and flowers, and manage garbage to make their community more beautiful. Outside organisations also contribute to community empowerment. A community, for example, may receive funding to improve tourist attractions. Villagers recognise that the fund is a benefit that helps their community. They recognise the obtained benefit; they easily participate in CBT development support. An empowered community can

have an impact on CBT development support, which is also linked to a sense of ownership, benefits received, and external sponsors.

This study offers some insights into the benefits of CBT and the occupations of stakeholders. Understanding the occupations of CBT stakeholders provides marketers with some insights into target markets, how to reach them, and how to set up marketing campaigns to attract potential customers. Community and CBT leaders must consider fairness benefit distribution. Many villages had no problems among their villagers before they implemented CBT and distributed unfair benefits among members. This is constantly causing issues. Community leaders and CBT leaders must establish a fair benefit distribution system, as well as clear conditions and regulations for benefit arrangements to members. The benefits of CBT should be direct to the owners of tourism products such as homestays, tour guides, all service providers, and local product producers, and the indirect benefit should provide for all people in the community. The income from tourism business in the community should be deduced to be the central fund of the village to use in terms of emergency in community, and community areas development, such as paying for garbage management in the public areas and paying for labours who clean up the public areas and environmental management. A highly received benefit can influence a high level of community participation to support CBT development. Occupations of stakeholders: community leaders should recognize that government staff who live in their village have the power to influence more community participation than other groups of careers. Each department of CBT management in a village needs a member who works in a government agency. Government staff can be role models in community participation to support CBT development for other community members.

Policy-makers and Government Agencies

The finding also provides useful information to policymakers such as Ministry of Tourism and Sports Thailand and Ministry of Interior Thailand for strategic planning to attract more tourist. This uniqueness of Thailand's CBT can be promoted in advertisements, brochures, websites, and social media. There is a need for Department of Tourism (DOT) and Tourism Authority of Thailand (TAT) to strengthen their promotion and advertising by using the right channel with the right promotion content. The Ministry of Interior Thailand's Community Development Department may issue a policy to support CBT development by providing funds and workshops on topics such as ownership, community empowerment, benefit, and community participation. Workshops on ownership are about finding happiness in their communities and learning about tourism products in their communities. Community empowerment workshops cover effective community management, tourism impact management, and local enterprise management. Examples of benefit management workshops include coaching about asset management, household accounting, cash flow, morals, ethics in business, and benefit distribution with fairness. Team management and team building workshops are related to community participation. The training for community participation must include all groups of members in the community, particularly new generations with many attributes related to sustainability. New generations can express and contribute new ideas, use technology, international languages, and carry on their parents' CBT labours.

Based on the current study, the Ministry of Tourism and Sports Thailand (MOTS) must identify all of the elements influencing CBT development and assist CBT villages in Thailand through TAT and DOT, who are responsible for developing tourism in

Thailand. DOT should issue the policy to offer workshops and supportive funds related to ownership, marketing, and community empowerment. Workshop-related ownership is a workshop that extracts a community's identity, such as history, culture, tradition, pride of ancestor heroes or heroines, and ancient architecture. These represent glorious communities, making people feel proud and have a sense of ownership. These also become tourism products in the community, which present the identity and sense of the place. Workshop related to marketing is digital marketing, tourist behaviours, and assigning marketing mentors in each CBT community. Social media such as Facebook, Tik Tok, YouTube, and Instagram have power in the current world, in which people are interested in seeing the experience of sharing very short presentations or stories, funny content, and valuable content. Consumers nowadays believe in real product users more than actor or actress presenters. Thus, digital marketing course is critical training for CBT stakeholders. Workshops related to community empowerment involve workshops to add personal skills for stakeholders, such as understanding the nature of tourism and CBT, interpersonal skills, communication skills, local product creation, and value creation skills. Team building and teamwork should be trained for groups of workers in CBT. Meanwhile, leaders and stakeholders need to know about area management, tourist attraction arrangement, the cycle life of a tourist attraction, nature and culture presentation management, negative impact management, and CBT management; these are related to training for community empowerment in terms of CBT areas and villages.

Thailand Community-Based Tourism Institute (CBT-I) should consider the influencing factors in the current study to projects which support CBT. Community participation factor can be designed in the project in which CBT-I wants to develop

new CBT areas and the participation among partnership and CBT connecting villages. Community empowerment must be added to the projects and balanced to empower individual (person), collective group (group of people), and CBT area management. Based on the findings of the current study, TAT should develop public relations and marketing policies to attract more foreign tourists. The percentage of Thai tourists is very high, and in some communities, the percentage of Thai tourists is 100%. TAT can also help CBT villages by providing training and funding for digital marketing from the local to the global level, as well as training on how to use meta data to attract tourists from all over the world. TAT can issue a policy on CBT development by organising CBT events in major cities throughout Thailand.

Marketers

The current study's findings undoubtedly benefit marketers greatly. Many CBT plan activities can be proposed to promote CBT on a local and international scale. CBT events may be held in accordance with TAT policy, which requires all CBT villages to join and set up a booth to promote their tourism products and CBT communities. The events attract valuable stakeholders such as tour operators and travel agencies. The events serve as direct channels not only between CBT hosts and tour operators, but also between CBT operators and visitors. The events and travel booths can be set up nationally and internationally. CBT operators need to cooperate with tour operators and travel agencies to promote and do marketing in wider markets. Tour operators and travel agencies specialize in each market, effectively marketing CBT villages. However, benefit distribution between companies and CBT villages should be equitable and transparent. Tour operators and travel agencies can look for CBT destinations to include in their tour package designs. Local marketing should be carried

out by the CBT village marketing team, and all community members can become marketers by using social media on their mobile phones.

5.7 Limitations

While the study contributes significantly to the body of knowledge in marketing and tourism literature, it has several limitations that need to be identified. First, the external support construct in this study did not represent all sectors of external organizations. The construct of external support comprises five questions that relate only the external support by government officials (See Appendix 5.6 for more details). In the current study, the questions of the external support construct examined only the government sector, which excluded NGOs, tour operators, travel agencies, and other groups. This evaluation only represents external support by the government sector. Thus, the definition and result of external support by only the government sector was limited.

Second limitation is related to the community empowerment construct. The construct is only evaluated in terms of stakeholders' intentions to empower the areas in their village. The individual and collective group of stakeholders are not considered when it comes to community empowerment. Items to measure community empowerment include 'I donate money or volunteer time to support the natural environment in my CBT community' and 'I support government development projects for the long-term viability of this community and CBT.' To fully evaluate community empowerment, future research should include all aspects of community participation, such as empowerment to CBT or village areas and empowerment to local people by individuals or groups. Third, there is concern about the stakeholders'

representativeness. In the current study, only the supply side of CBT stakeholders are represented, which includes groups of village leaders, CBT operators, homestay owners, and villagers. In this study, the CBT stakeholders do not include tourists or outside organisations such as NGOs, tour operators, travel agencies, government agencies, and travel associations. The perception related to CBT in this study is only from stakeholders who live in the CBT villages.

The final limitation is related to the appropriateness of data collection timing. This study is an empirical test that investigates a group of people's true perceptions of factors influencing CBT in Thailand (stakeholders). The perception can shift depending on the circumstance, situation, and time of year. This study collected primary data from stakeholders in Thailand between June 2021 and January 2022, during the Covid-19 pandemic. It is possible that stakeholders expressed their opinions through questionnaire responses at different times. Some may reveal their awareness prior to the Covid-19 pandemic, while others may reveal their perception during the pandemic.

5.8 Future Research

Future research can benefit from any improvements. First, future research can focus not only government sector, which supports CBT, but future studies also need to include other sectors in the assessment of external support, such as NGOs, tour operators, travel agencies, tourism associations, professionals in educational institutes, tourism programmed students, and accommodation associations that it can make debate and complete to fill the components and range of external support for CBT development.

Second, future studies should propose more study about individual empowerment (to empower community members), which is the lack of the current study. Future studies may compare residents' perceptions based on individual and collective empowerment in CBT communities. The personal, group, and area empowerment are critical dimensions of CBT development. Future studies can categorize community empowerment groups as empowerment by who, empowerment by what methods, and empowerment by whom.

Third, future research may explore the perception of new-generation stakeholders under 18 years to make the balance and cover all age groups in the CBT study. Young residents are essential in CBT to join in many roles with their potential attributes, including folklore performing arts (singers, dancers, and musicians), junior tour guides, language skilled mediators, product demonstrating assistances, and digital marketing and social media influencers. They are a critical group to continue the long life of CBT and community development based on sustainability concepts and impact on digital marketing and social media, which support place marketing because they prefer to share reviews, photos, and videos of the places in social media. Their perception relates to marketing and community participation may be different from other groups. The relationship between community participation and CBT development support is proven by the current study in Thailand, and some studies in other countries as explained in literature reviews. Regarding community participation in CBT, future studies need to deeper investigate different levels of participation, and how government agencies and supportive organizations can play roles to establish a real type of participation.

Fourth, future research should be aware of the considering the perception of tourists and external organization officers in terms of marketing and external support factors to cover all groups related to CBT. The tourist section can deliver their perception related to various visitors, including excursionists, domestic travellers, and international tourists, which have different perceptions and unique requirements for CBT products and services. There are not only government but business sector as tour operators also supports CBT, who insert CBT tour program into tourists' itineraries. Future research related to tour operators may assist in understanding the business sector and the interaction point between this sector and residents.

Last, it is suggested that other researchers re-collect the data to compare, support, strengthen, discuss, or argue with the results after the Covid-19 pandemic because residents' perceptions of CBT development may change after the Covid-19 pandemic, which reflects the change of the predictors of CBT development.

5.9 Conclusion

The general objective of this study is to examine the factors that influence CBT development in Thailand. The identified factors are ownership, external support, marketing, community empowerment, entrepreneurship, and tour package design mediated by community participation and benefits and moderated by socio-demographics. This research also explores the role of benefit as a mediator between community participation and support for tourism development. The respondents in this study are CBT stakeholders who are homestay owners, CBT operators, villagers, community leaders, and CBT leaders to provide empirical primary data related to their engagement in CBT and factors on CBT development. Most of them claimed to have moderate community participation, which tends to the level of acting together. One in

ten claimed no community participation in CBT, an issue to be recovered. Income is the best-received benefit from CBT and encourages community participation among residents to support CBT development.

The study tested the predictive factors influencing CBT in Thailand and proposed the results affect the CBT development support in Thailand under seventeen hypotheses. Twelve hypotheses are supported, and five hypotheses are not supported. The positive factors influencing CBT development support are discovered in this study, including ownership, external support, community empowerment, benefit, and community participation. Ownership, external support, and community empowerment direct positively influence community participation. But marketing direct negatively influences community participation, while entrepreneurship and tour package design do not influence community participation. Likewise, community participation is a positive mediator in three relationships: ownership and CBT development support, external support and CBT development support, and community empowerment and CBT development support. Moreover, the benefit fully mediates community participation and CBT development support. Socio-demographics, including gender, age, marital status, and income, mediate the relationship between community participation and CBT development support. Marketing does not productive factor through community participation even though it is a critical factor directly influencing CBT development. Neither entrepreneurship nor tour package designing influences community participation based on the study.

With the establishment of the relationships investigated in the study, the findings contribute to the body of knowledge by investigating a new relationship as well as combining two established theories and one CBT success concept, social exchange theory, community participation theory, and factors on CBT success concept. The

study also looked into effective socio-demographics moderators, new moderating factor network, and its impact on community participation and CBT. This study supports social exchange and community participation theories as true and applicable in CBT. Social exchange theory in CBT needs to add the new component factor of a sense of ownership, external support and community empowerment, which apply to CBT development's unique characteristics. Community participation theory in CBT needs to comprise the new factor of fair benefit distribution and integrate with stakeholder participation theory because the unique CBT development needs community participation and external stakeholder support.

Furthermore, the research reminds community and business leaders and others to develop a strong marketing strategy, processes, and methods that positively influence community participation in marketing policy and monitoring their activities for environmental sustainability. Aside from that, the current research helps policymakers implement policies that ensure Thailand's competitiveness and sustainability. The study successfully establishes a significant relationship between ownership, external support, community empowerment and community participation. Furthermore, the study successfully demonstrates that benefit mediates the relationship between community participation and support for tourism development, in addition to confirming that gender, age, marital status, and income influences or moderates' respondents' perspectives and influences support for tourism development. Based on this study, the factors influencing CBT development in Thailand include ownership, external support, community empowerment, fairness-benefit distribution, and community participation driven by gender, age, marital status, and income.

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APPENDICES

Appendix A

Research Gaps

Table A1: Academic gaps at the global level

Academic Gaps at the Global Level	Sources
Inadequate training, education in CBT, business inexperience and know-how in CBT, lack of local tourism business understanding.	(Addison, 1996; Blackstock, 2005; Durkin <i>et al.</i> , 2017; Gascón, 2013; Getz & Jamal, 1995; López-Guzmán <i>et al.</i> , 2011; Tasci <i>et al.</i> , 2014).
Lacks the support and participation of government and NGOs	(Okazaki, 2008; Phommavong & Sörensson, 2014; Tasci <i>et al.</i> , 2014; Zapata <i>et al.</i> , 2011)
Lacks the involvement, participation, efficiency participation, balance participation of communities and other stakeholders, and pseudo-participation (fake participation)	(Addison, 1996; Blackstock, 2005; Durkin & Perić, 2017; Gascón, 2013; Getz & Jamal, 1995; Tasci <i>et al.</i> , 2014).
Limitations are increasing social differentiation and social unrest; problems with local decision-making,	(Gascón, 2013).
Major challenges in CBT are local capacity, marketing, and economic viability.	(Saayman & Giampiccoli, 2016)
Lacks financial assistance.	(Addison, 1996; Blackstock, 2005; Durkin <i>et al.</i> , 2017; Getz & Jamal, 1995)
Imbalance power.	(Addison, 1996; Blackstock, 2005; Durkin <i>et al.</i> , 2017; Getz & Jamal, 1995)
Lacks law enforcement.	(Tasci <i>et al.</i> , 2014)
The participation in CBT between genders is not equality.	(Phommavong & Sörensson, 2014)
Insufficient human capital, social capital, and tourism enterprises.	(Durkin <i>et al.</i> , 2017; López-Guzmán <i>et al.</i> , 2011)

Table A2: Academic gaps in Thailand

Academic Gaps in Thailand	Sources
Operators have not adequate of training, education, business, experience, know-how and understanding CBT development, and language skill.	(Dolezal, 2015; Polnyotee & Thadaniti, 2015; Suttichuwong, 2009)
Villagers had insufficient knowledge in management of CBT forms and activities, and human resource preparation in CBT.	Suttichuwong (2009)
Lacks the involvement, participation, efficiency participation, balance participation of communities and other stakeholders.	(Chunhunboonthip, 2017; Polnyotee & Thadaniti, 2015)
Lacks financial assistance.	(Tippeng <i>et al.</i> , 2011)
Low number of infrastructures for using development tourism activities	(Polnyotee & Thadaniti, 2015; Tippeng <i>et al.</i> , 2011)
Lacks long-term development and including the future generation into practice.	(Chatkaewnapanon & Kelly, 2019)
Has non-readiness to serve visitors and management	(Polnyotee & Thadaniti, 2015)
Encounters with negative impacts and natural disaster	(Dinkoksung & Nejati, 2017)

Table A3: Industry gaps in Thailand

Industry Gaps in Thailand	Sources
Lacks tourism knowledge, understanding tourist's types	(Bangkokbiznews, 2018; Department of Tourism, 2018)
Operators lacks the skill to create tourism activities.	(Department of Tourism, 2018)
Villages encounter with a problem of having potential human capital	(GSB-Research, 2018)
Community leaders have not strong leadership	(GSB-Research, 2018)
Lacks area planning and management	(Bangkokbiznews, 2018; Department of Tourism, 2018; GSB-Research, 2018)
Outside companies gain more benefits	(GSB-Research, 2018)
Lacks benefit management.	(Department of Tourism, 2018)
Insufficient knowledge, experienced working, and marketing mentors.	(Department of Tourism, 2018; MGR Online, 2013)
Has conflicts with tour operators.	(Department of Tourism, 2018)
Lacks community participation.	(MGR Online, 2013) (GSB-Research, 2018)
Encounters with negative impacts.	(Bangkokbiznews, 2018)
Increasing garbage and waste in CBT villages	(GSB-Research, 2018)
Imbalance tourism resources and demand of tourists	(GSB-Research, 2018)

Appendix B

Summary of Measurement

Table B1: Summary of Measurement

Construct	Original Item	Modified Item	Source	Designed No.	Cronbach's Alpha (CA)
Community participation	1. I usually participate in the events of my town	1. I usually participate in the events of CBT in my village	Park <i>et al.</i> , (2012)	P1	.89
	2. I tend to associate with my neighbours	2. I tend to associate with my neighbours and CBT members	Park <i>et al.</i> , (2012)	P2	.89
	3. I am involved in the planning and management of sustainable tourism in this community	3. I am participated in the planning and management of CBT in my village	Lee (2013)	P3	.90
	4. I am involved in the decision-making for the sustainable tourism of this community	4. I joined in the decision-making for CBT in my community	Lee (2013)	P4	.90
	5. I participate in the promotion of environmental education and conservation	5. I participate in the promotion of environmental education and conservation	Lee (2013)	P5	.91
Benefits	1. Increase employment opportunities	1. I think CBT to enhance the chances of job employment	Lee (2013)	B1	.94
	2. Increase business for local people and small business	2. I feel that CBT increases business for local people and small business	Lee (2013)	B2	.94
	3. Increase the revenues from visitors for local governments	3. I think CBT increases the revenues from visitors for local governments	Lee (2013)	B3	.94
	4. Tourism is a strong economic contributor to our community	3. CBT is a strong economic contributor to our community	Yu <i>et al.</i> (2011)	B4	.82
	5. Tourism benefits other than just tourism industries in our community	4. I think CBT benefits other than just the tourism industry in our community	Yu <i>et al.</i> (2011)	B5	.82

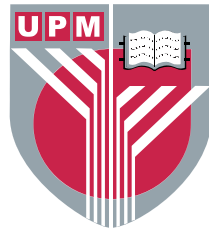
Ownership	1. I prefer living in this community over other communities	1. I prefer living in my community over other communities	Lee (2013)	O1	.93
	2. I feel that this community is a part of me	2. I feel that this community is a part of me	Lee (2013)	O2	.93
	3. Living in this community says a lot about who I am	3. Living in my community says a lot about who I am	Lee (2013)	O3	.93
	4. I felt a strong sense of belonging to the CBT destination and its setting or facilities.	4. I felt a strong sense of ownership to my CBT village and its setting or facilities	Han <i>et al.</i> (2019)	O4	.87
	5. I was very attached to the CBT destination	I was very attached to my CBT village	Han <i>et al.</i> (2019)	O4	.87
External support	1. The tourism organization of my community's government should do more to promote tourism	1. The tourism organization of my community's government should do more to promote tourism	Andereck and Vogt (2000)	U1	.95
	2. Tourism officials host meetings or other forums	2. CBT officials host meetings for CBT development	Hung <i>et al.</i> (2011)	U2	.80
	3. Tourism officials are interested in hearing my opinions	3. CBT officials are interested in hearing my opinions	Hung <i>et al.</i> (2011)	U3	.80
	4. Tourism officials represent my interests in terms of tourism development	4. CBT officials represent my interests in terms of CBT development	Hung <i>et al.</i> (2011)	U4	.80
	5. Tourism officials provide officials provide opportunities for me to be represented in decision-making bodies	5. CBT officials provide officials provide opportunities for me to be represented in decision-making bodies	Hung <i>et al.</i> (2011)	U5	.80
Marketing	1. I encourage my friends and relatives to experience the CBT destination	1. I encourage my friends and relatives to experience CBT destinations	Han <i>et al.</i> (2019)	M1	.88
	2. If someone looking for a tour program, I generally advise him/her to experience the CBT destination	2. If someone looking for a tourism program, I will suggest him/her experience the CBT destination	Han <i>et al.</i> (2019)	M2	.88
	3. I experienced a guaranteed quality of products/services in shopping centres at CBT destination	3. Guaranteed quality of products or services in CBT village is a good practice	Han <i>et al.</i> (2019)	M3	.80
	4. We compete primarily based on product or service differentiation	4. We compete primarily based on CBT product or service differentiation	Tajeddini (2010)	M4	.82
	5. We have a good sense of how our customers value our products and services	5. I have a good sense of how my customers value my CBT products and services	Tajeddini (2010)	M5	.82

	1. I donate money or give time to support an environmental organization (include specific destinations)	1. I donate money or give time to support an environment for my community	Lee <i>et al.</i> (2013)	E1	.84
Community empowerment	2. I do volunteer work for a group that helps the environment (more involve environment issue)	2. I do volunteer work for a group that helps the environment in the community	Lee <i>et al.</i> (2013)	E2	.84
	3. I join in community cleanup efforts	3. I join in my community cleanup efforts	Lee <i>et al.</i> (2013)	E3	.84
	4. I support research for the sustainability of this community	4. I support research for sustainability of this community and CBT	Lee (2013)	E4	.90
	5. Improve the conditions of roads and other public facilities	5. I think CBT to improve the conditions of roads and other public facilities	Lee (2013)	E5	.94
	1. In general my business has a strong preference for low-risk projects (with normal and certain rate of return)	1. There is a strong preference for low-risk activities (with normal and certain rate of return) in our CBT business	Roxas & Chadee (2013)	N1	.96
Entrepreneurship	2. Relative to our competitors, our company has higher tendency to engage in strategic planning activities	2. Relative to our competitors, our CBT business has higher tendency to engage in strategic planning activities	Tajeddini (2010)	N2	.91
	3. Relative to our competitors, our company has higher ability to identify customer needs and wants	3. Relative to other tourism product, there is higher ability to identify tourist needs and wants in our CBT village.	Tajeddini (2010)	N3	.92
	4. Relative to our competitors, our company has higher ability to identify new opportunities	4. Relative to other tourism product, there is higher ability to identify new opportunities in our CBT village.	Tajeddini (2010)	N4	.92
	5. Relative to our competitors, our company has higher tendency to engage in strategic planning activities	5. Relative to other tourism product, there is higher tendency to engage in strategic planning activities in our CBT village	Tajeddini (2010)	N5	.92
	1. The cultural-oriented performances presented were entertaining	1. The cultural-oriented performances presented were entertaining	Jamal <i>et al.</i> (2011)	T1	.83
Tour package design	2. The excursion around the village is informational	2. The excursion around our community is informative because of a good tour package design	Jamal <i>et al.</i> (2011)	T2	.83
	3. The traditional-oriented activities organized by the participating villagers were enjoyable	3. The traditional-oriented activities in tour package design by the participating villagers were enjoyable	Jamal <i>et al.</i> (2011)	T3	.83

4. I favour building new tourism facilities that will attract more tourists	4. I favour designing new CBT tour package that will attract more tourists	Andereck and Vogt (2000)	T4	.95
5. Additional tourism would help this community grow in the right direction	5. Additional tour package creation would help this community grow in the right direction	Andereck and Vogt (2000)	T5	.95
CBT Development Support				
1. I support the development of community-based sustainable tourism initiatives	1. I support the development of community-based sustainable tourism in my village	Lee (2013)	D1	.91
2. I participate in sustainable tourism-related plans and development	2. I participate in sustainable tourism-related plans and development	Lee (2013)	D2	.91
3. I cooperate with tourism planning and development initiatives	3. I cooperate with CBT planning and development initiatives	Lee (2013)	D5	.91
4. I support tourism as having a vital role in this community	4. I support CBT as having a vital role in this community	Andereck and Vogt (2000)	D3	.95
5. My community should plan and manage the growth of tourism	5. My community should plan and manage the growth of CBT	Andereck and Vogt (2000)	D4	.95

Appendix C

Interview Form for Preliminary Inquiry



CODE:

INTERVIEW FORM (PRELIMINARY INQUIRY)

This study is a part of a PhD (Tourism) of Faculty of Economics and Management, Universiti Putra Malaysia.

