

Logistics and Creative Community Based Tourism as a Tool for Sustainable Local Development: A Case Study of Plai Phong Phang Thai Style House Ecotourism Village, Samut Songkram Province

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Abstract

Community Based Tourism (CBT) is beneficial for tourism because it supports the local economic development through diversification of employment which is financially viable. It also respects and encourages equitable participation of local community and ecologically sustainable and minimizes impact on the environment. Moreover, CBT conserves and promotes living cultural heritage and welfare which educates visitors about culture and nature.

The implement of logistics management into the tourism industry can help the tourism stakeholders to prepare the necessary inputs to serve the tourists. This will directly affect the satisfaction, trust, loyalty, and also a long-term success of the tourist attractions and all tourism stakeholders. Therefore, it is interesting to study how logistics management can integrate the creative community-based tourism as a tool for sustainable local development. The concerned parties involved in providing the services to the tourists, both the public and private sectors, can apply the recommendations obtained from the study to improve tourism logistics operations to increase the satisfaction of tourists

Keywords: Logistics Management, Community Based Tourism, Creative Tourism, Sustainable Development

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โลจิสติกส์และการท่องเที่ยวโดยชุมชนเชิงสร้างสรรค์ ในการเป็นเครื่องมือการพัฒนาท้องถิ่นอย่างยั่งยืน: กรณีศึกษาหมู่บ้านท่องเที่ยวเชิงอนุรักษ์บ้านทรงไทย ปลายโพงพาง จังหวัดสมุทรสงคราม

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บทคัดย่อ

การจัดการการท่องเที่ยวโดยชุมชนก่อให้เกิดประโยชน์ต่อการท่องเที่ยวเป็นอย่างมาก ไม่ว่าจะเป็นการสนับสนุนการพัฒนาเศรษฐกิจในท้องถิ่นผ่านการจ้างงานที่มีความหลากหลาย จนทำให้ชุมชนมีความมั่นคงทางการเงินอันจะนำไปสู่ความเท่าเทียมกันในชุมชนที่จะช่วยลดการทำลายทรัพยากรของชุมชน นอกจากนี้ ยังเป็นการช่วยอนุรักษ์และส่งเสริมมรดกทางวัฒนธรรมผ่านการให้ความรู้กับนักท่องเที่ยวในเรื่องของวัฒนธรรมและสิ่งแวดล้อม โดยมุ่งหวังให้เกิดความสงบสุขและความปลอดภัยในชุมชนทั้งแก่เจ้าบ้านและนักท่องเที่ยว

การนำการจัดการโลจิสติกส์มาใช้ในอุตสาหกรรมการท่องเที่ยวสามารถช่วยให้ผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวสามารถเตรียมข้อมูลที่จำเป็นเพื่อให้บริการนักท่องเที่ยว ซึ่งจะส่งผลโดยตรงต่อความพึงพอใจ ความไว้วางใจ ความภักดี และความสำเร็จในระยะยาวของสถานที่ท่องเที่ยวและผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวทั้งหมด ดังนั้น จึงเป็นเรื่องที่น่าสนใจที่จะศึกษาว่าการจัดการโลจิสติกส์สามารถบูรณาการการท่องเที่ยวโดยชุมชนเชิงสร้างสรรค์เพื่อเป็นเครื่องมือในการพัฒนาท้องถิ่นอย่างยั่งยืนได้อย่างไร ผู้ที่เกี่ยวข้องในการให้บริการแก่นักท่องเที่ยวทั้งภาครัฐและเอกชนสามารถนำข้อเสนอแนะที่ได้จากการศึกษาไปปรับปรุงการดำเนินงานด้านโลจิสติกส์การท่องเที่ยวเพื่อเพิ่มความพึงพอใจของนักท่องเที่ยว

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Introduction

From the situation and trends in tourism as predicted in the National Tourism Development Plan 2017-2021 by the Ministry of Tourism and Sports that the behavior of tourists has changed from the beginning, with tourists tending to pay attention in special interest tourism because some groups of tourists think that traveling to see the atmosphere of the country or to see the nature can not meet the increasing demand of tourists (Ministry of Tourism and Sport, 2017). Therefore, new forms of tourism have been developed to meet the needs of tourists in many types such as ecotourism, agricultural tourism, adventure tourism, health tourism, cultural and historical tourism, community-based tourism (Mtapuri & Giampiccoli, 2019).

In addition, the National Tourism Development Plan 2017-2021, in Strategy 5, also emphasizes the integration of tourism management and the promotion of international cooperation. There are guidelines for promoting the supervision, development and management of tourism efficiently by enhancing the integration between policy-level with the National Tourism Policy Committee and the Ministry of Tourism and Sports. They are the main parties in policy formulation, coordination, supervision, monitoring and evaluation of performance promoting the decentralization to regional and local agencies (Ministry of Tourism and Sport, 2017). Moreover, they help to drive the plan and operations that are in line with the national tourism development guidelines in developing the process of collaboration between the private and public sectors to promote the exchange of information with the needs of parties at all levels pushing for achievements in community-based tourism by providing a risk management plan and a crisis management plan for all dimensions in tourism industry.

Creative tourism is considered a new form of tourism that has started to become more popular because the old style of tourism is focused only on recreation (Duxbury, Silva, & Castro, 2019). Although in recent times special interest tourism has come