Topic: Influencing Factors on Development of Community-Based Tourism (CBT) in Thailand

Interview by Pakin Witchayakawin

Recommendations for Researcher

Mark ☒ after an interviewer informs interviewee and group of interviewees.

- ☐ 1. The interviewer introduces himself to and an interviewee or the group of interviewees
- ☐ 2. The interviewer introduces a note taker and research team members to the interviewee or the group of interviewees
- ☐ 3. The interviewer informs the reason for the invitation for interviewing and discussion and informs the objectives of data collection such as the interviewees want to know what the researcher has done to the interviewee or the group of interviewees
- ☐ 4. The interviewer explains to the interviewee or the group of interviewees to tell true experience that they may exchange for each other. The data from interviewees are not right or wrong data but research needs the true experience of interviewees and exchange by convenience, voluntary and freedom. If an interviewee is not convenient to answer the questions, he or she can deny answering or leave away from the group any time.

- ☐ 5. The interviewer explains to the interviewee or the group of interviewees that the researcher will take photos and record the sound during the interview. If the interviewees “ALLOW” to do that, please say “ACCEPT”. In case, the interviewees are “NOT ALLOW” to do that, please say “NOT ACCEPT”.
- ☐ 6. The questioner invites the interviewees to introduce their names
- ☐ 7. Start asking the simple questions

The interview contains 4 sections and takes a time of about 30 – 50 minutes.

INTERVIEW FORM

Key Informant: ☐ Leader ☐ Communities ☐ Other

Code of Interviewee: _____ No: _____ subjects

Place of interview: _____ Date: _____ Time: _____

PART 1: KEY INFORMANT PROFILE

1.1 Age: _____ years old

1.2 Gender: ☐ Male ☐ Female

1.3 Educational level: ☐ Primary and lower ☐ High school and college

☐ Undergraduate degree ☐ Postgraduate degree

1.4 Occupation: ☐ Government sector ☐ Agricultural sector

☐ Commercial sector ☐ other: _____

Years of experience in CBT: _____

Role in Community: ☐ Leader ☐ Villagers ☐ Homestay Owner ☐ Other _____

Contact: _____

PART 2: TOURISM SITUATION AND TOURISM IMPACT

****Explain**

Research Objective: this research needs to identify the CBT development factors and examine the relationships between the identified factors and tourism impact. Additionally, the study wants to investigate the role of tourism impact as a mediator between the factors and community participation and to investigate the role of socio-demographic as a moderator between tourism impact and community participation.

****Explain**

The notion of Sustainability: Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs in natural resources, social and economic resources. Sustainability is not just environmentalism. Embedded in most definitions of sustainability, we also find concerns for social equity and economic development (University of Alberta Office of Sustainability, n.d.).

2.1 Can you provide current overview/situation of tourism in your community – for community/people? _____

2.2 Can you provide a current overview of tourism in community based in Thailand? (New trend/new update) – For the government/tourism officer?

2.3 Can you explain types of tourism activities in your community?

2.4 How do tourism situation now in your community?

****Explain**

Tourism Impact: it is divided into six dimensions. They are a positive socio-cultural impact, positive environmental, positive economic, negative socio-cultural, negative environment, and negative economic impact. The positive side is the good side, but the negative side is the bad side.

2.5 Please explain the positive impact of tourism in your community.

2.6 Please explain the negative impact on tourism in your community.

PART 3: PARTICIPATION AND DEMO-GRAPHIC ROLE IN CBT

3.1 How do you participate in CBT in your community?

3.2 How does the different role between male and female participation in CBT?

3.3 How does the different role of youth, mature and ageing participate in CBT?

3.4 How do government and other organizations participate in CBT?

3.5 How do visitors participate in CBT?

PART 4: FACTORS ON DEVELOPMENT OF CBT (EXISTING FACTORS)

4.1 What are the important factors for **sustainable tourism development** and why?

4.2 What are the important factors for **community development** and why?

4.3 How does **ownership factor** important for CBT development?

4.4 How do **empowerment and people potential factor** important for CBT development?

4.5 How does **partnership factor** important for CBT development?

4.6 How do **resource abundance and product potential factor** important for CBT development?

4.7 How do **community participation factor** important for CBT development?

4.8 How does **leadership factor** important for CBT development?

4.9 How do **outside support and supportive policy factor** important for CBT development?

4.10 How do **marketing, value creation and supply chain factors** are important for CBT development?

PART 5: FACTORS ON DEVELOPMENT OF CBT (NEW FACTORS)

5.1 Are there other important factors in the development of CBT? What they are and why?

5.2 Do you face any problem with CBT?

5.3 Are there any suggestions?

END OF INTERVIEW

THANK YOU FOR YOUR COOPERATION

Appendix D

Demographic Profile of the Preliminary Inquiry Study

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	2	20.0	20.0	20.0
	Female	8	80.0	80.0	100.0
	Total	10	100.0	100.0	

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40 and lower	3	30.0	30.0	30.0
	41 - 59	5	50.0	50.0	80.0
	60 and above	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

3. Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school and lower	3	30.0	30.0	30.0
	Collage and bachelors	5	50.0	50.0	80.0
	Master and above	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

4. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government sector	4	40.0	40.0	40.0
	Business sector	4	40.0	40.0	80.0
	Business owner and others	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

5. Role in community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leader of community	3	30.0	30.0	30.0
	Leader of CBT and homestay operator	6	60.0	60.0	90.0
	Others	1	10.0	10.0	100.0
	Total	10	100.0	100.0	

6. Year of experience in CBT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-5	7	70.0	70.0	70.0
6 and above	3	30.0	30.0	100.0
Total	10	100.0	100.0	



Appendix E

Photos of Preliminary Inquiry Study



Figure E1: Interview CBT operators in Ban Wat Chan, Phitsanulok Province, Thailand
(Source: author's compilation)

Figure E2: Interview CBT operators in Ban Plak Rad, Phitsanulok Province, Thailand
(Source: author's compilation)



Figure E3: Interview CBT operators in Ban Pha Rung Mee, Phitsanulok Province, Thailand
(Source: author's compilation)

Figure E4: Interview project a founder in Phitsanulok Province, Thailand
(Source: author's compilation)

Appendix F

Summary of Village Profiles, Tourism Products and Activities in CBT Villages of the Current Study

Table F1: CBT Products and Activities in the North of Thailand

Province	Name of village	Village profile, tourism products and activities	Source
Chiang Rai	Ban Cha Bu Si (บ้านจวนสี่)	Way of life of the Lahu tribe (religious ceremony and meal – Thum Khao Doi), Mae Kik Waterfall, and workshops for handicraft making (basket and textile weaving)	(CBT-I, 2012j)
	Ban Pong Nam Ron (บ้านโป่งน้ำร้อน)	Pha Sert hot spring, Huai Kaew waterfall, way of life of the Lisu tribe and Akha tribe, and tea making	(CBT-I, 2012v)
	Huai Khi Lek (บ้านห้วยห้วยเหล็ก)	Way of life of the Akha tribe, sacred pond, village's gate (sacred gate), shrine, cultural courtyard, and forest and nature areas.	(CBT-I, 2012al)
	Ban Kao Dua (บ้านเก๋าคือ)	Waterfalls, forest, and a learning centre of herb and vegetable demonstrated gardens	(CBT-I, 2012d)
Chiang Mai	Ban Tham Chiang Dao (บ้านถ้ำเชียงดาว)	Moo-5, Chiang Dao Subdistrict, Chiang Dao District. People are Tai-Won ethnic (Lanna – Northern Thai). Activities are to worship Por Luang Kam Daeng at every 16 th April and festival parade poles of Bodhi tree, Buddha statue bathing in June, and lantern and floating tray festival in November. Local products and career groups are group of local tour guide (Chiang Dao Cave), basketry group, and Klao Krua Herb (Pueraria candollei Graham ex Benth) group. The main attractions are Chiang Dao Cave, a nature study by hiking at Doi Luang Chiang Dao (Chiang Dao Mountain) in November to March, bamboo basketry, Chiang Dao Cave Museum (ancient objects), Hydrodynamic Electricity Production Learning Center. Tour program – Ecotourism 2 days 1 night at Doi Luang Chiang Dao prices 58 USD per person. Tour package – Ecotourism 3 days 2 nights Doi Luang Chiang Dao prices 76 USD per person. The income from tourism is 1,818 USD in 2016.	(CBT-I, 2012o; Kamdaeng, 2021)

Ban Hua Thung (บ้านหัวทุ่ง)	Moo-14, Chiang Dao Subdistrict, Chiang Dao District. Ceremony of making merit for Khun Nam Spirits (river spirits), community forest, way of life of the Hua Thung villagers, bamboo plantation and basketry making. Annual traditional activities are Northern New Year Ceremony in April, spirit worship in June, and lantern festival in November. Groups of careers are basketry, CBT, and sustainable agriculture. Tourism sites are forest, underground water spring, spirit worship, children's traditional performances, shopping in forest, basketry, herbs, local sweet, welcome ceremony, and florist folding. Package of 2 days for sites combination is priced 18 USD per person. Package of 3 days 2 nights for ecotourism is priced 30 USD per person. Extra day is priced 13 USD per person. There are 6 homestays for 40 guests and price is 8 USD per person. Local activities (optional tour) are sweet making (25 USD/person), florist folding (7 USD/person), Bai Si Making [traditional banana leave folding in tray] (16 USD/person), a set of traditional performances (46 USD/set), a set of welcome ceremony or Bai Si Su Kwan (25 USD/set). Venue cost is 46 USD/10 persons. The income from tourism is 15,152 USD in 2016. The number of tourists is 700 Thais and 350 foreigners (2016).	(CBT-I, 2012ap; Lemazuria, 2021)
Ban Mae Kampong (บ้านแม่กำปอง)	The village is located in Moo-3, Huai Kaew Subdistrict, Mae-On District. The tourism sites are waterfall, trekking, Doi Mon Lan (the highest point of the mountain in Mae-On District), Cherry blossom, endemic flowers, community way of life, Baisi ceremony (wrist-binding ceremony), Poi Luang Festival (making merit), traditional dance and music performance, offering alms to monks, forging knives, teste herbs, and Thai massage. Highlighted tourism products are forest, waterfall, Doi Mon Lam (mountain), ecotourism trail, tea leave and fragmented tea leave, coffee, herb, massage, and Miang (tidbits wrapped in fragmented tea leaves). Package of tourism combination prices 10 USD per person. Package ecotourism prices 18 USD per person. There are 22 homestays for 132 guests and price is USD18 per person. Nearby resorts are plenty about 50 houses pricing about 17 USD per room per night. The received awards included ASEAN Home Stay Standard (2016-2018); Traveller Destination Awards 2013; Eco-village Model (2012); PATA Gold Awards (2010); Provincial Outstanding Learning Center (2010). The revenue from tourism is 185,344 USD in 2016. The number of tourists is 3,859 Thais/ 3,006 foreigners (2014); 8,569 Thais/ 1,510 foreigners (2015); 8,141 Thais/ 7,639 foreigners (2016).	(CBT-I, 2012ab; Thomma & Sommut, 2021)
Ban Mae Klang Luang (บ้านแม่กลางหลวง)	Moo-17, Ban Luang Subdistrict, Jomtong District. Rice field and terraces, organic coffee plantation, Rainbow Tra Fish breeding pond, Doi Hua Sua (Hua Sua Mountain), Pha Dok Siew Waterfall, Pga K'nyau Folk Museum and Cultural Centre (Pga K'nyua is a tribe). Traditional activities are Kin Khao Mai (New Rice Harvest Celebration), Puk Ko Mue (To wish good luck by binding people's wrist) in February, March, and August), and Rod Num Dum Hua (pour water on the hands of revered elders and ask for blessing in Thai new year celebration) in April. Attraction sites are ecotourism hiking, Pha Dork Siao Waterfall, local dressing, traditional ceremonies, Tae Na playing (local activity), rice harvest, local textile	(CBT-I, 2012aa; Panalainiwes, 2021)

	weaving, natural textile dying, herbs, rice terraces, and animal trapping. Tour package program 1 – ecotourism for 2 -3 hours. Tour package program 2 – ecotourism for 2 days 1 night. There are 12 homestays for 60 guests and price is 11 USD per person. There are 11 community- resorts for 73 guests and price is between 25 USD and 91 USD per house. The revenue from tourism is 23,835 USD in 2016. The number of tourists is 2,955 Thais/ 309 foreigners (2015) and 3,064 Thais/ 365 foreigners (2016).	
Ban Pha Mon (บ้านผามอน)	Moo-8, Ban Luang Subdistrict, Jomtong District. Karen tribe way of life, Doi Pha Mon (Pha Mon Mountain), Doi Ang Ka Noi (Ang Ka Noi Mountain), Doi Pha Tang (Pha Tang Mountain), Rice terraces, winter flower garden, and waterfalls. Traditional activities are Mud Mue (To wish good luck by binding people's wrist) and Kin Khao Mai (New Rice Harvest Ceremony) in February, Kin Khao Cheer or Bia Sae Clee (Local Eating Ceremony) in May, Lue or Tee Bo (Spirit Worship) in June, Puk Ko Mue Ceremony (binding wrist) and Liang Phee Na (Rice Field Spirit Worship) in August and September, and Ork Beer Ko (New Rice Harvest Ceremony) in December. Groups of careers are handicraft textile, winter plant farm, village tourism funding group. Tourism sites are hiking, mountain biking, and waterfall. Learning unit of herbs, textile, local food, bamboo basketry, rice whiskey production, local birds, safety hiking, and local musical instruments. There are learning center of standard agriculture and rose gardening. Tour program 1 day adventure tourism prices 23 USD per person. Program 2 days 1-night prices 147 USD per person. There are 5 homestays for 20 guests and price is between 11 USD to 17 USD per person. There are 4 community resorts for 30 guests and price is between 82 USD to 137 USD. The number of tourists is 64 Thais/ 34 foreigners (2016).	(CBT-I, 2012x; Kamkiriwong, 2021)
Ban Doi Pui (บ้านดอยไผ่)	Hmong tribe way of life and learning centre, Doi Pha Klong (Pha Klong Mountain), waterfalls, women's handicrafts (wax painting and dyeing fabrics with natural colours)	(CBT-I, 2012m)
Ban Pha Tae (บ้านผาแตง)	Way of life of the Pga K'nyau tribe, trekking and study local herbs, bamboo weaving and folk music.	(CBT-I, 2012w)
Wiang Haeng (บ้านเวียงหาง)	The village is a history of King Naresuan the Great's marching, forests and mountainous areas, diverse tribe cultures of Thai, Phu Kao, Lisu, Karen, Muser, Lisu, Tai Yai, Praop, Loong and Thai Lue, archaeological sites (Phra That San Hai and nine disciple stupas), and local cuisines.	(CBT-I, 2012ai)

Phayao	Ban Rai Kong Khing (บ้านไร่ทองคิง)	It is located in Moo-3, Nong Koy Subdistrict, Hangdong District. The ethnic people is Tai Yuan (Lanna). Organic vegetable farming, homestay, biking and watching tree tunnel, massage by Lanna (northern) wisdom and local herbs, and Lanna architecture in Wat Ton Kain. Tourism sites and activities include Lanna traditional dressing, food offering tradition, lantern festival, Phen Phood tradition (midnight worship), Phoi Luang tradition (cooperation worship), herbs, local sweet, local flag making, banana leave object creation, and organic vegetable gardening. Other activities are biking, massage, and temple visiting. Package of wellness tourism prices 19 USD per person. Package of wellness tourism 2 days prices 49 USD per person. There are 8 homestays for 50 guests and price is 7 USD per person. The received awards included ASEAN CBT Standard (ASEAN Tourism Forum) Singapore (2017); Winner of Chiang Mai Beautiful Village Happy City (2017); Thailand Sustainable Awards (2015); PATA InSPIRE Awards (2015). The revenue from tourism is 3,637 USD (2016). The number of tourists is 1,620 Thais (2015); 2,860 Thais (2016).	(DASTA, 2019b; Intachai, 2021)
	Ban Wiang Bua (บ้านเวียงบัว)	Wiang Bua learning carter and ancient kilns, ancient moat, watery eyes, and organic agriculture	(CBT-I, 2012ah)
Mae Hong Son	Ban Rong Hai (บ้านร้องไห้)	Natural visiting at Kwan Phayao (Phayao Lake), mountain scenery, archaeological site (San That), and local arts and crafts.	(CBT-I, 2012ae)
	Ban Jaboh (บ้านจำโบ)	Lahu tribe's way of life, Tako cave, Phee Man Cave (a place to feed the ghosts of the village), hiking, agricultural and animal husbandry learning areas, textile weaving mill, Jakue folk dance floor, and smithy.	(CBT-I, 2012k)
Mae Hong Son	Ban Mae Lana (บ้านแม่ละนา)	Tai Yai people's way of life, forest areas, Mae Lana Cave, Pakarang Cave, Phet Cave, and Hin Khaimook Cave.	(CBT-I, 2012ac)
	Ban Rung Arun (บ้านรุ่งอรุณ)	Way of life of Yunnan Chinese people, Chusa waterfall, Pa Tham Wua Temple, Sam Ta Cave, Phee Man Cave, Drug Cave, rafting point, Chinese festival (new year), and Yunnan Chinese food	(CBT-I, 2012af)
	Ban Huai Tong Kor (บ้านหัวตองค้อ)	Pga K'nyau tribe's way of life, Huai Tong Hor Waterfall, fireflies watching, rice terraces, knife forging, sword forging, textile weaving, and hand-woven fabrics with natural dyeing	(CBT-I, 2012am)
	Ban Huai Hee (บ้านหัวหื้อ)	Pga K'nyau tribe's way of life, handicrafts (basketry, textile weaving, and knife making), Doi Pui (Pui Mountain), and agricultural areas	(CBT-I, 2012ao)

Table F2: CBT Products and Activities in the Northeast of Thailand

Province	Name of village	Village profile, tourism products and activities	Source
Mukdahan	Ban Phu (บ้านภู)	Centre of Community Role Model, homestay, Phampa and Phu Pha Kook Cave, Chaimongkol Chedi, Luang Pu Laoh Chedi, and Phu Tham Som Temple.	(CBT-I, 2012s)
	Ban Ku Ka Singha (บ้านคู่กาสิงห์)	Kula field as a famous place to produce jasmine rice, Khmer cultural centre, Khmer archaeological sites (Ku Ka Singha, Ku Phon Wij, Ku Phon Wiji, Ku Phon Rakang, and CBT Learning Centre (Khmer ancient sites, Heritage Museum, folk literature, traditional paper cutting patterns)	(CBT-I, 2012c)
Roi Et	Ban Pla Klao (บ้านปลาลาว)	Way of life of the Mor Lam villagers (Folklore singing and dancing performance), ancient house, ancient pond, Isan (northeastern) folk museum, learning centre, Si Pho Chai Temple, and local herbs	(CBT-I, 2012t)
Amnat Charoen	Ban Sasom, (บ้านสะอุม)	Ghost handwriting cave (cave painting), Kanusa Cave, pig's head sandstone, bridge between two mountains, sandstone sculpture, Ja Pha Yai Waterfall, earth pillars, and herb garden	(CBT-I, 2012a)
Ubon Ratchathani	Ban Pa-au (บ้านปะอาว)	Brass casting, writing, and reading the Buddhist manuscripts, ecotourism forest, and folk museum	(CBT-I, 2012u)
Udon Thani	Ban Chiang (บ้านเชียง)	Ban Chiang provides Ban Chiang National Museum (Ban Chiang Archaeological Site), and a museum in Wat Po Si Nai that visitors can find out culture of Ban Chiang (ancient tools, household items, artifacts, and pottery items). The received award is ASEAN CBT Award.	(TAT, n.d.-a)

Note: 1 USD = 32.9070 Thai Baht (29 August 2021).

Table 3.5.3: CBT Products and Activities in the Central region of Thailand

Province	Name of village	Village profile, tourism products and activities	Source
Samut Prakan	Ban Bang Nam Phueng (บ้านบางน้ำผึ้ง)	Wat Pang Nam Phueng, Ban Chun Rong, Bang Nam Phueng floating market, Ban Khanom Thoy (home of cup dessert), Forest Garden in Moo-4 (village No.4), Pa Pood Homestay, and old Buddhist chapel of Bang Nam Phueng	(DASTA, 2020a)
Trat	Ban Huai Raeng (บ้านห้วยแร้ง)	Long-tailed boat traveling in canals, fishery, learning language of fireflies, fruit garden, biological products (coconut oil, mangosteen products, health drink from green vine), and homestay	(CBT-I, 2012an)
	Ban Salakkhok (บ้านสลักคอก)	Vajakham Kochtawee Temple, 100-year-old wooden Buddha image, bridge in mangrove forest and aquatic animal nursery, kayak tour, Batik production, products from coconut shells, and shrimp paste	(CBT-I, 2012aj)
	Ban Num Chiew (บ้านน้ำเชียว)	Num Chiew Temple (Buddhist temple), mosque, mangrove forest and ecology study centre, traditional bamboo boat racing (Thai and Muslim culture), annual fishing competition, fisheries, farmers. The received award included Outstanding Award for Community Tourism Category 2010; Best Sustainable Community Tourism Award 2013.	(CBT-I, 2012r; DASTA, 2020b)
Chantaburi	Ban Khao Baisi (บ้านเขาบ้ายศรี)	The largest and oldest durian tree, ancient garden, Khao Baisi Temple, Khao Sukim Temple, Buddhist tradition, and products from fruits.	(CBT-I, 2012f)
	Ban Khao Soy Dao Tai (บ้านเขาซอยดาวใต้)	Forest's herbs (Kranan), African Violet Flower, waterfalls, Thap Sai Market, Thai-Cambodian border trade market, Thap Sai Temple, Khlong Phra Reservoir Wildlife Breeding Centre, and Soy Dao Highland Golf Course	(CBT-I, 2012g)
Phetchabun	Ban Nong Mae Na (บ้านหนองแม่นา)	Rare weather and nature suitable for ecotourism, boating to admire nature along the river, butterfly watching, fresh-water jelly fish watching, waterfall, Thung Salaeng Luang National Park, Khék River rafting, and pine forest.	(CBT-I, 2012ak)
	Ban Matulee (บ้านมดูลี)	Boat cruise, butterfly and bird watching, Hmong tribe farm (pumpkin, spicy, cabbage, and passion fruit), annual mountain boat racing	(CBT-I, 2012z)
Phitsanulok	Ban Rong Kla (บ้านร่องกล้า)	History between Thai government and the communist party of Thailand, view of the sea of mist, Radio Cave, Millennial Dinosaur Footprints, cabbage cultivation, cherry blossoms, way of life and Hmong culture	(CBT-I, 2012ad)
Sukhothai	Ban Na Ton Chan (บ้านนาต้นจั่น)	Textile weaving and mud-soaked textile making, Tukkata Bar Hon (wooden doll), herb shampoo making, basketry, Khao Perb (local food), hiking and viewpoint at Huai Ton Hai Mountain, fruit garden, rice field and flower garden, and handicraft center. The received award is PATA Community Award.	(Norasetporn, 2020)
Supanburi	Ban Lam (บ้านแหลม)	Lotus flower making, local traditional Thai dessert making, ancient chili paste making, bamboo rattan and water hyacinth weaving, way of life along Tha Chin River, ancient Thai houses (reign of King Rama V), homestay and houseboat by the river, boat trip to temples, local museum, and traditional Thai dessert house	(TAT, n.d.-b)

Note: 1 USD = 32.9070 Thai Baht (29 August 2021).

Table F3: CBT Products and Activities in the South of Thailand

Province	Name of village	Village profile, tourism products and activities	Source
Chumphon	Ban Khlong Rua (บ้านคลองเรือ)	Bamboo rafting, Haew Ta Chan Waterfall, Haew Phlu Nang Waterfall, camping, farming, and watching endangered flowers in forest	(CBT-I, 2012i)
Nakhon Si Thammarat	Ban Phromlok (บ้านพรหมโลก)	Phromlok Waterfall, forests, highest point in the south, fruit garden, canals through the community, organic food, Manohra (classical Thai tune), batik making, and Khao Khun Phanom Temple	(CBT-I, 2012y)
	Ban Kiri Wong (บ้านคิรวัง)	Fruit gardens (mangosteen, durian, and betel nut), ancient fern forest, rare orchids, the highest point of the mountain range, community is model of ecotourism management, natural dyed fabric, mangosteen peeling herbal soap making, homestay, swimming, and shopping	(TAT, n.d.-c)
Phang Nga	Koh Yao Noi (เกาะยาวน้อย)	Sightseeing around the island, fishery way of life, rubber tapping, and cloth dying.	(CBT-I, 2012e)
Phatthalung	Ban Tamot (บ้านตะโหมด)	Tamode Temple (worship to Luang Pho Than Chuay), Lan Mom Jui Waterfall, white water rafting, kayaking, elephant ride trekking, Jed Yot Mountain and trekking, sea of mist viewpoint, and way of life of Sakai tribe	(CBT-I, 2012n)
Surat Thani	Ban Tham Phaung (บ้านท่าช้าง)	Samoraphumi Cave (battle cave), Nam Lod Cave, Than Bang Khui Waterfall, agriculture tourism and health tourism	(CBT-I, 2012p)
	Ban Khlong Noi (บ้านคลองน้อย)	Boat trip to see way of life, Tiger Fish Conservation, batik making, craftsman shipyard, shrimp fishing, fruit orchards, monkey training demonstration, Nypa Palm House (product producing from Nypa Palm), coconut peeling plant, and Boon Bunterng Temple	(CBT-I, 2012h)
	Ban Lee Led (บ้านลิเล็ด)	Mangrove forest, firefly watching, Natural Study Centre and Aquatic Animal Preservation Centre, and shrimp paste making	(CBT-I, 2012ag)
Trang	Ban Lam Khanun (บ้านลำขนุน)	Ecotourism, Sai Rung Waterfall, Sai Nari Waterfall, folk performing arts (Nohra, and puppet show), hydrodynamic power plants and renewal biogas making demonstration, rubber tapping, animal skin sculpture. Applied sufficiency economy philosophy in agriculture (mixed vegetable cultivation, fish and chicken framing, charcoal stove, and handicrafts (bamboo copter) as well as homestay. The received award is Homestay accommodation certified by the Department of Tourism in 2017.	(CBT-I, 2012q; DASTA, 2020c)
	Ban Bo Hin (บ้านบ่อหิน)	Snorkeling and watching coral reef, boating around mangrove forest, and watching Likae Pha (musical folk drama), fishing nursery, fishery life, planting sea grass and mangrove tree. The received award is ASEAN CBT Standard.	(DASTA, 2020a)

NOTE: 1 USD = 32.9070 Thai Baht (29 August 2021).

Appendix G

Questionnaire (English Language Version)



AACSB
ACCREDITED

Greetings,

Survey Invitation

I am a Ph.D. candidate under the supervision of Professor Dr. Yuhanis Abdul Aziz in School of Business and Economics, Universiti Putra Malaysia (UPM). I am conducting a research project to understand “influencing factors on development of community-based tourism (CBT) In Thailand”.

I am inviting you to participate in a survey which will involve completing a questionnaire that will take less than 10 minutes. Please answer the following questions based on your own opinions and attitudes rather than as a representative of your organization. You may notice that some questions seem similar, but please understand that every question is unique and important to the study. Your participation in this study is voluntary. Your input towards this questionnaire is solely for academic purposes and the responses will be treated in a strictly confidential manner. Please be assured that your identity as the respondent will be kept anonymous and confidential. The researcher appreciates your willingness and cooperation as a respondent to complete the questionnaire in an honest manner. While there will be no direct benefit to you upon completion, the survey results will be used to improve CBT practices in Thailand.

If you have any questions concerning the research study, please contact the research team: Pakin Witchayakawin (pakinw@nu.ac.th) or Professor Dr. Yuhanis Abdul Aziz (yuhanis@upm.edu.my).

Sincerely yours,

Pakin Witchayakawin
GS52913
Cell: 09041569

SECTION A: PROFILE OF PARTICIPANTS IN COMMUNITY-BASED TOURISM (CBT)

Instruction: Please tick ☒ and fill in the blank with the most suitable answer.

1. How long have you lived in your village?

☐ Under 10 years ☐ More than 10 years ☐ Since born until now

2. How many years of experiences do you have in CBT?

☐ 1-3 years ☐ 4-6 years ☐ 7 years or more

3. Please indicate your level of participation in CBT

☐ High ☐ Medium ☐ Low

4. Please indicate your dependency on tourism

☐ High ☐ Medium ☐ Low

5. What role do you play? (Please tick only one that suits you)

☐ Homestay owner (please proceed to Question 6.1)

☐ CBT operators (please proceed to Question 6.2)

☐ CBT Community/Villager (please proceed to Question 6.3)

☐ CBT/Community Leader (please proceed to Question 6.4)

6. Please answer the following questions based on your position in CBT:

6.1 Homestay Owner

a) How many tourists stay in your homestay per week?

☐ 1-2 persons ☐ 3-4 persons ☐ 5 persons or more

b) How many tourists per day your homestay can accommodate?

☐ 1-2 persons ☐ 3-4 persons ☐ 5 persons or more

c) How many rooms do you have at your homestay?

☐ 1-2 rooms ☐ 3-4 rooms ☐ 5 rooms or more

d) What is the average length of stay for tourist at your homestay?

☐ 1-2 days/week ☐ 3-4 days/week ☐ 5 days/week or more

e) What is the percentage of the tourist, in terms of:

Local _____

International _____

6.2 CBT Operators

a) Please select your work position in CBT

- | | |
|--|---|
| ☐ Planning & activity designer | ☐ Administration & marketing |
| ☐ Product creation & presentation | ☐ Tour guide & driver |
| ☐ Ceremony master & performer | ☐ Others (please specify): _____ |

b) Please indicate types of benefits you receive from CBT

- | | |
|---|---|
| ☐ Income | ☐ Friendship |
| ☐ Networking | ☐ Enhancing communication skills |
| ☐ Culture exchange | ☐ Improving environment |
| ☐ Area management | ☐ Others (please specify): _____ |

6.3 Community Members/Villagers:

a) What kind of participation do you have in CBT?

- ☐ Receiving information
- ☐ Consultation
- ☐ Deciding together
- ☐ Acting together
- ☐ Supporting independent community interest

b) Please choose types of benefits you obtain from CBT

- | | |
|---|---|
| ☐ Income | ☐ Friendship |
| ☐ Networking | ☐ Enhancing communication skills |
| ☐ Culture exchange | ☐ Improving environment |
| ☐ Area management | ☐ Others (please specify.....) |

6.4 Community Leaders/Village Leaders/CBT Leaders

a) How many times a year do you conducted meeting for CBT community members?

- ☐ 1-3 times ☐ 4-6 times ☐ 7 times or more

b) What encourage community members to participate in CBT?

- ☐ Income and benefits ☐ Friendship
☐ Networking ☐ Culture exchange
☐ Need to develop village ☐ Other (please specify): _____

7. What is your opinion about tourism? (You may choose more than one)

- ☐ Tourism helps to develop local economy
☐ Tourism helps to boost international cultural exchange
☐ Tourism creates a large number of jobs and income for local residents
☐ Tourism preserves and develops local culture
☐ Tourism enhances the quality of local businesses
☐ Tourism increases the knowledge of local residents
☐ Tourism helps to raise the awareness of local residents
☐ Other (please specify): _____

8. In your opinion, what is the level of community participation in local tourism activities?

- ☐ Strong participation
☐ Moderate participation
☐ Low participation
☐ No participation

9. What are the suitable methods to encourage community participation in CBT development? Please rank the following by ticking ☒ the right response according the degree of importance from 1 to 5 where 5 is very important and 1 is not important at all.

Methods	1	2	3	4	5
	Not important at all	Not important	Somewhat important	Important	Very important
Promotion of CBT					
Awareness training in CBT					
Participating in the process of decision making					
Participating in the tourism research					
Participation in conferences or seminar					
Benefit sharing					

SECTION B: FACTORS INFLUENCING COMMUNITY PARTICIPATION IN COMMUNITY-BASED TOURISM (CBT)

This section is related to the factors that influence your participation in community-based tourism in your area. Please answer the following questions by ticking ☒ in the appropriate boxes using the following rating scale:

Evaluation Degree	1: Strongly Disagree	2: Disagree	3: Neutral	4: Agree	5: Strongly Agree
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COMMUNITY PARTICIPATION		1	2	3	4	5
1	I usually participate in CBT in my village.					
2	I tend to associate with my neighbours and CBT members.					
3	I am involved in the planning and management of CBT in my village.					
4	I joined in the decision-making for CBT in my community.					
5	I participate in the promotion of environmental education and conservation.					
BENEFITS		1	2	3	4	5
6	I think CBT enhance the chances for work employment.					
7	I feel that CBT increases business for local people and small business.					
8	I think CBT increases the revenues from visitors for local governments.					
9	CBT is a strong economic contributor to our community.					
10	I think CBT benefits not only tourism industry but also it provides development in our community.					
OWNERSHIP		1	2	3	4	5
11	I prefer living in my community over other communities.					
12	I feel that this community is a part of me.					
13	Living in my community says a lot about who I am.					
14	I felt a strong sense of ownership on my CBT village and its setting or facilities.					
15	I was very attached to my CBT village.					

EXTERNAL SUPPORT		1	2	3	4	5
16	The tourism organization of my community's government should do more to promote tourism.					
17	CBT officials host meetings for CBT development.					
18	CBT officials are interested in hearing my opinions.					
19	CBT officials represent my interests in terms of CBT development.					
20	CBT officials provide opportunities for me to be represented in decision-making bodies.					
MARKETING		1	2	3	4	5
21	I encourage my friends and relatives to experience CBT destinations.					
22	If someone is looking for a tourism program, I will suggest him/her to experience the CBT destination.					
23	Guaranteed quality of products or services in CBT village is a good practice.					
24	We compete primarily based on CBT product or service differentiation.					
25	I have a good sense of how my customers value my CBT products and services.					
COMMUNITY EMPOWERMENT		1	2	3	4	5
26	I donate money or obtain time to support natural environment in my community.					
27	I do volunteer work for a group that helps the natural environment in my community.					
28	I join in my community cleanup efforts.					
29	I support development projects by government for sustainability of this community and CBT.					
30	I think CBT improve the conditions of roads and other public facilities.					
ENTREPRENEURSHIP		1	2	3	4	5
31	There is a strong preference for low-risk activities (with normal and certain rate of return) in our CBT business.					
32	Relative to our competitors, our CBT business has higher tendency to engage in strategic planning activities.					
33	Relative to other tourism product, there is higher ability to identify tourist needs and wants in our CBT village.					
34	Relative to other tourism product, there is higher ability to identify new opportunities in our CBT village.					
35	Relative to other tourism product, there is higher tendency to engage in strategic planning activities in our CBT village.					
TOUR PACKAGE DESIGN		1	2	3	4	5
36	The cultural-oriented performances presented were entertaining.					
37	The excursion around our community is informative because of a good tour package design.					
38	The traditional-oriented activities in tour package design by the participating villagers were enjoyable.					
39	I favour designing new CBT tour package that will attract more tourists.					
40	Additional tour package creation would help this community grow in the right direction.					
CBT DEVELOPMENT SUPPORT		1	2	3	4	5
41	I support the development of community-based sustainable tourism in my village.					
42	I participate in sustainable tourism-related plans and development.					
43	I cooperate with CBT planning and development initiatives.					
44	I support CBT as having a vital role in this community.					
45	My community should plan and manage the growth of CBT.					

SECTION C: DEMOGRAPHIC PROFILE

Please fill in your personal information by ticking ☒ in the appropriate box that best represent yourself.

1. Gender

☐ Male ☐ Female

2. Age (years)

☐ 18 – 25 years ☐ 26 – 35 years ☐ 36 – 45 years
☐ 46 – 55 years ☐ 56 – 64 years ☐ 65 years and above

3. Educational level

☐ High school or less ☐ Certificate ☐ Diploma
☐ Bachelor's degree ☐ Graduate ☐ Professional

4. Marital status

☐ Single ☐ Married ☐ Divorced
☐ Widowed ☐ Separated ☐ Others (please specify): _____

5. Occupation sector

☐ Business owner ☐ Company employee ☐ Government staff
☐ Agriculture/fishery ☐ Unemployed/retried ☐ Others (please specify): ____

6. Income (baht/month)

☐ 5,000 baht/month or less ☐ 5,001 – 10,000 bath/month
☐ 10,001 – 15,000 baht/month ☐ More than 15,000 bath/month

7. Location of homestay/village (please write the name of province and village)

Province: _____

Village: _____

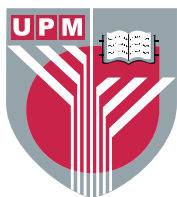
8. How does Covid-19 pandemic impact to your CBT community?

*** End of Questionnaire ***

Thank you very much for your kind cooperation!

Appendix H

Questionnaire (Thai Language Version)



AACSB
ACCREDITED

สวัสดีครับ,
คำเชิญการสำรวจ

ผมเป็นนักศึกษาปริญญาเอกภายใต้การดูแลของศาสตราจารย์ ดร. Yuhanis Abdul Aziz จากคณะบริหารธุรกิจและเศรษฐศาสตร์ มหาวิทยาลัย Universiti Putra Malaysia (UPM) ผมกำลังทำโครงการวิจัยเพื่อทำความเข้าใจ “ปัจจัยที่มีอิทธิพลต่อการพัฒนาการท่องเที่ยวโดยชุมชน (CBT) ในประเทศไทย”

ผมใคร่ขอเชิญท่านเข้าร่วมทำแบบสำรวจซึ่งจะเป็นการตอบแบบสอบถามที่จะใช้เวลาน้อยกว่า 10 นาที โดยการตอบคำถามต่อไปนี้ให้พิจารณาจากความคิดเห็นและทัศนคติของท่านเอง โดยไม่ใช่การเป็นตัวแทนขององค์กรของท่าน ซึ่งท่านอาจสังเกตเห็นว่าคำถามบางคำถามดูเหมือนคล้ายกัน แต่โปรดเข้าใจว่าคำถามทุกข้อมีความพิเศษและมีความสำคัญต่อการศึกษา การเข้าร่วมตอบแบบสอบถามของท่านในการศึกษานี้เป็นไปโดยสมัครใจ ข้อมูลของท่านที่มีต่อแบบสอบถามนี้จะจัดทำขึ้นเพื่อจุดประสงค์ทางวิชาการเท่านั้น และคำตอบจะถูกเก็บไว้เป็นความลับอย่างเคร่งครัด โปรดมั่นใจว่าข้อมูลประจำตัวของท่าน ผู้วิจัยขอขอบคุณในความตั้งใจและความร่วมมือของท่านในการตอบแบบสอบถามครั้งนี้ด้วยความซื่อสัตย์ แม้ว่าจะไม่มีประโยชน์โดยตรงกับท่านเมื่อเสร็จสิ้นการตอบแบบสอบถาม แต่ผลการสำรวจจะถูกนำไปใช้เพื่อปรับปรุงการปฏิบัติในการท่องเที่ยวโดยชุมชนในประเทศไทย หากมีข้อสงสัยเกี่ยวกับการศึกษาวิจัยโปรดติดต่อทีมวิจัย นักภาคินวิชากวิน (pakinw@nu.ac.th) หรือศาสตราจารย์ ดร. Yuhanis Abdul Aziz (yuhanis@upm.edu.my)

ขอแสดงความนับถือ

ภาคิน วิชากวิน

รหัสนักศึกษา GS52913

โทร: 090-415697

ส่วนที่ 1: ข้อมูลของผู้ตอบแบบสอบถามที่เกี่ยวข้องกับการท่องเที่ยวโดยชุมชน (CBT)

คำแนะนำ: กรุณาทำเครื่องหมาย ☒ ในช่องว่างในคำตอบที่เหมาะสมที่สุด

1. ท่านอาศัยอยู่ในหมู่บ้านแห่งนี้มาแล้วกี่ปี?

☐ น้อยกว่า 10 ปี ☐ มากกว่า 10 ปี ☐ ตั้งแต่เกิดจนถึงปัจจุบัน

2. ท่านมีประสบการณ์ในการทำงานด้านการท่องเที่ยวโดยชุมชน (CBT) ทั้งหมดกี่ปี?

☐ 1-3 ปี ☐ 4-6 ปี ☐ 7 ปีหรือมากกว่า

3. โปรดระบุระดับการมีส่วนร่วมในการทำงานด้านการท่องเที่ยวโดยชุมชนของท่าน

☐ ระดับสูง ☐ ระดับกลาง ☐ ระดับต่ำ

4. โปรดระบุระดับความเกี่ยวข้องกับการท่องเที่ยวของท่าน

☐ ระดับสูง ☐ ระดับกลาง ☐ ระดับต่ำ

5. บทบาทของท่านในการท่องเที่ยวโดยชุมชนคือด้านใด (กรุณาเลือกแค่ 1 ข้อ)

☐ เป็นเจ้าของโฮมสเตย์ (กรุณาตอบคำถามข้อ 6.1)

☐ เป็นผู้ดำเนินงานด้านการท่องเที่ยวโดยชุมชน (กรุณาตอบคำถามข้อ 6.2)

☐ เป็นชาวบ้านทั่วไปในหมู่บ้าน (กรุณาตอบคำถามข้อ 6.3)

☐ เป็นผู้ด้านการท่องเที่ยวโดยชุมชนหรือเป็นผู้นำหมู่บ้าน (กรุณาตอบคำถามข้อ 6.4)

6. กรุณาตอบคำถามตามตำแหน่งงานหรือหน้าที่ของท่าน ดังนี้

6.1 ท่านเป็นเจ้าของโฮมสเตย์

ก) มีนักท่องเที่ยวมาใช้บริการโฮมสเตย์ของท่านจำนวนกี่คนต่อสัปดาห์?

☐ 1-2 คน ☐ 3-4 คน ☐ 5 คนหรือมากกว่า

ข) โฮมสเตย์ของท่านสามารถรองรับนักท่องเที่ยวได้กี่คนต่อวัน?

☐ 1-2 คน ☐ 3-4 คน ☐ 5 คนหรือมากกว่า

ค) โคมสเคย์ของท่านมีจำนวนห้องสำหรับนักท่องเที่ยวกี่ห้อง?

☐ 1-2 ห้อง ☐ 3-4 ห้อง ☐ 5 ห้องหรือมากกว่า

ง) ค่าเฉลี่ยจำนวนวันต่อสัปดาห์ที่นักท่องเที่ยวที่เข้าพักในโคมสเคย์ของท่าน

☐ 1-2 วันต่อสัปดาห์ ☐ 3-4 วันต่อสัปดาห์ ☐ 5 วันต่อสัปดาห์หรือมากกว่า

จ) กรุณาระบุค่าเฉลี่ยร้อยละของนักท่องเที่ยวที่มาพักในโคมสเคย์ของท่าน

ร้อยละของนักท่องเที่ยวชาวไทย _____

ร้อยละของนักท่องเที่ยวต่างชาติ _____

6.2ท่านเป็นผู้ดำเนินงานด้านการท่องเที่ยวโดยชุมชน

ก) โปรดระบุ ตำแหน่งงานของท่านด้านการท่องเที่ยวชุมชน

☐ ฝ่ายวางแผน และออกแบบกิจกรรม ☐ ฝ่ายธุรการ และการตลาด
☐ ฝ่ายผลิตสินค้า และนำเสนอสินค้า ☐ ฝ่ายมัคคุเทศก์และพนักงานขับรถ
☐ ฝ่ายพิธีกรรม และนักแสดง ☐ ฝ่ายอื่นๆ (โปรดระบุ _____)

ข) โปรดระบุประเภทของผลประโยชน์ที่ท่านได้รับจากการท่องเที่ยวโดยชุมชน

☐ เงินรายได้ ☐ มิตรภาพ
☐ เครือข่าย ☐ การพัฒนาทักษะการสื่อสาร
☐ แลกเปลี่ยนวัฒนธรรม ☐ การพัฒนาสิ่งแวดล้อม
☐ การพัฒนาพื้นที่ในชุมชน ☐ อื่นๆ (โปรดระบุ _____)

6.3ท่านเป็นชาวบ้านทั่วไปในหมู่บ้าน

ก) โปรดระบุประเภทการมีส่วนร่วมในการท่องเที่ยวโดยชุมชนของท่าน

☐ มีส่วนร่วมโดยการรับรู้ข้อมูลข่าวสาร

☐ มีส่วนร่วมโดยการให้คำปรึกษา

- ☐ มีส่วนร่วมโดยมีการตัดสินใจร่วมกัน
- ☐ มีส่วนร่วมโดยมีการปฏิบัติงานร่วมกัน
- ☐ มีส่วนร่วมโดยมีการสนับสนุนผลกำไรของชุมชนโดยอิสระ

ข) โปรดระบุประเภทของผลประโยชน์ที่ท่านได้รับจากการท่องเที่ยวโดยชุมชน

- ☐ เงินรายได้ ☐ มิตรภาพ
- ☐ เครือข่าย ☐ การพัฒนาทักษะการสื่อสาร
- ☐ แลกเปลี่ยนวัฒนธรรม ☐ การพัฒนาสิ่งแวดล้อม
- ☐ การพัฒนาพื้นที่ในชุมชน ☐ อื่นๆ (โปรดระบุ _____)

6.4 ท่านเป็นผู้นำการท่องเที่ยวโดยชุมชน หรือเป็นผู้นำหมู่บ้าน

ก) ท่านจัดการประชุมกลุ่มสมาชิกการท่องเที่ยวโดยชุมชนกี่ครั้งต่อปี?

- ☐ 1-3 ครั้ง ☐ 4-6 ครั้ง ☐ 7 ครั้งหรือมากกว่า

ข) ปัจจัยที่จะทำให้ชาวบ้านอยากมีส่วนร่วมในกิจการท่องเที่ยวโดยชุมชนคืออะไร?

- ☐ เงินรายได้ และผลประโยชน์ ☐ มิตรภาพ
- ☐ เครือข่าย ☐ การแลกเปลี่ยนทางวัฒนธรรม
- ☐ ความต้องการพัฒนาหมู่บ้าน ☐ ปัจจัยอื่นๆ (โปรดระบุ _____)

7. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับ “การท่องเที่ยว”? (สามารถเลือกได้มากกว่า 1 คำตอบ)

- ☐ การท่องเที่ยวช่วยพัฒนาเศรษฐกิจท้องถิ่น
- ☐ การท่องเที่ยวช่วยส่งเสริมการแลกเปลี่ยนวัฒนธรรมระหว่างประเทศ
- ☐ การท่องเที่ยวสร้างงานและรายได้จำนวนมากให้กับคนในท้องถิ่น

- ☐ การท่องเที่ยวรักษาและพัฒนาวัฒนธรรมท้องถิ่น
- ☐ การท่องเที่ยวช่วยเพิ่มคุณภาพของธุรกิจในพื้นที่
- ☐ การท่องเที่ยวเพิ่มพูนความรู้ของชาวท้องถิ่น
- ☐ การท่องเที่ยวช่วยสร้างความตระหนักรู้ของคนในพื้นที่
- ☐ อื่น ๆ (โปรดระบุ): _____

8. ท่านคิดว่าตนเองมีส่วนร่วมในกิจกรรมการท่องเที่ยวท้องถิ่นของท่านในระดับใด?

- ☐ มีส่วนร่วมระดับสูง
- ☐ มีส่วนร่วมระดับกลาง
- ☐ มีส่วนร่วมระดับต่ำ
- ☐ ไม่มีส่วนร่วม

9. อะไรคือวิธีการที่เหมาะสมที่สุดในการส่งเสริมให้ชุมชนมีส่วนร่วมในการพัฒนาการท่องเที่ยวโดยชุมชน?
กรุณาทำเครื่องหมาย ☒ คำตอบที่ถูกต้องตามระดับความสำคัญ 1 ถึง 5 โดย 5 หมายถึงสำคัญมาก และ 1 หมายถึงไม่สำคัญเลย

วิธีการ	1	2	3	4	5
	ไม่สำคัญเลย	ไม่ค่อยสำคัญ	สำคัญระดับกลาง	สำคัญ	สำคัญมาก
การประชาสัมพันธ์การท่องเที่ยวโดยชุมชน					
การฝึกอบรมความตระหนักรู้ในการท่องเที่ยวโดยชุมชน					
การมีส่วนร่วมในกระบวนการตัดสินใจ					
การมีส่วนร่วมในการทำวิจัยด้านการท่องเที่ยว					
การมีเข้าร่วมประชุม สัมมนา					
การแบ่งปันผลประโยชน์					

ส่วนที่ 2: ปัจจัยที่มีอิทธิพลต่อการมีส่วนร่วมในการท่องเที่ยวโดยชุมชน

คำถามในส่วนนี้เกี่ยวข้องกับปัจจัยที่มีอิทธิพลต่อการมีส่วนร่วมในการท่องเที่ยวโดยชุมชน โปรดตอบคำถามต่อไปนี้โดยทำเครื่องหมาย ☒ ในช่องว่างที่เหมาะสมโดยใช้ระดับคะแนนต่อไปนี้:

ระดับการประเมิน	1 เห็นด้วย น้อยที่สุด	2 เห็นด้วย น้อย	3 เห็นด้วย ปานกลาง	4 เห็นด้วย มาก	5 เห็นด้วย มากที่สุด
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การมีส่วนร่วมในชุมชน		1	2	3	4	5
1	ฉันมักจะเข้าร่วมกิจกรรมการท่องเที่ยวโดยชุมชน (CBT) ในหมู่บ้าน					
2	ฉันมักจะมีปฏิสัมพันธ์กับเพื่อนบ้านและสมาชิก CBT					
3	ฉันมีส่วนเกี่ยวข้องในการวางแผนและการจัดการ CBT ในหมู่บ้าน					
4	ฉันเข้าร่วมในการตัดสินใจต่างๆ ที่เกี่ยวข้องกับ CBT ในหมู่บ้าน					
5	ฉันมีส่วนร่วมในการประชาสัมพันธ์การอนุรักษ์และการศึกษาด้านสิ่งแวดล้อม					
ประโยชน์ที่ได้รับ		1	2	3	4	5
6	ฉันคิดว่าการท่องเที่ยวโดยชุมชน (CBT) สร้างโอกาสในการทำงาน					
7	ฉันรู้สึกว่า CBT ช่วยเพิ่มธุรกิจ และธุรกิจขนาดย่อมของชาวบ้าน					
8	ฉันคิดว่า CBT เพิ่มรายได้จากนักท่องเที่ยวให้แก่รัฐบาลท้องถิ่น					
9	CBT คือสิ่งที่ทำให้เศรษฐกิจในชุมชนของฉันมั่นคง					
10	ฉันคิดว่า CBT ไม่ได้มีประโยชน์แก่ในส่วนของผู้ประกอบการท่องเที่ยว แต่มันยังสามารถพัฒนาชุมชนได้ด้วย					
ภาวะการเป็นเจ้าของชุมชน		1	2	3	4	5
11	ฉันชอบอาศัยอยู่ในชุมชนของฉันมากกว่าการอาศัยอยู่ในชุมชนอื่น					
12	ฉันรู้สึกว่าชุมชนนี้เป็นส่วนหนึ่งของฉัน					
13	“การอาศัยอยู่ในชุมชนนี้” มันบ่งบอกถึงความเป็นตัวของตัวเองของฉัน					
14	ฉันรู้สึกถึงสัญชาตญาณในการเป็นเจ้าของการท่องเที่ยวโดยชุมชน (CBT) และการจัดตั้ง หรือสิ่งอำนวยความสะดวกในหมู่บ้านนี้เป็นอย่างมาก					
15	ฉันมีความผูกพันกับการหมู่บ้าน CBT ของฉันมาก					
การได้รับการสนับสนุนจากภายนอกชุมชน		1	2	3	4	5
16	องค์กรการท่องเที่ยวโดยรัฐบาลไทยมีการประชาสัมพันธ์การท่องเที่ยวโดยชุมชน (CBT) อย่างสม่ำเสมอและเพียงพอ					
17	เจ้าหน้าที่ของรัฐมักเป็นผู้จัดงานประชุมเพื่อพัฒนา CBT					
18	เจ้าหน้าที่ของรัฐที่ดูแล CBT รับฟังความคิดเห็นของฉันเสมอ					
19	เจ้าหน้าที่ของรัฐได้นำเสนอในสิ่งที่ฉันสนใจอยากพัฒนา CBT					
20	เจ้าหน้าที่ของรัฐให้โอกาสฉันในการแสดงความคิดเห็นสำคัญ					

การตลาด		1	2	3	4	5
21	ฉันส่งเสริมให้เพื่อนและญาติได้มีประสบการณ์ในแหล่งท่องเที่ยวการท่องเที่ยวโดยชุมชน (CBT)					
22	หากใครที่กำลังหารายการนำเที่ยว ฉันจะแนะนำเขาให้ไปยังสถานที่ CBT					
23	การรับรองคุณภาพของสินค้าหรือบริการในหมู่บ้าน CBT เป็นแนวปฏิบัติที่ดี					
24	เราแข่งขันกันโดยพิจารณาจากความแตกต่างของผลิตภัณฑ์หรือบริการของ CBT เป็นหลัก					
25	ฉันมีความเข้าใจดีว่าลูกค้าของฉันได้คุณค่ากับผลิตภัณฑ์และบริการด้าน CBT ของฉันอย่างไร					
การเพิ่มขีดความสามารถของชุมชน		1	2	3	4	5
26	ฉันบริจาคเงินหรือสละเวลาเพื่อสนับสนุนสิ่งแวดล้อมที่ดีในชุมชนของฉัน					
27	ฉันทำงานอาสาสมัครให้กับกลุ่มที่ช่วยเหลือสิ่งแวดล้อมในชุมชนของฉัน					
28	ฉันพยายามเข้าร่วมทำงานความสะอาดให้แก่ชุมชนของฉัน					
29	ฉันสนับสนุนโครงการพัฒนาของรัฐเพื่อความยั่งยืนของชุมชน และ CBT					
30	CBT ช่วยพัฒนาสภาพของถนน และสิ่งอำนวยความสะดวกสาธารณะ					
ภาวะความเป็นผู้ประกอบการ		1	2	3	4	5
31	กิจกรรมใน CBT ของเรามีความเสี่ยงทางธุรกิจอยู่ในระดับต่ำ (โดยมีอัตราผลตอบแทนปกติและอัตราผลตอบแทนที่แน่นอน)					
32	เมื่อเปรียบเทียบกับคู่แข่งแล้ว ธุรกิจ CBT ของเรามีความเกี่ยวข้องกับกิจกรรมการวางแผนเชิงกลยุทธ์ในทิศทางที่สูงขึ้น					
33	เมื่อเทียบกับผลิตภัณฑ์การท่องเที่ยวอื่นๆ เรา มีความสามารถในการรับรู้ความต้องการของนักท่องเที่ยวอยู่ในระดับสูงกว่า					
34	เมื่อเทียบกับผลิตภัณฑ์การท่องเที่ยวอื่นๆ เรา มีความสามารถในการแสดงโอกาสใหม่ ๆ ที่สูงกว่า					
35	เมื่อเทียบกับผลิตภัณฑ์การท่องเที่ยวอื่นๆ เรามีแนวโน้มที่จะมีส่วนร่วมในกิจกรรมการวางแผนเชิงกลยุทธ์สูงกว่า					
การออกแบบรายการนำเที่ยว		1	2	3	4	5
36	การแสดงเชิงวัฒนธรรมที่นำเสนอให้ความบันเทิง					
37	การท่องเที่ยวรอบๆชุมชนของเราทำให้มีสาระสำคัญเนื่องจากการออกแบบรายการนำเที่ยวที่ดี					
38	กิจกรรมเชิงประเพณีที่อยู่ในรายการนำเที่ยวซึ่งมันถูกออกแบบจากการร่วมใจของชาวบ้านนั้นเป็นกิจกรรมที่มีความสนุกสนาน					
39	ฉันชอบที่จะออกแบบรายการนำเที่ยวใหม่ๆด้าน CBT เพื่อที่จะดึงดูดจำนวนนักท่องเที่ยวได้มากขึ้น					
40	การออกแบบรายการนำเที่ยวเสริม (optional) จะช่วยให้ชุมชนนี้เติบโตไปในทิศทางที่ถูกต้อง					

การสนับสนุนการพัฒนาการท่องเที่ยวโดยชุมชน		1	2	3	4	5
41	ฉันสนับสนุนให้มีการพัฒนาการท่องเที่ยวโดยชุมชนอย่างยั่งยืนในหมู่บ้าน					
42	ฉันเข้าร่วมวางแผนการพัฒนาการท่องเที่ยวอย่างยั่งยืน					
43	ฉันเข้าร่วมการริเริ่มพัฒนาและวางแผน CBT					
44	ฉันสนับสนุน CBT เพราะมันมีบทบาทที่สำคัญต่อชุมชนนี้					
45	ชุมชนของฉันมีความมีการวางแผนและการจัดการในการเติบโตของ CBT					

ส่วนที่ 3 ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม กรุณาทำเครื่องหมาย ☒ ที่แสดงถึงตัวท่านที่สุด

1. เพศ

☐ ชาย

☐ หญิง

2. อายุ

☐ 18 – 25 ปี

☐ 26 – 35 ปี

☐ 36 – 45 ปี

☐ 46 - 55 ปี

☐ 56 – 65 ปี

☐ มากกว่า 65 ปี

3. ระดับการศึกษา

☐ มัธยมศึกษา หรือน้อยกว่า

☐ ประกาศนียบัตร

☐ อนุปริญญา

☐ ปริญญาตรี

☐ บัณฑิตศึกษา

☐ ระดับมืออาชีพ

4. สถานภาพการสมรส

☐ โสด

☐ แต่งงานแล้ว

☐ หย่าร้าง

☐ ม่าย

☐ แยก

☐ อื่นๆ (โปรดระบุ __)

5. อาชีพหลัก

☐ เจ้าของกิจการ ☐ พนักงานบริษัทเอกชน ☐ พนักงานรัฐ

☐ เกษตรกรรม หรือประมง ☐ ว่างงาน หรือเกษียณ ☐ อื่นๆ (โปรดระบุ __)

6. รายได้หลัก (บาทต่อเดือน)

☐ 5,000 บาท หรือน้อยกว่า

☐ 5,001 – 10,000 บาท

☐ 10,001 – 15,000 บาท

☐ มากกว่า 15,000 บาท

7. สถานที่ตั้งของโฮมสเตย์ หรือหมู่บ้าน (โปรดระบุจังหวัดและหมู่บ้าน)

ชื่อจังหวัด: _____

ชื่อหมู่บ้าน: _____

8. การแพร่ระบาดของไวรัสโคโรนา (Covid-19) ส่งผลกระทบต่อชุมชน CBT ของท่านอย่างไรบ้าง?

***** จบแบบสอบถาม *****

ขอขอบพระคุณท่านเป็นอย่างสูงสำหรับความร่วมมือ

Appendix I

Reliability and Validity Test

Appendix I presents the results of reliability and validity test of 50 respondents, including reliability test (Cronbach's alpha) and descriptive analysis.

1. Reliability

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

1.1 Community Participation

Reliability Statistics

Cronbach's Alpha	N of Items
.924	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X01	17.740000	11.421	.904	.902
X02	17.880000	10.434	.732	.921
X03	17.920000	9.340	.886	.889
X04	17.940000	9.323	.892	.888
X05	17.960000	10.692	.686	.929

1.2 Benefits

Reliability Statistics

Cronbach's Alpha	N of Items
.903	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X06	17.600000	7.714	.759	.888
X07	17.800000	6.939	.759	.882
X08	17.880000	6.679	.744	.886
X09	18.000000	6.367	.775	.881
X10	17.760000	6.921	.802	.873

1.3 Ownership

Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	17.720000	9.430	.843	.894
X12	17.840000	8.627	.868	.884
X13	17.840000	8.260	.810	.896
X14	17.900000	8.908	.722	.914
X15	17.740000	9.135	.739	.909

1.4 External Support

Reliability Statistics

Cronbach's Alpha	N of Items
.905	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X16	14.740000	15.135	.652	.906
X17	14.560000	14.251	.713	.894
X18	14.760000	13.900	.833	.868
X19	14.700000	13.847	.812	.873
X20	14.760000	13.860	.801	.875

1.5 Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	18.000000	6.082	.432	.917
X22	17.300000	6.949	.763	.777
X23	17.320000	7.079	.763	.780
X24	17.460000	7.111	.709	.790
X25	17.440000	6.456	.796	.760

1.6 Community Empowerment

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X26	18.100000	6.133	.519	.732
X27	17.680000	6.630	.506	.734
X28	17.680000	6.916	.477	.743
X29	17.660000	6.637	.531	.725
X30	17.920000	5.871	.653	.679

1.7 Entrepreneurship

Reliability Statistics

Cronbach's Alpha	N of Items
.920	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X31	16.140000	10.613	.845	.893
X32	16.220000	10.379	.747	.914
X33	16.080000	11.381	.761	.909
X34	16.080000	10.687	.821	.897
X35	16.200000	10.449	.812	.899

1.8 Tour Package Design

Reliability Statistics

Cronbach's Alpha	N of Items
.896	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X36	17.380000	9.057	.751	.872
X37	17.500000	9.480	.773	.867
X38	17.480000	8.622	.778	.867
X39	17.240000	10.064	.692	.885
X40	17.200000	9.714	.741	.874

1.9 CBT Development Support

Reliability Statistics

Cronbach's Alpha	N of Items
.927	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	18.480000	6.744	.881	.902
X42	18.600000	5.918	.918	.888
X43	18.640000	5.949	.858	.901
X44	18.580000	6.208	.825	.908
X45	18.580000	7.269	.599	.947

2. Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Result	50	125	225	194.50	26.684
Valid N (listwise)	50				

2.1. Community Participation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X01	50	3	5	4.62	.635	-1.468	.337	1.041	.662
X02	50	1	5	4.48	.931	-2.073	.337	4.165	.662
X03	50	1	5	4.44	.993	-1.781	.337	2.510	.662
X04	50	2	5	4.42	.992	-1.470	.337	.761	.662
X05	50	1	5	4.40	.926	-1.704	.337	2.903	.662
Valid N (listwise)	50								

2.2. Benefits

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X06	50	3	5	4.66	.593	-1.579	.337	1.542	.662
X07	50	3	5	4.46	.762	-1.015	.337	-.486	.662
X08	50	3	5	4.38	.830	-.826	.337	-1.032	.662
X09	50	2	5	4.26	.876	-.923	.337	-.066	.662
X10	50	2	5	4.50	.735	-1.443	.337	1.707	.662
Valid N (listwise)	50								

2.3. Ownership

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X11	50	3	5	4.54	.706	-1.235	.337	.166	.662
X12	50	2	5	4.42	.835	-1.378	.337	1.203	.662
X13	50	2	5	4.42	.950	-1.400	.337	.649	.662
X14	50	2	5	4.36	.898	-1.145	.337	.162	.662
X15	50	2	5	4.52	.839	-1.686	.337	1.922	.662
Valid N (listwise)	50								

2.4. External Support

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X16	50	1	5	3.64	1.064	-.277	.337	-.689	.662
X17	50	1	5	3.82	1.137	-.585	.337	-.718	.662
X18	50	1	5	3.62	1.067	-.222	.337	-.730	.662
X19	50	2	5	3.68	1.096	-.191	.337	-1.273	.662
X20	50	1	5	3.62	1.105	-.223	.337	-.888	.662
Valid N (listwise)	50								

2.5. Marketing

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X21	50	1	5	3.88	1.206	-.924	.337	.004	.662
X22	50	3	5	4.58	.673	-1.351	.337	.575	.662
X23	50	3	5	4.56	.644	-1.188	.337	.330	.662
X24	50	3	5	4.42	.673	-.744	.337	-.506	.662
X25	50	3	5	4.44	.760	-.950	.337	-.583	.662
Valid N (listwise)	50								

2.6. Community Empowerment

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X26	50	1	5	4.16	.955	-1.065	.337	.990	.662
X27	50	2	5	4.58	.835	-2.125	.337	3.797	.662
X28	50	2	5	4.58	.785	-1.991	.337	3.463	.662
X29	50	1	5	4.60	.808	-2.514	.337	7.417	.662
X30	50	1	5	4.34	.895	-1.454	.337	2.414	.662
Valid N (listwise)	50								

2.7. Entrepreneurship

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X31	50	2	5	4.04	.903	-.601	.337	-.449	.662
X32	50	1	5	3.96	1.029	-.619	.337	-.267	.662
X33	50	2	5	4.10	.839	-.410	.337	-.890	.662
X34	50	2	5	4.10	.909	-.543	.337	-.821	.662
X35	50	2	5	3.98	.958	-.539	.337	-.699	.662
Valid N (listwise)	50								

2.8. Tour Package Design

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X36	50	1	5	4.32	.957	-1.424	.337	1.786	.662
X37	50	2	5	4.20	.857	-.810	.337	-.095	.662
X38	50	1	5	4.22	1.016	-1.316	.337	1.209	.662
X39	50	2	5	4.46	.813	-1.525	.337	1.794	.662
X40	50	2	5	4.50	.839	-1.619	.337	1.745	.662
Valid N (listwise)	50								

2.9. CBT Development Support

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X41	50	3	5	4.74	.600	-2.206	.337	3.649	.662
X42	50	2	5	4.62	.753	-1.922	.337	2.781	.662
X43	50	2	5	4.58	.785	-1.727	.337	1.886	.662
X44	50	2	5	4.64	.749	-2.018	.337	3.114	.662
X45	50	2	5	4.64	.663	-2.076	.337	4.640	.662
Valid N (listwise)	50								

Appendix J

Demographic Profile of Respondents of Pilot Test (N = 50)

Statistics

		C.1. Gender	C.2. Age	C.3. Educational level	C.4. Marital status	C.5. Occupation	C.6. Income
N	Valid	50	50	50	50	50	50
	Missing	0	0	0	0	0	0

C.1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	7	14.0	14.0	14.0
	Female	43	86.0	86.0	100.0
	Total	50	100.0	100.0	

C.2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-35	7	14.0	14.0	14.0
	36-45	5	10.0	10.0	24.0
	46-55	17	34.0	34.0	58.0
	56-77	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

C.3. Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less Certificate	37	74.0	74.0	74.0
	Diploma	2	4.0	4.0	78.0
	Bachelor's degree	1	2.0	2.0	80.0
	Graduate degree	8	16.0	16.0	96.0
		2	4.0	4.0	100.0
	Total	50	100.0	100.0	

C.4. Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	9	18.0	18.0	18.0
	Married	32	64.0	64.0	82.0
	Divorced	1	2.0	2.0	84.0
	Widowed	6	12.0	12.0	96.0
	Separated	1	2.0	2.0	98.0
	Others	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

C.5.Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner	3	6.0	6.0	6.0
	Company employee	1	2.0	2.0	8.0
	Government staff	1	2.0	2.0	10.0
	Agriculture/fishery	29	58.0	58.0	68.0
	Unemployed/retried	10	20.0	20.0	88.0
	Others	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

C.6. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
	147 USD per month or less	23	46.0	46.0	46.0
	148-295 USD per month	16	32.0	32.0	78.0
Valid	296-443 USD per month	4	8.0	8.0	86.0
	>443 USD per month	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Appendix K

Photos of Data Collection



Figure K1: Data collection in Phayao Province, Thailand (1).
(Source: authors' compilation)



Figure K2: Data collection in Phayao Province, Thailand (2).
(Source: authors' compilation)

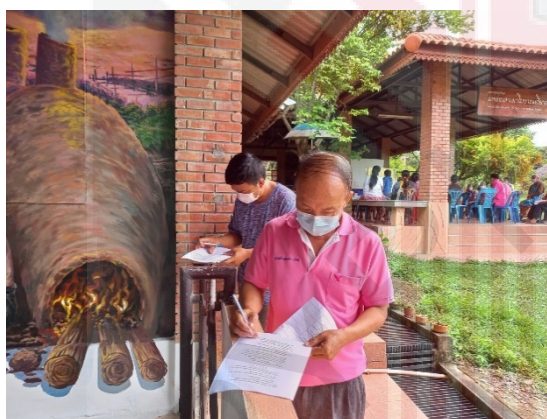


Figure K3: Data collection in Phayao Province, Thailand (3).
(Source: authors' compilation)



Figure K4: Data collection in Phayao Province, Thailand (4).
(Source: authors' compilation)



Figure K5: Data collection in Chiang Rai Province, Thailand (1).
(Source: authors' compilation)

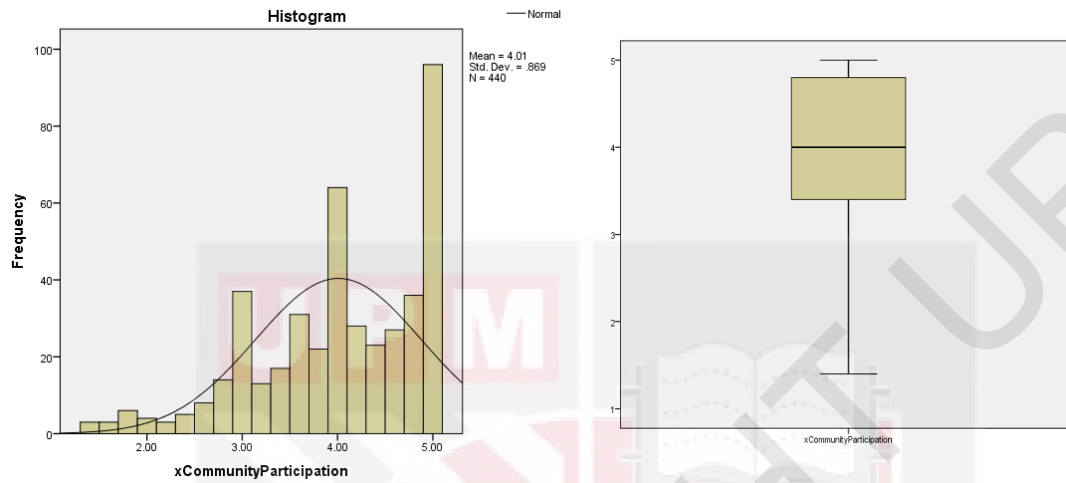


Figure K6: Data collection in Chiang Rai Province, Thailand (2).
(Source: authors' compilation)

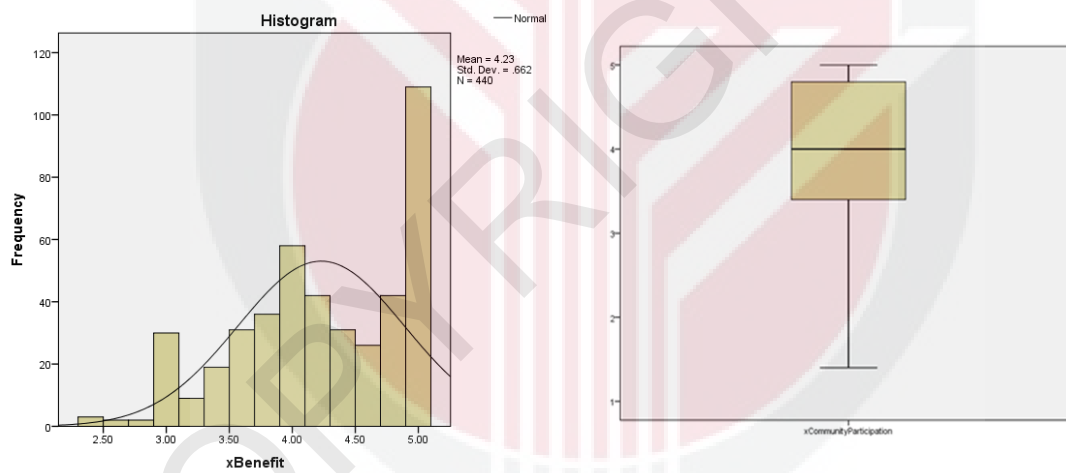
Appendix L

Outliers Analysis

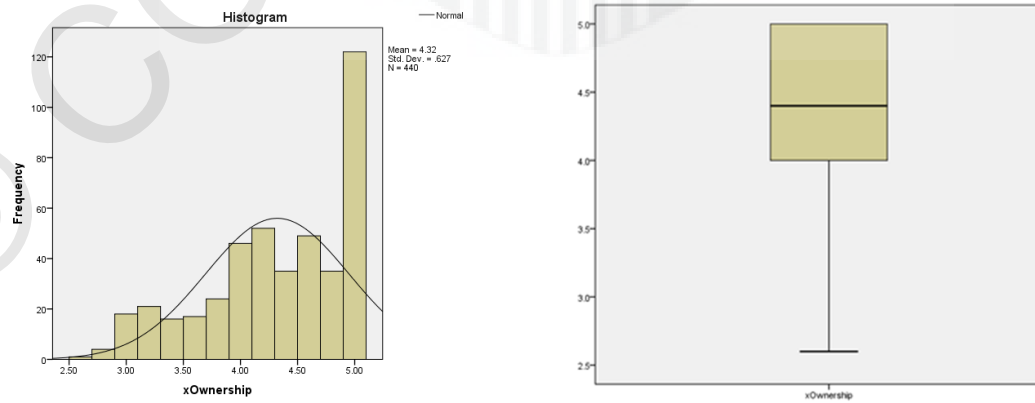
(1) Community Participation



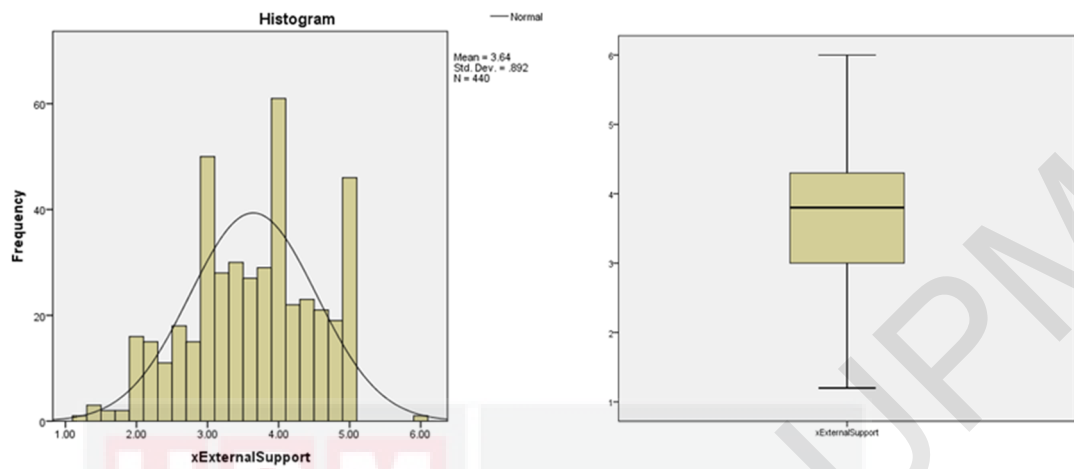
(2) Benefits



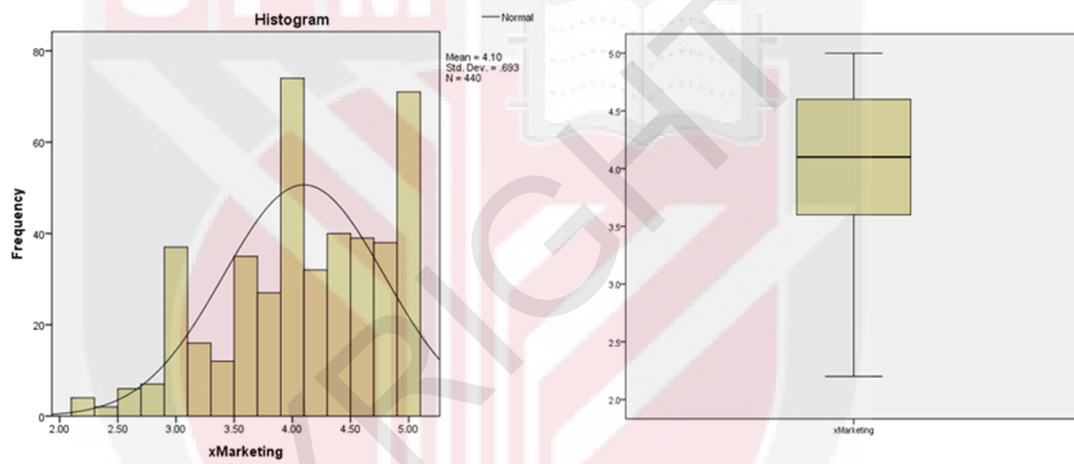
(3) Ownership



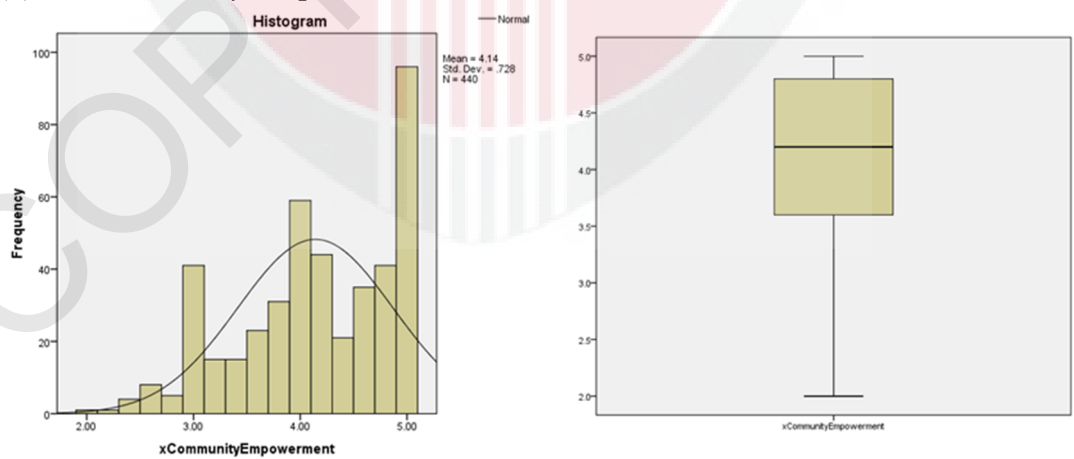
(4) External Support



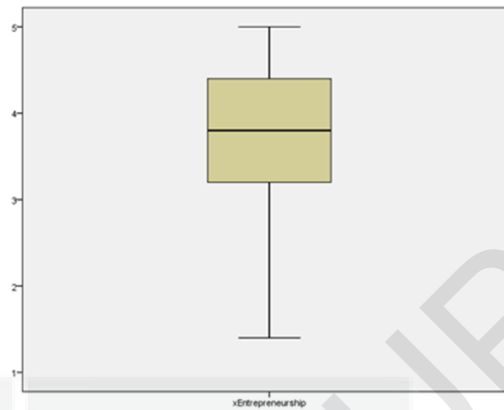
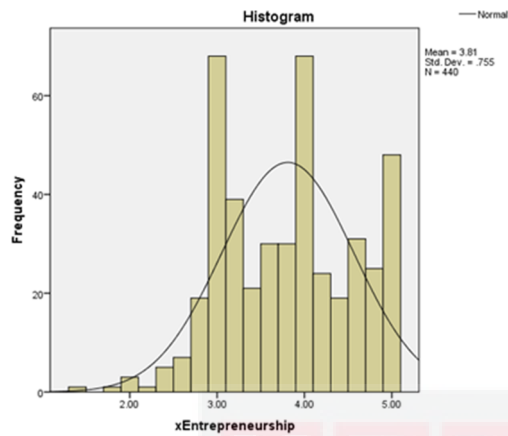
(5) Marketing



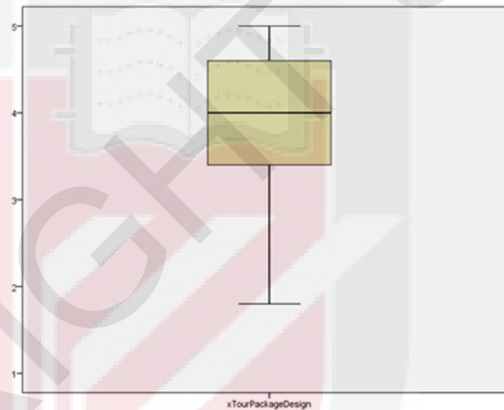
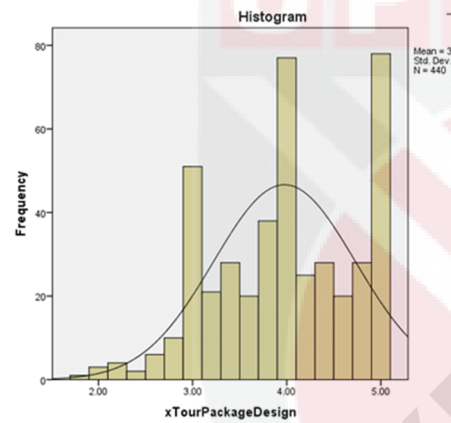
(6) Community Empowerment



(7) Entrepreneurship



(8) Tour Package Design



(9) CBT Development Support

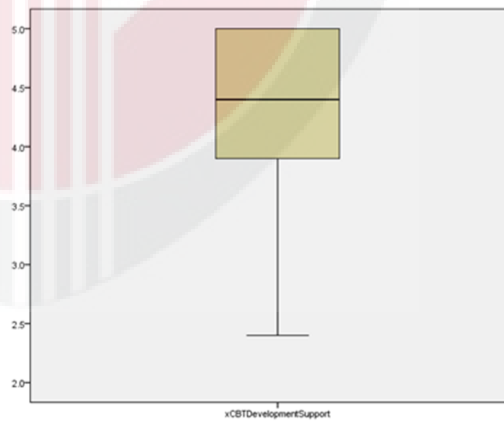
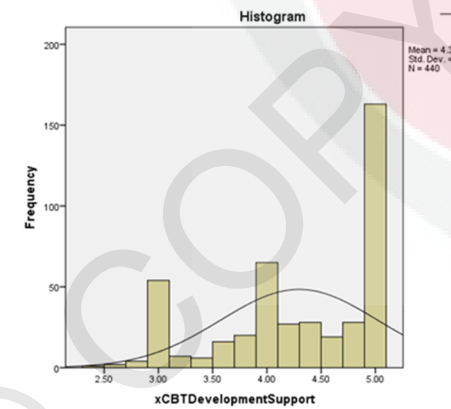


Figure L1: Histogram and Boxplot of Outliers Analysis
(Source: SPSS)

Appendix M

Reliability and Validity Test of Main Data

Descriptive Analysis: Measurement for Construct (n=440)

(1) Community Participation

Statistics

		ComParti1	ComParti2	ComParti3	ComParti4	ComParti5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		4.07	4.11	3.92	3.87	4.07
Std. Deviation		.945	.890	1.059	1.075	.932
Skewness		-.911	-.795	-.800	-.800	-.840
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		.493	.162	.058	.044	.250
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(2) Benefit

Statistics

		Benefit1	Benefit2	Benefit3	Benefit4	Benefit5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		4.31	4.29	4.07	4.16	4.32
Std. Deviation		.767	.755	.889	.807	.726
Skewness		-.900	-.687	-.520	-.541	-.676
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		.392	-.399	-.545	-.624	-.438
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(3) Ownership

Statistics

		Ownership1	Ownership2	Ownership3	Ownership4	Ownership5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		4.54	4.29	4.34	4.20	4.24
Std. Deviation		.671	.774	.759	.782	.803
Skewness		-1.271	-.885	-.760	-.539	-.533
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		.888	.376	-.551	-.655	-1.016
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(4) External Support

Statistics

		ExSupport1	ExSupport2	ExSupport3	ExSupport4	ExSupport5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		3.65	3.70	3.64	3.61	3.61
Std. Deviation		.942	.989	1.002	1.036	1.035
Skewness		-.125	-.283	-.357	-.312	-.387
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		-.613	-.590	-.382	-.533	-.399
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(5) Marketing

Statistics

		Marketing1	Marketing2	Marketing3	Marketing4	Marketing5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		3.80	4.24	4.28	4.11	4.06
Std. Deviation		1.045	.813	.806	.841	.802
Skewness		-.529	-.821	-.822	-.577	-.400
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		-.464	.104	-.214	-.259	-.347
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(6) Community Empowerment

Statistics

		ComEmpow1	ComEmpow2	ComEmpow3	ComEmpow4	ComEmpow5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		3.88	4.12	4.23	4.24	4.24
Std. Deviation		1.013	.892	.833	.794	.838
Skewness		-.647	-.675	-.766	-.655	-.944
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		-.112	-.290	-.197	-.545	.475
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(7) Entrepreneurship

Statistics

		Entrepreneur1	Entrepreneur2	Entrepreneur3	Entrepreneur4	Entrepreneur5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		3.93	3.69	3.87	3.85	3.71
Std. Deviation		.827	.923	.855	.888	.910
Skewness		-.334	-.170	-.266	-.290	-.263
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		-.196	-.368	-.469	-.465	-.304
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(8) Tour Package Design

Statistics

		TourPackage1	TourPackage2	TourPackage3	TourPackage4	TourPackage5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		3.86	4.03	3.93	3.96	4.11
Std. Deviation		.994	.849	.977	.873	.843
Skewness		-.562	-.563	-.669	-.400	-.594
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		-.244	-.009	-.078	-.576	-.213
Std. Error of Kurtosis		.232	.232	.232	.232	.232

(9) CBT Development Support

Statistics

		CBTDevSupp1	CBTDevSupp2	CBTDevSupp3	CBTDevSupp4	CBTDevSupp5
N	Valid	440	440	440	440	440
	Missing	0	0	0	0	0
Mean		4.39	4.25	4.19	4.30	4.36
Std. Deviation		.773	.839	.866	.809	.757
Skewness		-.820	-.759	-.691	-.718	-.804
Std. Error of Skewness		.116	.116	.116	.116	.116
Kurtosis		-.751	-.359	-.353	-.715	-.483
Std. Error of Kurtosis		.232	.232	.232	.232	.232

Summary

Statistics

	x Community Participation	x Benefit	x Ownership	x External Support	x Marketing	x Community Empowerment	x Entrepreneurship	x Tour Package Design	x CBT Development Support
N	440	440	440	440	440	440	440	440	440
Valid	0	0	0	0	0	0	0	0	0
Missing	4.0086	4.2291	4.3218	3.6427	4.0991	4.1414	3.8091	3.9759	4.2968
Mean	.86933	.66179	.62730	.89197	.69308	.72766	.75519	.75262	.72507
Std. Deviation	-.733	-.483	-.662	-.219	-.493	-.523	-.053	-.283	-.661
Skewness	.116	.116	.116	.116	.116	.116	.116	.116	.116
Std. Error of Skewness	-.059	-.694	-.562	-.594	-.545	-.688	-.791	-.710	-.818
Kurtosis	.232	.232	.232	.232	.232	.232	.232	.232	.232
Std. Error of Kurtosis									

Appendix N

Harman's Single Factor Test for CMB and CMV

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	21.124	46.943	46.943	21.124	46.943	46.943
2	3.469	7.708	54.651			
3	2.127	4.726	59.377			
4	1.883	4.183	63.561			
5	1.502	3.337	66.898			
6	1.073	2.384	69.282			
7	1.042	2.316	71.598			
8	.909	2.020	73.618			
9	.753	1.672	75.291			
10	.749	1.666	76.956			
11	.647	1.439	78.395			
12	.620	1.377	79.772			
13	.531	1.180	80.952			
14	.520	1.156	82.108			
15	.494	1.098	83.205			
16	.476	1.058	84.264			
17	.450	1.001	85.264			
18	.432	.961	86.225			
19	.419	.930	87.156			
20	.382	.849	88.005			
21	.371	.825	88.829			
22	.340	.756	89.585			
23	.312	.693	90.278			
24	.300	.667	90.945			
25	.294	.652	91.597			
26	.282	.628	92.225			
27	.281	.623	92.848			
28	.259	.574	93.423			
29	.255	.566	93.989			
30	.245	.544	94.533			
31	.238	.530	95.063			
32	.215	.477	95.540			
33	.210	.466	96.007			
34	.206	.457	96.463			
35	.197	.438	96.901			
36	.180	.399	97.300			
37	.175	.390	97.690			
38	.170	.377	98.067			
39	.158	.352	98.419			
40	.140	.310	98.729			
41	.138	.307	99.036			
42	.119	.265	99.301			
43	.114	.253	99.554			
44	.103	.229	99.783			
45	.098	.217	100.000			

Extraction Method: Principal Component Analysis.

Appendix O

Descriptive Analysis: Demographic Profile

C.1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	197	44.8	44.8	44.8
	Female	243	55.2	55.2	100.0
	Total	440	100.0	100.0	

C.2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	19	4.3	4.3	4.3
	26-35	72	16.4	16.4	20.7
	36-45	130	29.5	29.5	50.2
	46-55	114	25.9	25.9	76.1
	56-64	80	18.2	18.2	94.3
	65-77	25	5.7	5.7	100.0
	Total	440	100.0	100.0	

C.3. Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	206	46.8	46.8	46.8
	Certificate	26	5.9	5.9	52.7
	Diploma	40	9.1	9.1	61.8
	Bachelor's degree	147	33.4	33.4	95.2
	Graduate degree	21	4.8	4.8	100.0
	Total	440	100.0	100.0	

C.4. Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	87	19.8	19.8	19.8
	Married	316	71.8	71.8	91.6
	Divorced	8	1.8	1.8	93.4
	Widowed	19	4.3	4.3	97.7
	Separated	5	1.1	1.1	98.9
	Others	5	1.1	1.1	100.0
	Total	440	100.0	100.0	

C.5. Occupation sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner	84	19.1	19.1	19.1
	Company employee	18	4.1	4.1	23.2
	Government staff	56	12.7	12.7	35.9
	Agriculture/fishery	182	41.4	41.4	77.3
	Unemployed/retried	27	6.1	6.1	83.4
	Others	73	16.6	16.6	100.0
	Total	440	100.0	100.0	

C.6. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	147 USD per month or less	83	18.9	18.9	18.9
	148-295 USD per month	149	33.9	33.9	52.7
	296-443 USD per month	87	19.8	19.8	72.5
	>443 USD per month	121	27.5	27.5	100.0
	Total	440	100.0	100.0	

C.7. Location of village

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern region	103	23.4	23.4	23.4
	Northeastern region	70	15.9	15.9	39.3
	Central region	111	25.2	25.2	64.5
	Southern region	156	35.5	35.5	100.0
	Total	440	100.0	100.0	

Appendix P

Descriptive Analysis: Roles and Experience in CBT

P1: How long have you lived in your village?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 10 years	41	9.3	9.3	9.3
	10 years or more	399	90.7	90.7	100.0
	Total	440	100.0	100.0	

P2: How many years of experience do you have in CBT?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	53	12.0	12.0	12.0
	1-3 years	152	34.5	34.5	46.6
	4-6 years	101	23.0	23.0	69.5
	7-9 years	56	12.7	12.7	82.3
	10 years or above	78	17.7	17.7	100.0
	Total	440	100.0	100.0	

P3: Please indicate your level of participation in CBT.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lowest	13	3.0	3.0	3.0
	Low	16	3.6	3.6	6.6
	Medium	157	35.7	35.7	42.3
	High	109	24.8	24.8	67.0
	Highest	145	33.0	33.0	100.0
	Total	440	100.0	100.0	

P4: Please indicate your dependency on tourism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	169	38.4	38.4	38.4
	Medium	244	55.5	55.5	93.9
	Low	27	6.1	6.1	100.0
	Total	440	100.0	100.0	

P5: What role do you play?

	Frequency	Percent	Valid Percent	Cumulative Percent
Homestay owner	109	24.8	24.8	24.8
CBT operator	97	22.0	22.0	46.8
Valid Villager	190	43.2	43.2	90.0
CBT/community leader	44	10.0	10.0	100.0
Total	440	100.0	100.0	



Appendix Q

Descriptive Analysis: CBT stakeholders

(1) Homestay Owners

Q1: How many tourists stay in your homestay per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-15	55	50.5	50.5	50.5
16-30	13	11.9	11.9	62.4
31-45	12	11.0	11.0	73.4
46-150	29	26.6	26.6	100.0
Total	109	100.0	100.0	

Q2: How many tourists can accommodate in your homestay per day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-10	56	51.4	51.4	51.4
11-20	22	20.2	20.2	71.6
21-30	15	13.8	13.8	85.3
31-150	16	14.7	14.7	100.0
Total	109	100.0	100.0	

Q3: How many rooms do you have at your homestay?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 rooms	73	67.0	67.0	67.0
3-4 rooms	28	25.7	25.7	92.7
5 rooms or more	8	7.3	7.3	100.0
Total	109	100.0	100.0	

Q4: What is the average length of stay for tourist at your homestay?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 days/week	86	78.9	78.9	78.9
3-4 days/week	15	13.8	13.8	92.7
5 days/week or more	8	7.3	7.3	100.0
Total	109	100.0	100.0	

Q5: The percentage of Thai tourists

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50-75	20	18.3	18.3
	76-99	65	59.6	78.0
	100	24	22.0	100.0
	Total	109	100.0	

Q6: The percentage of foreign tourists

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	24	22.0	22.0
	1-25	65	59.6	81.7
	26-50	20	18.3	100.0
	Total	109	100.0	

Q7: What is your way of life/career to attach with your homestay?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Farmer	16	14.7	14.7
	Fisherman	9	8.3	22.9
	Fruit gardener	34	31.2	54.1
	Others	50	45.9	100.0
	Total	109	100.0	

(2) CBT Operators**Q8: Please select your work duty in CBT.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Planning and activity designer	25	25.8	25.8
	Administration and marketing	12	12.4	38.1
	Product creator and presenter	15	15.5	53.6
	Tour guide and driver	24	24.7	78.4
	Ceremony master and performer	9	9.3	87.6
	Others	12	12.4	100.0
	Total	97	100.0	

Q9: Please indicate types of benefits you receive from CBT.

	Frequency	Percent	Valid Percent	Cumulative Percent
Income	31	32.0	32.0	32.0
Friendship	14	14.4	14.4	46.4
Networking	5	5.2	5.2	51.5
Enhancing communication skills	9	9.3	9.3	60.8
Valid Culture exchange	4	4.1	4.1	64.9
Area management	2	2.1	2.1	67.0
Area management	18	18.6	18.6	85.6
Others	14	14.4	14.4	100.0
Total	97	100.0	100.0	

(3) Villagers

Q10: What kind of participation do you have in CBT?

	Frequency	Percent	Valid Percent	Cumulative Percent
Receiving information (only listen and receive information)	42	22.1	22.1	22.1
Consultation (provide feedback and suggestion to CBT groups)	32	16.8	16.8	38.9
Deciding together (join meetings and provide decision making)	16	8.4	8.4	47.4
Valid Acting together (operate activities of CBT such as homestay)	51	26.8	26.8	74.2
Supporting independent community interest (support common interest)	19	10.0	10.0	84.2
Win-Win situation (co-benefits/shared-benefits)	8	4.2	4.2	88.4
No have any participation	7	3.7	3.7	92.1
Others	15	7.9	7.9	100.0
Total	190	100.0	100.0	

Q11: Please choose the types of benefits you obtain from CBT.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Income	79	41.6	41.6	41.6
Friendship	17	8.9	8.9	50.5
Networking	12	6.3	6.3	56.8
Enhancing communication skills	7	3.7	3.7	60.5
Culture exchange	11	5.8	5.8	66.3
Improving environment	9	4.7	4.7	71.1
Area management	35	18.4	18.4	89.5
Others	20	10.5	10.5	100.0
Total	190	100.0	100.0	

(4) CBT Leaders and Community Leaders

Q12: How many times a year do you conduct meetings for CBT members?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-5	23	52.3	52.3	52.3
6-10	6	13.6	13.6	65.9
11-15	12	27.3	27.3	93.2
16-20	3	6.8	6.8	100.0
Total	44	100.0	100.0	

Q13: What encourages community members to participate CBT?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Income and benefits	19	43.2	43.2	43.2
Friendship	1	2.3	2.3	45.5
Networking	2	4.5	4.5	50.0
Culture exchange	3	6.8	6.8	56.8
Need to develop village	14	31.8	31.8	88.6
Others	5	11.4	11.4	100.0
Total	44	100.0	100.0	

Appendix R

Descriptive Analysis: Importance of Tourism

(1) The importance of tourism

R1: Tourism helps to develop the local economy.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lowest	3	.7	.7	.7
Low	4	.9	.9	1.6
Medium	77	17.5	17.5	19.1
High	145	33.0	33.0	52.0
Highest	211	48.0	48.0	100.0
Total	440	100.0	100.0	

R2: Tourism helps to boost international cultural exchange.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lowest	6	1.4	1.4	1.4
Low	36	8.2	8.2	9.5
Medium	94	21.4	21.4	30.9
High	138	31.4	31.4	62.3
Highest	166	37.7	37.7	100.0
Total	440	100.0	100.0	

R3: Tourism creates a large number of jobs and income for local residents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lowest	2	.5	.5	.5
Low	9	2.0	2.0	2.5
Medium	95	21.6	21.6	24.1
High	152	34.5	34.5	58.6
Highest	182	41.4	41.4	100.0
Total	440	100.0	100.0	

R4: Tourism preserves and develops the local culture

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lowest	1	.2	.2	.2
Low	6	1.4	1.4	1.6
Medium	78	17.7	17.7	19.3
High	159	36.1	36.1	55.5
Highest	196	44.5	44.5	100.0
Total	440	100.0	100.0	

R5: Tourism enhances the quality of local businesses.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lowest	3	.7	.7	.7
	Low	5	1.1	1.1	1.8
	Medium	71	16.1	16.1	18.0
	High	185	42.0	42.0	60.0
	Highest	176	40.0	40.0	100.0
	Total	440	100.0	100.0	

R6: Tourism increases the knowledge of residents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lowest	2	.5	.5	.5
	Low	3	.7	.7	1.1
	Medium	82	18.6	18.6	19.8
	High	173	39.3	39.3	59.1
	Highest	180	40.9	40.9	100.0
	Total	440	100.0	100.0	

R7: Tourism helps to raise the awareness of local residents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lowest	4	.9	.9	.9
	Low	3	.7	.7	1.6
	Medium	84	19.1	19.1	20.7
	High	166	37.7	37.7	58.4
	Highest	183	41.6	41.6	100.0
	Total	440	100.0	100.0	

R8: Tourism helps to raise learning of management.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lowest	1	.2	.2	.2
	Low	6	1.4	1.4	1.6
	Medium	62	14.1	14.1	15.7
	High	156	35.5	35.5	51.1
	Highest	215	48.9	48.9	100.0
	Total	440	100.0	100.0	

Other Benefits of Tourism

This part of the thesis was an open-ended question. The researcher got qualitative data from respondents. Thus, the data analysis was taken under qualitative process and used Atlas.ti program to analyze and show results in Figure R1.

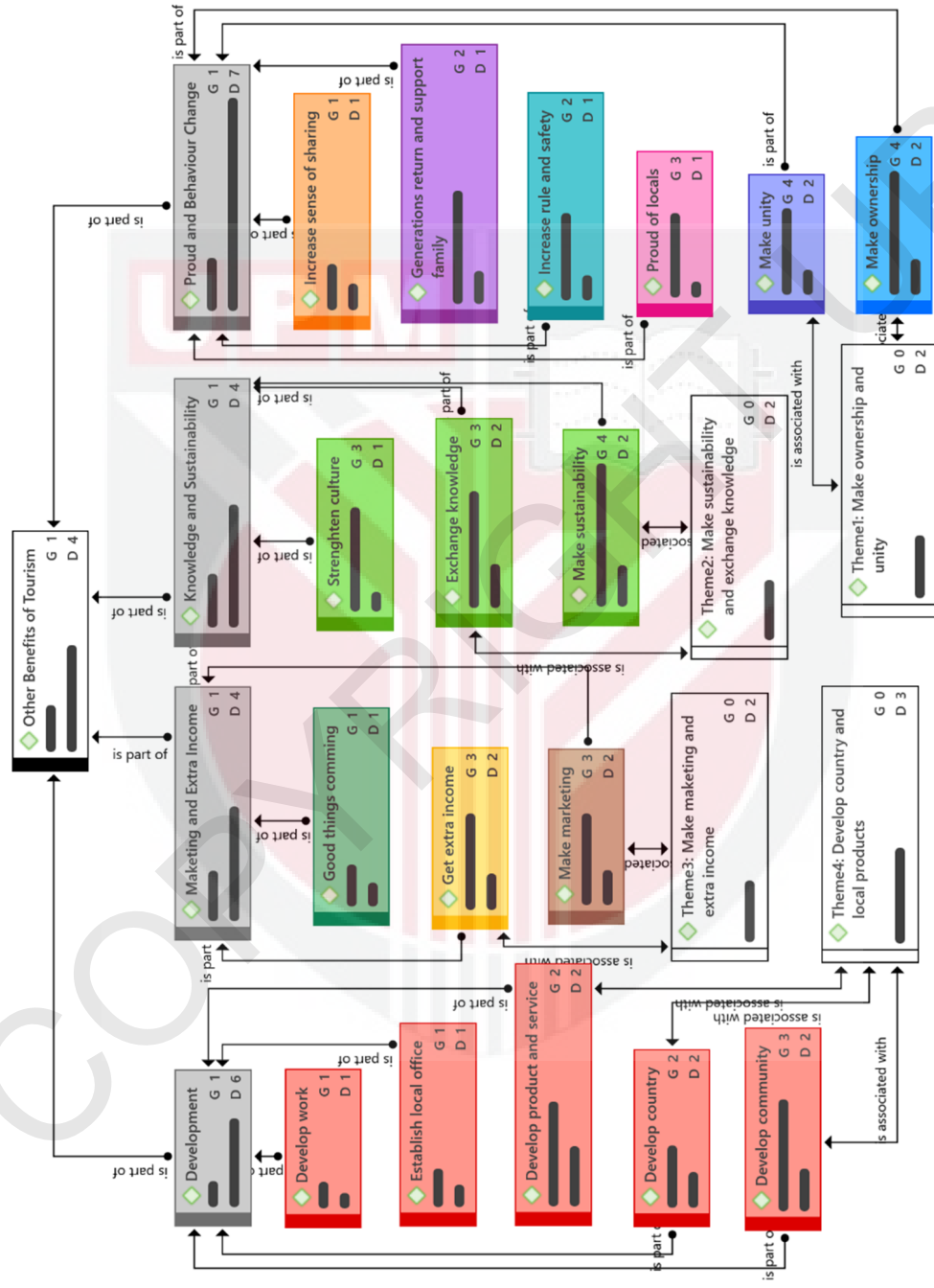


Figure R1: Other Benefits of Tourism
(Source: ATLAS.ti)

(2) Level of CBT participation.

R9: In your opinion, what is the level of community participation in local tourism activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong participation (e.g., always join the meetings)	143	32.5	32.5	32.5
	Moderate participation (e.g., 2-3 times to join the meetings)	215	48.9	48.9	81.4
	Low participation (e.g., 1 time to join the meetings)	46	10.5	10.5	91.8
	No participation (e.g., never join the meetings)	36	8.2	8.2	100.0
	Total	440	100.0	100.0	

(3) The method to encourage CBT participation.

R10: Promotion of CBT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	3	.7	.7	.7
	Not important	4	.9	.9	1.6
	Somewhat important	67	15.2	15.2	16.8
	Important	150	34.1	34.1	50.9
	Very important	216	49.1	49.1	100.0
	Total	440	100.0	100.0	

R11: Awareness training in CBT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	2	.5	.5	.5
	Not important	11	2.5	2.5	3.0
	Somewhat important	63	14.3	14.3	17.3
	Important	147	33.4	33.4	50.7
	Very important	217	49.3	49.3	100.0
	Total	440	100.0	100.0	

R12: Participating in the process of decision making.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	2	.5	.5	.5
	Not important	8	1.8	1.8	2.3
	Somewhat important	62	14.1	14.1	16.4
	Important	150	34.1	34.1	50.5
	Very important	218	49.5	49.5	100.0
	Total	440	100.0	100.0	

R13: Participating in the tourism research.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	6	1.4	1.4	1.4
Not important	22	5.0	5.0	6.4
Somewhat important	81	18.4	18.4	24.8
Important	170	38.6	38.6	63.4
Very important	161	36.6	36.6	100.0
Total	440	100.0	100.0	

R14: Participating in conferences or seminars.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	3	.7	.7	.7
Not important	20	4.5	4.5	5.2
Somewhat important	75	17.0	17.0	22.3
Important	190	43.2	43.2	65.5
Very important	152	34.5	34.5	100.0
Total	440	100.0	100.0	

R15: Benefit-sharing with fairness.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	2	.5	.5	.5
Not important	8	1.8	1.8	2.3
Somewhat important	45	10.2	10.2	12.5
Important	122	27.7	27.7	40.2
Very important	263	59.8	59.8	100.0
Total	440	100.0	100.0	

Impacts of COVID-19 on CBT

This part of the thesis was an open-ended question. The researcher got qualitative data from respondents. Thus, the data analysis was taken qualitative data and analyzed by Atlas.ti program; the results are shown in Figure R2.

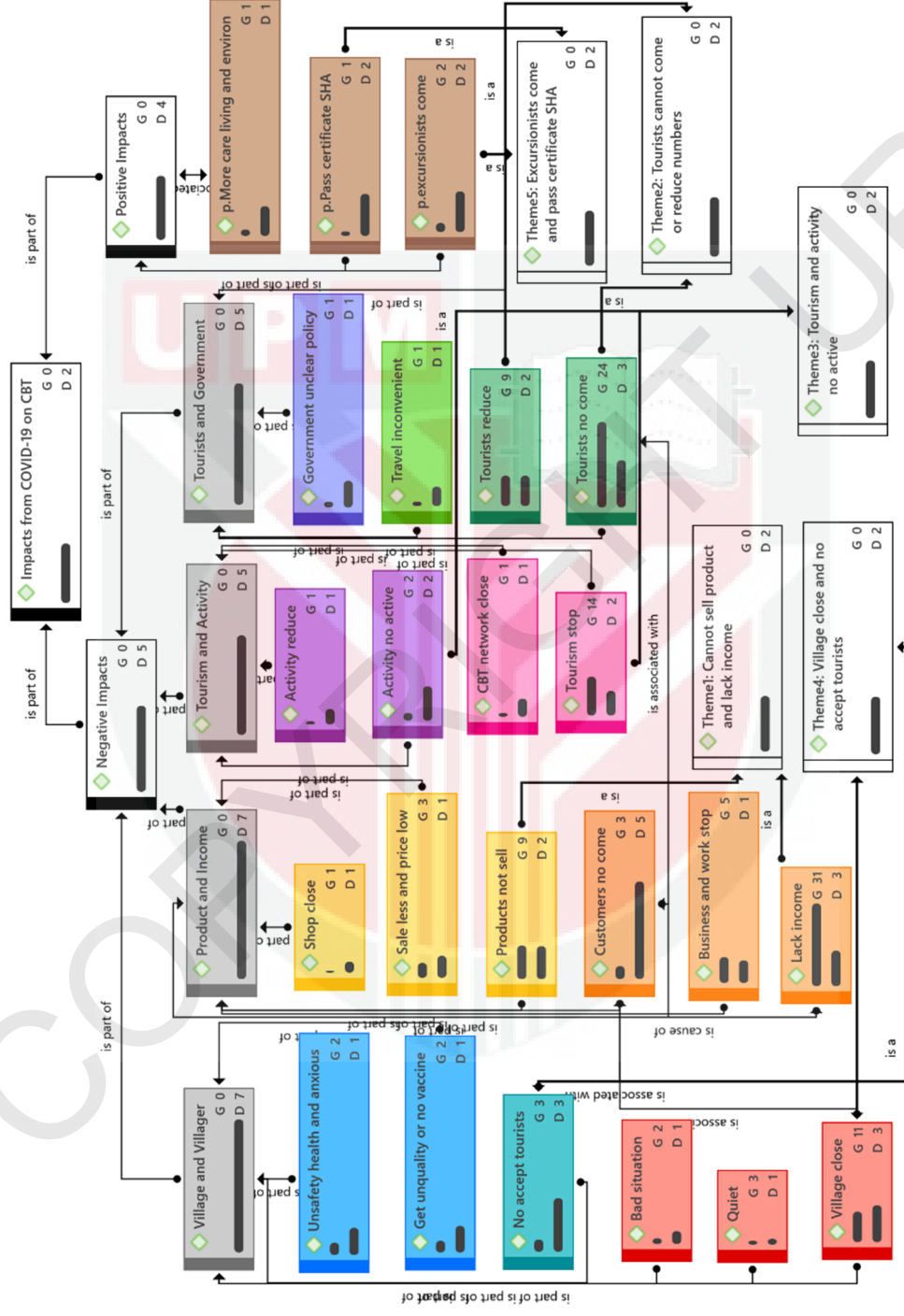


Figure R2: Impacts from COVID-19 on CBT
(Source: ATLAS.ti)

Appendix S

Measurement Model: CFA (initial model)

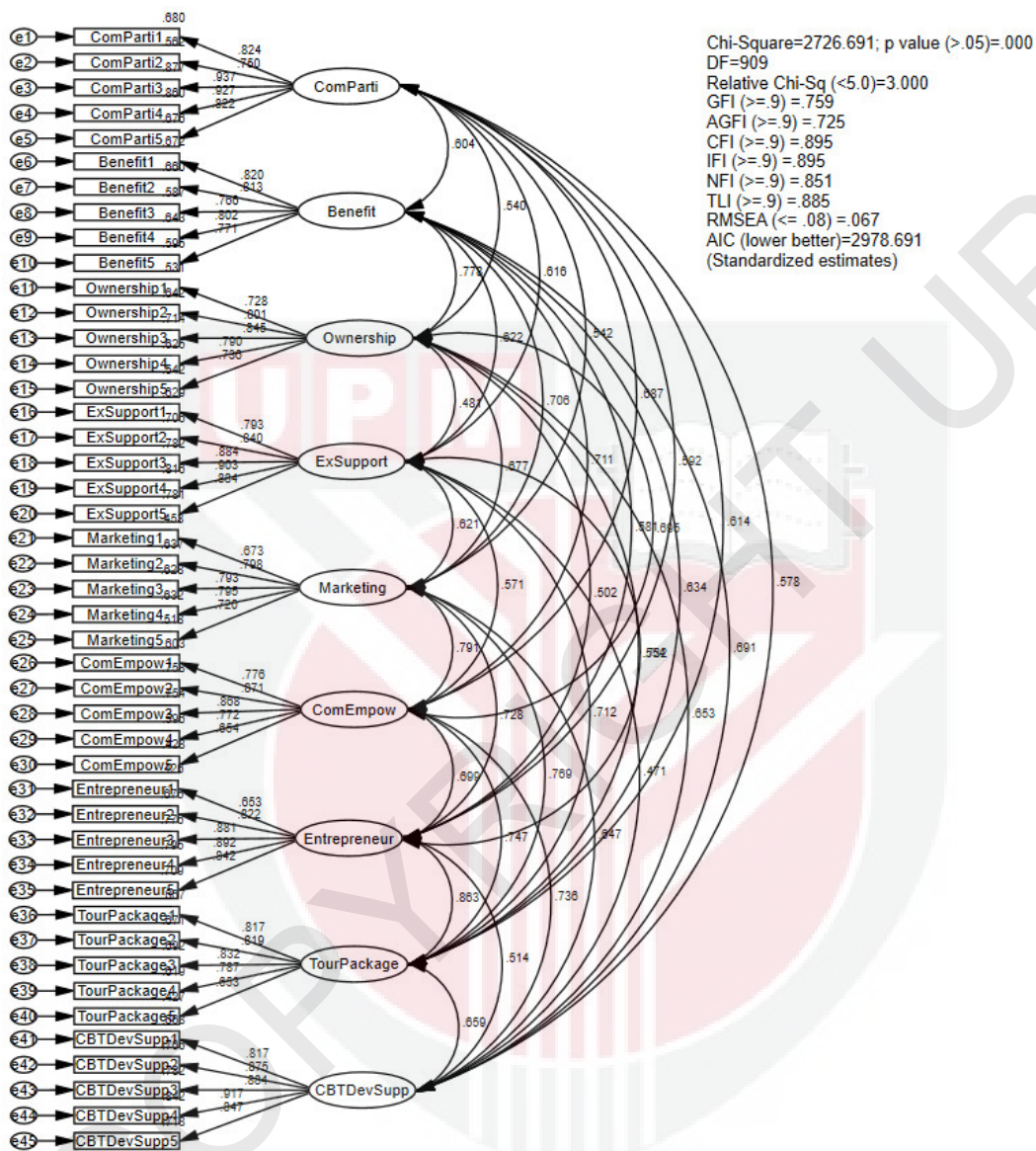


Figure S1: Measurement Model: CFA (initial model)
 (Source: AMOS)

Appendix T

The Examination of Standardized Residual

Standardized Residual Covariances (Group number 1 - Default model)																								
	CBTDe vSupp5	CBTDe vSupp4	CBTDe vSupp3	CBTDe vSupp2	CBTDe vSupp1	TourPa ckage5	TourPa ckage4	TourPa ckage3	TourPa ckage2	TourPa ckage1	Entrepreneur5	Entrepreneur4	Entrepreneur3	Entrepreneur2	Entrepreneur1	ComEmpow5	ComEmpow4	ComEmpow3	ComEmpow2	ComEmpow1	Marketng5	Marketng4	Marketng3	Marketng2
CBTDevSupp5	0																							
CBTDevSupp4	0.14	0																						
CBTDevSupp3	-0.606	0.197	0																					
CBTDevSupp2	-0.186	-0.011	-0.057	-0.043																				
CBTDevSupp1	0.538	-0.121	-0.386	-0.156	0																			
TourPackage5	3.561	3.613	4.247	4.822	4.205	-0.077																		
TourPackage4	0.835	2.321	4.324	3.544	3.253	-0.087	0																	
TourPackage3	-0.459	-0.463	0.812	0.659	-0.389	-0.685	0.01	0																
TourPackage2	-0.521	-0.312	1.156	1.405	0.172	-0.249	-0.463	0.217	0															
TourPackage1	-1.784	-2.336	-0.193	-0.007	-0.732	-0.63	-1.156	0.615	-0.063	0														
Entrepreneur5	-0.932	-0.242	1.263	1.159	-0.131	-0.259	0.963	-0.053	0.063	1.285	0													
Entrepreneur4	-0.714	-0.424	1.151	1.427	-0.128	-0.238	0.406	-0.64	-0.012	0.742	0.168	0												
Entrepreneur3	-0.827	0.084	1.745	1.298	0.777	0.325	0.552	-0.382	-0.012	-0.266	-0.149	-0.027	0											
Entrepreneur2	-1.935	-1.653	-0.015	-0.438	-1.245	-0.06	0.126	-0.471	-0.649	0.667	-0.071	0.207	0											
Entrepreneur1	1.112	2.219	3.318	2.288	1.49	3.063	2.329	-0.664	0.313	-0.747	-0.826	-0.421	0.719	0										
ComEmpow5	1.513	0.848	1.06	1.112	1.16	5.586	2.209	-1.204	-0.349	-1.085	-0.421	0.336	0.925	0.038	4.555	0								
ComEmpow4	1.144	1.455	1.104	1.356	1.9	4.704	2.121	-0.325	0.257	-1.3	-1.178	0.032	0.563	-0.311	2.963	0								
ComEmpow3	-0.427	-0.801	1.018	0.78	0.101	2.199	1.698	-0.78	-0.003	-0.527	-0.954	-0.363	0.461	-1.169	1.601	0.261	0							
ComEmpow2	-0.503	-0.573	1.319	1.227	-0.335	2.065	1.847	-0.372	0.235	-1.482	-0.931	-0.39	0.079	-1.518	1.74	-0.428	-0.17	0.178	0					
ComEmpow1	-0.965	-1.132	0.689	0.684	-0.841	2.115	3.099	0.12	1.249	0.086	0.699	1.4	1.642	1.066	2.763	-1.223	-1.371	-0.061	0.288	0				
Marketing5	-0.176	-0.638	-0.24	0.375	-0.154	3.486	2.02	-0.763	0.051	-0.023	0.617	-0.133	0.791	0.675	2.507	3.233	3.233	1.553	0.448	0.204	1.934	0		
Marketing4	-0.014	-0.469	0.295	-0.057	-0.329	4.125	1.331	-1.75	0.764	-0.503	-0.139	0.518	0.578	0.028	3.233	3.233	3.233	1.553	0.397	-1.088	0.856	0.495	0	
Marketing3	0.239	0.332	-0.156	0.221	1.312	3.536	0.592	-2.519	-0.356	-2.082	-1.628	-2.43	-1.482	-2.777	1.557	3.142	3.142	2.17	-0.77	-0.445	-0.342	-0.138	0.426	
Marketing2	0.038	-0.223	-0.002	0.274	0.094	2.217	0.626	-0.903	0.892	-1.048	-1.412	-0.691	-0.753	-1.473	1.197	1.43	0.76	-0.829	-0.881	0.053	-0.385	-0.288	-0.288	
Marketing1	-0.601	0.325	1.253	0.946	-0.317	1.523	3.445	2.622	2.522	3.474	3.953	3.518	3.874	2.404	2.522	2.409	0.914	-0.236	-0.365	1.507	-0.225	-0.774	-0.774	
ExSupport5	-0.58	-0.124	1.239	2.366	0.6	0.525	-0.618	0.057	-0.37	0.047	-0.16	-0.312	-0.475	-0.504	-1.487	-0.219	0.268	-1.09	-0.748	1.058	-0.273	-0.432	-0.432	
ExSupport4	-1.234	-0.578	1.553	1.71	-0.267	0.631	-0.296	-0.539	-0.136	0.108	-0.239	-0.514	-0.544	0.367	-0.708	0.116	0.885	-0.517	-0.037	1.294	-0.381	-0.729	-0.729	
ExSupport3	-0.387	-0.939	0.428	0.427	-0.077	0.376	0.09	-0.01	-0.211	0.191	0.052	0.383	-0.23	0.423	-0.364	0.155	0.77	-0.536	-0.461	0.993	-1.188	-1.28	-1.28	
ExSupport2	-0.2	-0.087	1.189	1.577	0.41	1.93	1.117	0.989	0.449	1.437	1.3	1.205	1.719	1.695	1.043	0.304	0.768	0.602	0.61	2.658	0.42	0.463	0.463	
ExSupport1	-0.072	0.566	1.504	1.426	0.446	1.694	1.127	0.484	-0.331	0.72	1.412	1.54	1.406	2.456	1.224	0.294	0.708	0.124	0.084	2.42	0.007	0.309	0.309	
Ownership5	1.052	0.737	1.401	1.367	1.502	4.928	3.467	0.232	1.27	-0.101	1.104	0.663	1.687	0.243	2.676	4.275	2.728	1.249	1.694	1.443	0.937	0.675	0.675	
Ownership4	-0.068	-0.166	0.655	-0.048	0.374	4.526	3.558	0.277	1.365	0.039	0.148	1.049	1.334	-0.1	2.934	2.331	1.707	-0.877	-0.115	-0.065	-0.524	0.835	0.835	
Ownership3	-0.144	-0.539	-0.231	-0.146	0.424	3.543	1.525	-1.576	-0.495	-1.933	-1.043	-0.483	-1.012	-1.019	2.105	2.624	1.065	-0.722	-0.342	-1.339	-0.506	-0.337	-0.337	
Ownership2	-0.45	-0.464	-0.06	0.174	0.146	3.16	2.734	-0.58	0.394	-1.041	-0.19	0.394	0.748	0.305	1.992	2.621	0.838	-0.608	-0.25	-1.809	-0.365	-0.491	-0.491	
Ownership1	0.542	-0.605	-0.889	-0.601	0.403	2.738	-0.039	-1.885	0.326	-1.661	-2.477	-2.492	-1.405	-2.237	-2.435	2.683	1.261	-0.481	-1.341	-1.536	-0.385	-1.226	-1.226	
Benefit5	1.104	0.12	-0.164	-0.345	0.128	4.687	1.449	-1.441	0.182	-1.926	-1.3	-1.376	0.078	-1.347	2.435	3.049	1.906	0.044	-0.361	0.173	-0.053	-0.333	-0.333	
Benefit4	-0.664	-0.313	0.055	-0.639	-1.352	4.031	2.059	-0.39	-0.418	-0.39	-0.607	0.138	0.353	0.503	2.814	2.6	0.743	-1.27	-0.922	0.372	-0.862	-0.068	-0.068	
Benefit3	-0.036	-0.294	-0.249	0.453	-0.062	4.342	1.988	1.794	0.436	-0.021	-0.07	0.226	0.952	0.692	1.895	1.454	1.199	-0.548	-0.788	1.053	0.217	-0.075	-0.075	
Benefit2	-0.33	-0.367	0.02	-0.132	0.45	4.988	2.58	0.41	0.36	-0.891	-0.425	-0.431	0.079	-0.292	2.38	0.945	1.803	-0.345	-0.141	0.209	-0.922	-1.141	-1.141	
Benefit1	0.513	0.757	1.94	1.558	2.125	4.145	3.632	-0.371	0.547	-0.395	-0.017	-0.253	0.524	0.063	1.6	1.421	1.526	0.139	-0.194	0.694	0.294	0.008	0.008	
ComPart5	-0.109	0.442	2.965	2.743	0.242	1.991	2.96	-0.295	1.104	-0.732	0.666	0.32	0.237	-0.607	1.446	0.409	0.746	1.492	1.637	1.18	1.801	1.477	1.477	
ComPart4	-1.968	-0.646	1.909	1.3	-1.51	-0.198	1.523	-0.495	-0.019	-1.253	-0.152	-0.449	0.014	-0.008	-0.085	-2.772	-1.324	-0.585	-0.094	0.27	0.671	-1.599	-1.599	
ComPart3	-1.927	-0.659	1.936	1.603	-1.28	-0.218	1.643	-0.45	-0.073	-1.276	-0.109	-0.46	0.197	0.184	-0.624	-2.667	-1.596	-0.61	-0.038	0.458	0.404	-1.033	-1.033	
ComPart2	1.062	2.073	3.064	2.463	3.109	3.943	0.916	2.018	0.088	0.925	0.938	1.306	0.48	2.073	0.772	2.215	1.347	2.022	1.349	2.339	1.237	1.237	1.237	
ComPart1	0.637	1.25	2.576	2.714	0.725	2.071	2.005	0.296	1.595	-0.004	0.36	0.224	1.007	0.327	0.248	-1.026	0.155	1.144	1.418	2.251	0.605	0.605	0.605	

Standardized	Residual Covariances (Group number 1 - Default model)																			
	Maillet1	Maillet2	Maillet3	Maillet1ng1	ExSup1	ExSup2	ExSup3	ExSup4	ExSup5	ExSup1port1	Owner1ship1	Owner2ship2	Owner3ship3	Owner4ship4	Owner5ship5	ExSup1port1	Owner1ship1	Owner2ship2	Owner3ship3	Owner4ship4
CBTDevSupp5																				
CBTDevSupp4																				
CBTDevSupp3																				
CBTDevSupp2																				
CBTDevSupp1																				
TourPackage5																				
TourPackage4																				
TourPackage3																				
TourPackage2																				
TourPackage1																				
Entrepreneur5																				
Entrepreneur4																				
Entrepreneur3																				
Entrepreneur2																				
Entrepreneur1																				
ComEmpow5																				
ComEmpow4																				
ComEmpow3																				
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ExSupport1																				
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Ownership2																				
Ownership1																				
Benefit5																				
Benefit4																				
Benefit3																				
Benefit2																				
Benefit1																				
ComPart5																				
ComPart4																				
ComPart3																				
ComPart2																				
ComPart1																				

Appendix U

Measurement Model: CFA (adjusted model)

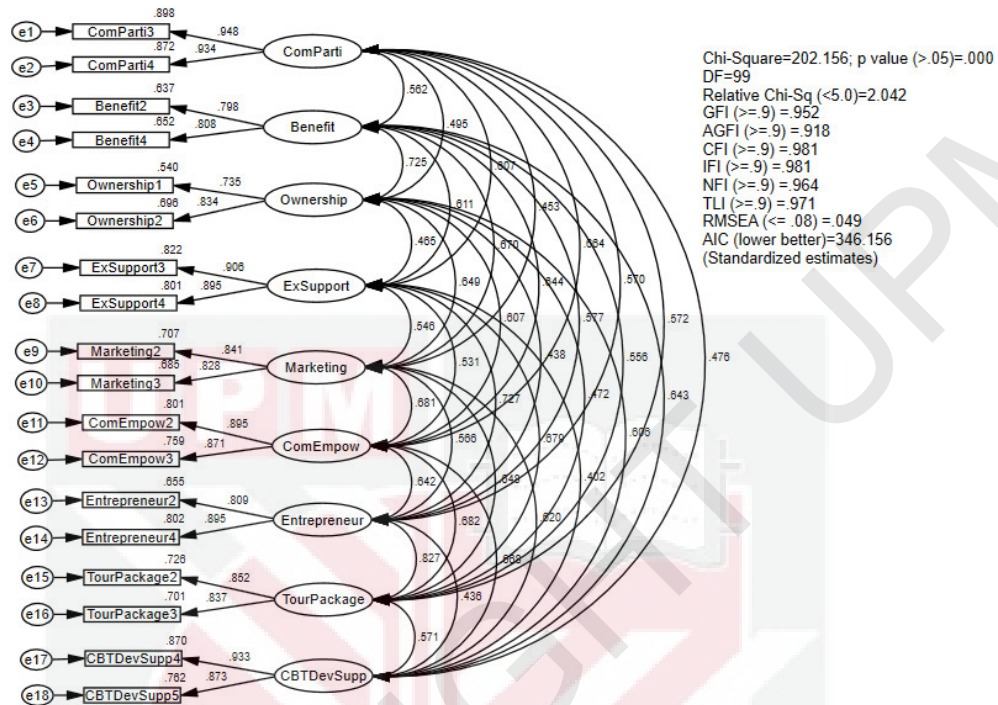


Figure U1: Measurement Model: CFA (adjusted model)
 (Source: AMOS)

Correlations: (Group number 1 - Default model)

		Estimate
ComParti	<--> Benefit	.562
ComParti	<--> Ownership	.495
ComParti	<--> ExSupport	.607
ComParti	<--> Marketing	.453
ComParti	<--> ComEmpow	.664
ComParti	<--> Entrepreneur	.570
ComParti	<--> TourPackage	.572
Benefit	<--> Ownership	.725
Benefit	<--> ExSupport	.611
Benefit	<--> Marketing	.670
Benefit	<--> ComEmpow	.644
Benefit	<--> Entrepreneur	.577
Benefit	<--> TourPackage	.556
Benefit	<--> CBTDevSupp	.643
Ownership	<--> ExSupport	.465
Ownership	<--> Marketing	.649
Ownership	<--> ComEmpow	.607
Ownership	<--> Entrepreneur	.438
Ownership	<--> TourPackage	.472
Ownership	<--> CBTDevSupp	.606
ExSupport	<--> Marketing	.546
ExSupport	<--> ComEmpow	.531
ExSupport	<--> Entrepreneur	.727
ExSupport	<--> TourPackage	.679
ExSupport	<--> CBTDevSupp	.402
Marketing	<--> ComEmpow	.681
Marketing	<--> Entrepreneur	.566
Marketing	<--> TourPackage	.648
Marketing	<--> CBTDevSupp	.620
ComEmpow	<--> Entrepreneur	.642
ComEmpow	<--> TourPackage	.682
ComEmpow	<--> CBTDevSupp	.668
Entrepreneur	<--> TourPackage	.827
Entrepreneur	<--> CBTDevSupp	.436
TourPackage	<--> CBTDevSupp	.571
ComParti	<--> CBTDevSupp	.476

Appendix V

Assessment of Normality

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CBTDevSupp5	2.000	5.000	-.802	-6.865	-.491	-2.103
CBTDevSupp4	2.000	5.000	-.715	-6.123	-.720	-3.085
TourPackage3	1.000	5.000	-.666	-5.707	-.091	-.389
TourPackage2	1.000	5.000	-.561	-4.804	-.022	-.095
Entrepreneur4	1.000	5.000	-.289	-2.477	-.474	-2.028
Entrepreneur2	1.000	5.000	-.169	-1.447	-.377	-1.615
ComEmpow3	1.000	5.000	-.763	-6.534	-.208	-.893
ComEmpow2	1.000	5.000	-.672	-5.758	-.300	-1.286
Marketing3	2.000	5.000	-.819	-7.016	-.225	-.965
Marketing2	1.000	5.000	-.818	-7.006	.090	.384
ExSupport4	1.000	6.000	-.311	-2.667	-.540	-2.313
ExSupport3	1.000	6.000	-.356	-3.045	-.391	-1.675
Ownership2	1.000	5.000	-.882	-7.555	.358	1.533
Ownership1	2.000	5.000	-1.267	-10.851	.864	3.702
Benefit4	2.000	5.000	-.539	-4.616	-.631	-2.700
Benefit2	2.000	5.000	-.685	-5.867	-.408	-1.749
ComParti4	1.000	5.000	-.797	-6.829	.030	.129
ComParti3	1.000	5.000	-.798	-6.832	.044	.189
Multivariate					129.974	50.802

Appendix W

Test for Potential of Outliers

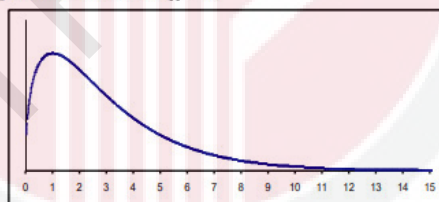
Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
148	88.291	.000	.000
439	87.602	.000	.000
320	87.462	.000	.000
278	64.007	.000	.000
436	59.616	.000	.000
53	57.289	.000	.000
437	54.794	.000	.000
318	53.080	.000	.000
88	48.479	.000	.000
180	47.326	.000	.000
344	47.262	.000	.000
346	47.262	.000	.000
149	47.240	.000	.000
16	46.452	.000	.000
65	45.534	.000	.000
295	44.567	.000	.000
423	43.665	.001	.000
108	43.296	.001	.000
289	43.290	.001	.000
388	42.787	.001	.000
335	42.062	.001	.000
325	41.941	.001	.000
51	41.701	.001	.000
240	41.257	.001	.000

First criteria:
High Mahalanobis

Third criteria:
Value > 42.312

The Chi-square Distribution ($\chi^2_{\alpha, v}$)



$\alpha =$	0.25	0.20	0.100	0.05	0.025	0.010	0.005	0.001
v = 1	1.323	1.642	2.706	3.841	5.024	6.635	7.879	10.828
2	2.773	3.219	4.605	5.991	7.378	9.210	10.597	13.816
3	4.108	4.642	6.251	7.815	9.348	11.345	12.838	16.266
4	5.385	5.989	7.779	9.488	11.143	13.277	14.860	18.467
5	6.626	7.289	9.236	11.070	12.833	15.086	16.750	20.515
6	7.841	8.558	10.645	12.592	14.449	16.812	18.548	22.458
7	9.037	9.803	12.017	14.067	16.013	18.475	20.278	24.322
8	10.219	11.030	13.362	15.507	17.535	20.090	21.955	26.124
9	11.389	12.242	14.684	16.919	19.023	21.666	23.589	27.877
10	12.549	13.442	15.987	18.307	20.483	23.209	25.188	29.588
11	13.701	14.631	17.275	19.675	21.920	24.725	26.757	31.264
12	14.845	15.812	18.549	21.026	23.337	26.217	28.300	32.909
13	15.984	16.985	19.812	22.362	24.736	27.688	29.819	34.528
14	17.117	18.151	21.064	23.685	26.119	29.141	31.319	36.123
15	18.245	19.311	22.307	24.996	27.488	30.578	32.801	37.697
16	19.369	20.465	23.542	26.296	28.845	32.000	34.267	39.252
17	20.489	21.615	24.769	27.587	30.191	33.409	35.718	40.790
18	21.605	22.760	25.989	28.869	31.526	34.805	37.156	42.312
19	22.718	23.900	27.204	30.144	32.852	36.191	38.582	43.820
20	23.828	25.038	28.412	31.410	34.170	37.566	39.997	45.315

Appendix X

Test for Slope

1.

Regression Weights: (Group number 1 - Default model)

			B			
			Estimate	S.E.	C.R.	P
ComParti	<---	Ownership	.358	.109	3.283	.001
ComParti	<---	ExSupport	.350	.064	5.461	***
ComParti	<---	Marketing	-.199	.094	-2.112	.035
ComParti	<---	ComEmpow	.594	.085	6.988	***
ComParti	<---	Entrepreneur	-.018	.119	-.148	.882
ComParti	<---	TourPackage	.029	.139	.205	.837

2.

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate	
ComParti	<---	Ownership	.196	Beta
ComParti	<---	ExSupport	.332	
ComParti	<---	Marketing	-.146	
ComParti	<---	ComEmpow	.495	
ComParti	<---	Entrepreneur	-.013	
ComParti	<---	TourPackage	.021	

Appendix Y

Test for Mediation

Direct Model:

Regression Weights: (Group number 1 - Direct Model)

		Estimate	S.E.	C.R.	P	Label
ComParti	<--- Ownership	.000				
ComParti	<--- ExSupport	.000				
ComParti	<--- Marketing	.000				
ComParti	<--- ComEmpow	.000				
ComParti	<--- Entrepreneur	.000				
ComParti	<--- TourPackage	.000				
Benefit	<--- ComParti	.000				
CBTDevSupp	<--- ComParti	.068	.031	2.206	.027	CD
CBTDevSupp	<--- Benefit	.270	.057	4.719	***	BD
CBTDevSupp	<--- Ownership	.190	.089	2.127	.033	OD
CBTDevSupp	<--- ExSupport	-.109	.052	-2.101	.036	XD
CBTDevSupp	<--- Marketing	.171	.077	2.222	.026	MD
CBTDevSupp	<--- ComEmpow	.279	.070	3.998	***	WD
CBTDevSupp	<--- Entrepreneur	-.276	.103	-2.693	.007	ED
CBTDevSupp	<--- TourPackage	.452	.124	3.644	***	TD

Standardized Regression Weights: (Group number 1 - Direct Model)

		Estimate
ComParti	<--- Ownership	.000
ComParti	<--- ExSupport	.000
ComParti	<--- Marketing	.000
ComParti	<--- ComEmpow	.000
ComParti	<--- Entrepreneur	.000
ComParti	<--- TourPackage	.000
Benefit	<--- ComParti	.000
CBTDevSupp	<--- ComParti	.094
CBTDevSupp	<--- Benefit	.207
CBTDevSupp	<--- Ownership	.145
CBTDevSupp	<--- ExSupport	-.145
CBTDevSupp	<--- Marketing	.174
CBTDevSupp	<--- ComEmpow	.316
CBTDevSupp	<--- Entrepreneur	-.293
CBTDevSupp	<--- TourPackage	.459

P of direct model

Beta of direct model

Mediation Model:

Regression Weights: (Group number 1 - Mediation Model)

		Estimate	S.E.	C.R.	P	Label
ComParti	<--- Ownership	.354	.110	3.215	.001	OC
ComParti	<--- ExSupport	.358	.065	5.509	***	XC
ComParti	<--- Marketing	-.208	.095	-2.182	.029	MC
ComParti	<--- ComEmpow	.589	.086	6.819	***	WC
ComParti	<--- Entrepreneur	-.005	.122	-.039	.969	EC
ComParti	<--- TourPackage	.013	.144	.090	.928	TC
Benefit	<--- ComParti	.406	.035	11.631	***	CB
CBTDevSupp	<--- ComParti	.017	.062	.272	.786	CD
CBTDevSupp	<--- Benefit	.283	.077	3.679	***	BD
CBTDevSupp	<--- Ownership	.205	.092	2.224	.026	OD
CBTDevSupp	<--- ExSupport	-.104	.057	-1.833	.067	XD
CBTDevSupp	<--- Marketing	.156	.079	1.968	.049	MD
CBTDevSupp	<--- ComEmpow	.278	.078	3.548	***	WD
CBTDevSupp	<--- Entrepreneur	-.265	.103	-2.578	.010	ED
CBTDevSupp	<--- TourPackage	.444	.124	3.591	***	TD

Standardized Regression Weights: (Group number 1 - Mediation Model)

		Estimate
ComParti	<--- Ownership	.195
ComParti	<--- ExSupport	.340
ComParti	<--- Marketing	-.152
ComParti	<--- ComEmpow	.488
ComParti	<--- Entrepreneur	-.004
ComParti	<--- TourPackage	.010
Benefit	<--- ComParti	.654
CBTDevSupp	<--- ComParti	.022
CBTDevSupp	<--- Benefit	.226
CBTDevSupp	<--- Ownership	.144
CBTDevSupp	<--- ExSupport	-.127
CBTDevSupp	<--- Marketing	.147
CBTDevSupp	<--- ComEmpow	.295
CBTDevSupp	<--- Entrepreneur	-.261
CBTDevSupp	<--- TourPackage	.420

P of mediation model

Beta of mediation model

Standardized Indirect Effects (Group number 1 - Mediation Model)

	TourPackage	Entrepreneur	ComEmpow	Marketing	ExSupport	Ownership	ComParti	Benefit	CBTDevSupp
ComParti	.000	.000	.000	.000	.000	.000	.000	.000	.000
Benefit	.006	-.002	.319	-.100	.222	.127	.000	.000	.000
CBTDevSupp	.002	-.001	.083	-.026	.058	.033	.147	.000	.000

Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Mediation Model)

	TourPackage	Entrepreneur	ComEmpow	Marketing	ExSupport	Ownership	ComParti	Benefit	CBTDevSupp
ComParti	...	...	...	...	...	...	...	...	...
Benefit	.956	.999	.000	.111	.000	.009	...	...	...
CBTDevSupp	.873	.936	.021	.069	.020	.018	.002	...	...
CBTDevSupp5	.002	.020	.000	.191	.324	.016	.028	.002	...

Standardized Indirect Effects - Lower Bounds (BC) (Group number 1 - Mediation Model)

	TourPackage	Entrepreneur	ComEmpow	Marketing	ExSupport	Ownership	ComParti	Benefit	CBTDevSupp
ComParti	.000	.000	.000	.000	.000	.000	.000	.000	.000
Benefit	-.176	-.122	.199	-.229	.122	.030	.000	.000	.000
CBTDevSupp	-.053	-.035	.012	-.086	.009	.005	.053	.000	.000
CBTDevSupp5	.143	-.488	.181	-.061	-.193	.029	.018	.068	.000

Standardized Indirect Effects - Upper Bounds (BC) (Group number 1 - Mediation Model)

	TourPackage	Entrepreneur	ComEmpow	Marketing	ExSupport	Ownership	ComParti	Benefit	CBTDevSupp
ComParti	.000	.000	.000	.000	.000	.000	.000	.000	.000
Benefit	.172	.138	.433	.023	.332	.237	.000	.000	.000
CBTDevSupp	.047	.039	.188	.002	.132	.090	.267	.000	.000
CBTDevSupp5	.655	-.035	.479	.268	.060	.306	.284	.343	.000

Path diagram of mediation test

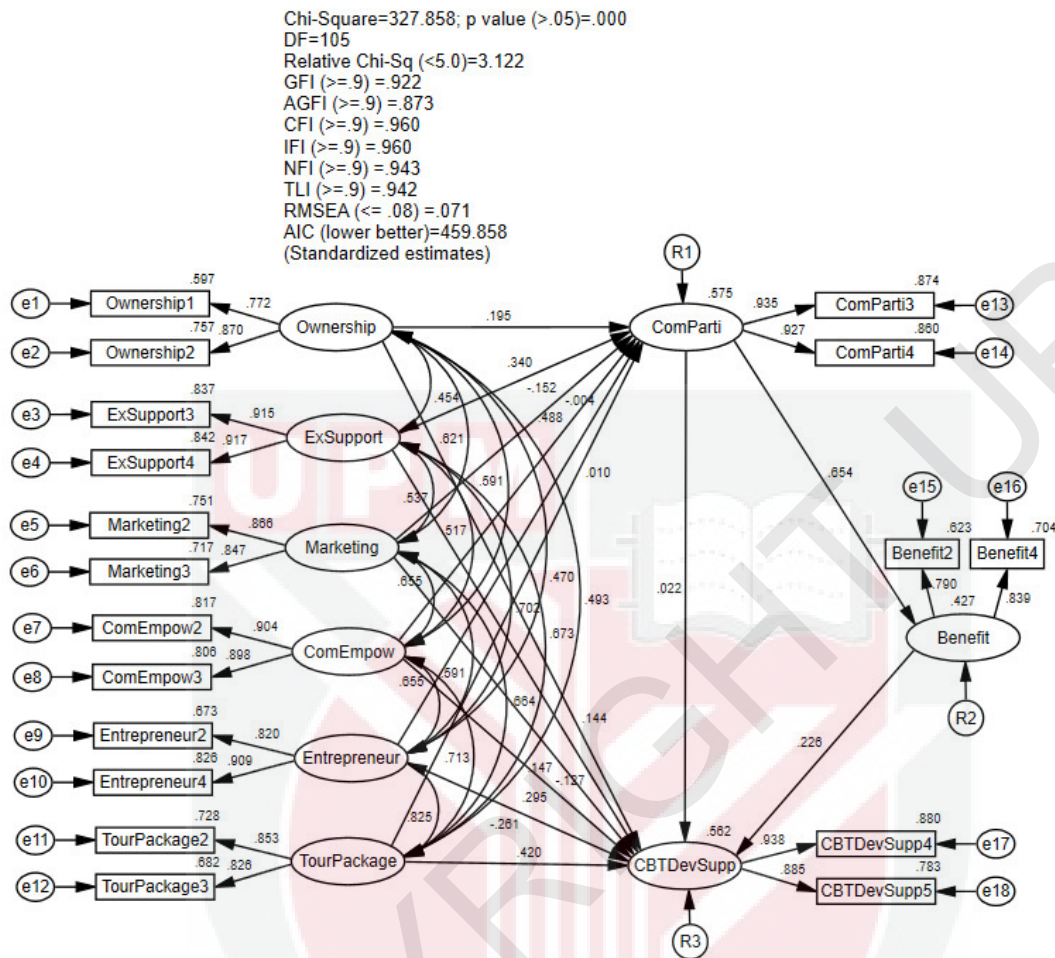


Figure: Y1: Test for Mediation (Path diagram of mediation test)
 (Source: AMOS)

Appendix Z

Test for Moderation

Gender

1. Standardized Regression Weights: (Male) Unconstrained

	Estimate
ComParti <--- Ownership	.349
ComParti <--- ExSupport	.201
ComParti <--- Marketing	-.271
ComParti <--- ComEmpow	.560
ComParti <--- Entrepreneur	-.092
ComParti <--- TourPackage	.260
Benefit <--- ComParti	.703
CBTDevSupp <--- ComParti	Beta .387

2. Regression Weights: (Male) Unconstrained

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.710	.219	3.246	.001	b1_1
ComParti <--- ExSupport	.197	.093	2.126	.033	b2_1
ComParti <--- Marketing	-.370	.166	-2.227	.026	b3_1
ComParti <--- ComEmpow	.671	.116	5.789	***	b4_1
ComParti <--- Entrepreneur	-.104	.143	-.724	.469	b5_1
ComParti <--- TourPackage	.360	.194	1.855	.064	b6_1
Benefit <--- ComParti	.458	.052	8.750	***	b7_1
CBTDevSupp <--- ComParti	.315	.082	3.831	***	b8_1

1. Standardized Regression Weights: (Female) Unconstrained

	Estimate
ComParti <--- Ownership	.126
ComParti <--- ExSupport	.386
ComParti <--- Marketing	-.075
ComParti <--- ComEmpow	.418
ComParti <--- Entrepreneur	.059
ComParti <--- TourPackage	-.097
Benefit <--- ComParti	.645
CBTDevSupp <--- ComParti	Beta .160

2. Regression Weights: (Female) Unconstrained

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.203	.123	1.643	.100	b1_2
ComParti <--- ExSupport	.423	.085	4.962	***	b2_2
ComParti <--- Marketing	-.101	.125	-.806	.420	b3_2
ComParti <--- ComEmpow	.502	.119	4.218	***	b4_2
ComParti <--- Entrepreneur	.086	.183	.470	.638	b5_2
ComParti <--- TourPackage	-.127	.195	-.650	.516	b6_2
Benefit <--- ComParti	.401	.046	8.782	***	b7_2
CBTDevSupp <--- ComParti	.131	.070	1.864	.062	b8_2

Age

1. Standardized Regression Weights: (Young adult) Unconstrained

	Estimate
ComParti <--- Ownership	.169
ComParti <--- ExSupport	.240
ComParti <--- Marketing	.002
ComParti <--- ComEmpow	.320
ComParti <--- Entrepreneur	.127
ComParti <--- TourPackage	.080
Benefit <--- ComParti	.640
CBTDevSupp <--- ComParti	Beta .395

2. Regression Weights: (Young adult) Unconstrained

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.291	.147	1.975	.048	b1_1
ComParti <--- ExSupport	.247	.096	2.566	.010	b2_1
ComParti <--- Marketing	.002	.112	.022	.983	b3_1
ComParti <--- ComEmpow	.379	.113	3.371	***	b4_1
ComParti <--- Entrepreneur	.155	.181	.855	.392	b5_1
ComParti <--- TourPackage	.104	.187	.554	.579	b6_1
Benefit <--- ComParti	.470	.058	8.146	***	b7_1
CBTDevSupp <--- ComParti	.344	.083	4.154	***	b8_1

1. Standardized Regression Weights: (Middle-age adult) Unconstrained

	Estimate
ComParti <--- Ownership	.208
ComParti <--- ExSupport	.419
ComParti <--- Marketing	-.300
ComParti <--- ComEmpow	.675
ComParti <--- Entrepreneur	-.098
ComParti <--- TourPackage	-.043
Benefit <--- ComParti	.665
CBTDevSupp <--- ComParti	Beta .117

2. Regression Weights: (Middle-age adult) Unconstrained

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.387	.160	2.410	.016	b1_2
ComParti <--- ExSupport	.448	.089	5.021	***	b2_2
ComParti <--- Marketing	-.419	.157	-2.667	.008	b3_2
ComParti <--- ComEmpow	.824	.134	6.148	***	b4_2
ComParti <--- Entrepreneur	-.132	.158	-.835	.404	b5_2
ComParti <--- TourPackage	-.059	.217	-.270	.787	b6_2
Benefit <--- ComParti	.384	.043	8.992	***	b7_2
CBTDevSupp <--- ComParti	.092	.068	1.355	.176	b8_2

1. Standardized Regression Weights: (Old adult) Unconstrained

	Estimate
ComParti <--- Ownership	.169
ComParti <--- ExSupport	.240
ComParti <--- Marketing	.002
ComParti <--- ComEmpow	.320
ComParti <--- Entrepreneur	.127
ComParti <--- TourPackage	.080
Benefit <--- ComParti	.640
CBTDevSupp <--- ComParti	Beta .395

2. Regression Weights: (Old adult) Unconstrained

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.291	.147	1.975	.048	b1_1
ComParti <--- ExSupport	.247	.096	2.566	.010	b2_1
ComParti <--- Marketing	.002	.112	.022	.983	b3_1
ComParti <--- ComEmpow	.379	.113	3.371	***	b4_1
ComParti <--- Entrepreneur	.155	.181	.855	.392	b5_1
ComParti <--- TourPackage	.104	.187	.554	.579	b6_1
Benefit <--- ComParti	.470	.058	8.146	***	b7_1
CBTDevSupp <--- ComParti	.344	.083	4.154	***	b8_1

Marital Status

1. Standardized Regression Weights: (Single and others) Unconstrained)

	Estimate	
ComParti <--- Ownership	.097	
ComParti <--- ExSupport	.450	
ComParti <--- Marketing	-.072	
ComParti <--- ComEmpow	.424	
ComParti <--- Entrepreneur	-.053	
ComParti <--- TourPackage	.031	
Benefit <--- ComParti	.627	
CBTDevSupp <--- ComParti	.159	Beta

2. Regression Weights: (Single and others) Unconstrained)

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.151	.172	.879	.380	b1_1
ComParti <--- ExSupport	.453	.141	3.222	.001	b2_1
ComParti <--- Marketing	-.090	.130	-.692	.489	b3_1
ComParti <--- ComEmpow	.520	.150	3.477	***	b4_1
ComParti <--- Entrepreneur	-.071	.236	-.302	.763	b5_1
ComParti <--- TourPackage	.046	.270	.169	.866	b6_1
Benefit <--- ComParti	.375	.067	5.606	***	b7_1
CBTDevSupp <--- ComParti	.108	.090	1.205	.228	b8_1

1. Standardized Regression Weights: (Married - Unconstrained)

	Estimate	
ComParti <--- Ownership	.234	
ComParti <--- ExSupport	.325	
ComParti <--- Marketing	-.186	
ComParti <--- ComEmpow	.527	
ComParti <--- Entrepreneur	-.029	
ComParti <--- TourPackage	.026	
Benefit <--- ComParti	.670	
CBTDevSupp <--- ComParti	.276	Beta

2. Regression Weights: (Married - Unconstrained)

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.458	.143	3.196	.001	b1_2
ComParti <--- ExSupport	.348	.076	4.570	***	b2_2
ComParti <--- Marketing	-.260	.134	-1.934	.053	b3_2
ComParti <--- ComEmpow	.627	.103	6.062	***	b4_2
ComParti <--- Entrepreneur	-.038	.138	-.274	.784	b5_2
ComParti <--- TourPackage	.034	.161	.211	.833	b6_2
Benefit <--- ComParti	.432	.040	10.827	***	b7_2
CBTDevSupp <--- ComParti	.236	.062	3.784	***	b8_2

Income

1. Standardized Regression Weights: (Low income - Unconstrained)

	Estimate	
ComParti <--- Ownership	.193	
ComParti <--- ExSupport	.332	
ComParti <--- Marketing	-.179	
ComParti <--- ComEmpow	.436	
ComParti <--- Entrepreneur	.099	
ComParti <--- TourPackage	-.010	
Benefit <--- ComParti	.676	
CBTDevSupp <--- ComParti	.122	Beta

2. Regression Weights: (Low income - Unconstrained)

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.319	.134	2.379	.017	b1_1
ComParti <--- ExSupport	.352	.074	4.738	***	b2_1
ComParti <--- Marketing	-.241	.114	-2.104	.035	b3_1
ComParti <--- ComEmpow	.532	.107	4.991	***	b4_1
ComParti <--- Entrepreneur	.135	.138	.984	.325	b5_1
ComParti <--- TourPackage	-.013	.146	-.086	.931	b6_1
Benefit <--- ComParti	.440	.042	10.394	***	b7_1
CBTDevSupp <--- ComParti	.096	.065	1.481	.139	b8_1

1. Standardized Regression Weights: (Upper middle income - Unconstrained)

	Estimate	
ComParti <--- Ownership	.193	
ComParti <--- ExSupport	.332	
ComParti <--- Marketing	-.179	
ComParti <--- ComEmpow	.436	
ComParti <--- Entrepreneur	.099	
ComParti <--- TourPackage	-.010	
Benefit <--- ComParti	.676	
CBTDevSupp <--- ComParti	.122	Beta

2. Regression Weights: (Upper middle income - Unconstrained)

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.319	.134	2.379	.017	b1_1
ComParti <--- ExSupport	.352	.074	4.738	***	b2_1
ComParti <--- Marketing	-.241	.114	-2.104	.035	b3_1
ComParti <--- ComEmpow	.532	.107	4.991	***	b4_1
ComParti <--- Entrepreneur	.135	.138	.984	.325	b5_1
ComParti <--- TourPackage	-.013	.146	-.086	.931	b6_1
Benefit <--- ComParti	.440	.042	10.394	***	b7_1
CBTDevSupp <--- ComParti	.096	.065	1.481	.139	b8_1

1. Standardized Regression Weights: (Lower middle income - Unconstrained)

	Estimate	
ComParti <--- Ownership	.189	
ComParti <--- ExSupport	.433	
ComParti <--- Marketing	-.104	
ComParti <--- ComEmpow	.557	
ComParti <--- Entrepreneur	-.248	
ComParti <--- TourPackage	.076	
Benefit <--- ComParti	.601	
CBTDevSupp <--- ComParti	.401	Beta

2. Regression Weights: (Lower middle income - Unconstrained)

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.419	.204	2.048	.041	b1_2
ComParti <--- ExSupport	.454	.126	3.608	***	b2_2
ComParti <--- Marketing	-.151	.181	-.837	.402	b3_2
ComParti <--- ComEmpow	.683	.163	4.205	***	b4_2
ComParti <--- Entrepreneur	-.303	.254	-1.190	.234	b5_2
ComParti <--- TourPackage	.111	.341	.326	.745	b6_2
Benefit <--- ComParti	.340	.057	5.940	***	b7_2
CBTDevSupp <--- ComParti	.330	.085	3.901	***	b8_2

1. Standardized Regression Weights: (High income - Unconstrained)

	Estimate	
ComParti <--- Ownership	.193	
ComParti <--- ExSupport	.332	
ComParti <--- Marketing	-.179	
ComParti <--- ComEmpow	.436	
ComParti <--- Entrepreneur	.099	
ComParti <--- TourPackage	-.010	
Benefit <--- ComParti	.676	
CBTDevSupp <--- ComParti	.122	Beta

2. Regression Weights: (High income - Unconstrained)

	Estimate	S.E.	C.R.	P	Label
ComParti <--- Ownership	.319	.134	2.379	.017	b1_1
ComParti <--- ExSupport	.352	.074	4.738	***	b2_1
ComParti <--- Marketing	-.241	.114	-2.104	.035	b3_1
ComParti <--- ComEmpow	.532	.107	4.991	***	b4_1
ComParti <--- Entrepreneur	.135	.138	.984	.325	b5_1
ComParti <--- TourPackage	-.013	.146	-.086	.931	b6_1
Benefit <--- ComParti	.440	.042	10.394	***	b7_1
CBTDevSupp <--- ComParti	.096	.065	1.481	.139	b8_1

Path diagram of moderation test

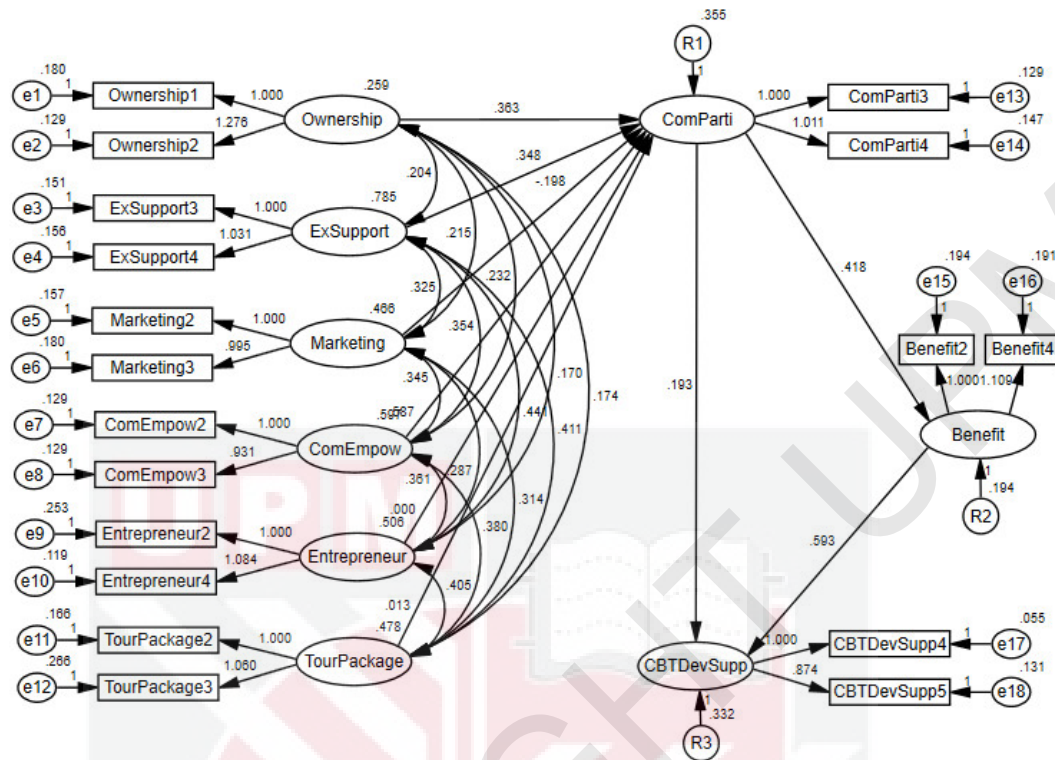


Figure: Z1: Test for Moderation (Path diagram of moderation test)
(Source: AMOS)

BIODATA OF STUDENT

Pakin Witchayakawin was born in Sukhothai, Thailand (1980). After 12 years of primary, middle and high school, in 2000, he went to Chiang Rai Rajabhat University, Thailand to study Business French, where he received his bachelor's degree (2004). Later, he received two other bachelor's degrees in Tourism and English at Ramkhamhaeng University, Thailand. In June 2007, he enrolled as a Master student of Tourism Management at Assumption University of Thailand, where he graduated with a degree of Master of Business Administration. In September 2018, he enrolled as a PhD student at Universiti Putra Malaysia School of Business and Economics. The main results of the research on influencing factors on the community-based tourism (CBT) development support in Thailand, during the past six years, form the content of the thesis that is now in the hands of the readers.

LIST OF PUBLICATIONS

- Witchayakawin, P., Aziz, Y. A., Mahomed, A. S. B. B., & Abdullah, N. H. B. (2020). Factors on Development of Community-Based Tourism (CBT) in Phitsanulok Province of Thailand. *Journal of Critical Reviews*, 7(12), 75–85. <https://doi.org/10.31838/jcr.07.12.12>
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- Witchayakawin, P., Aziz, Y. A., Mahomed, A. S. B. B., & Abdullah, N. H. B. (2019). Impacts, Challenges and Opportunities of Community-Based Tourism (CBT) in Phitsanulok Province, Thailand. *Tourism & Humanities: Tourism in a Transformative Era*, 1029–1053.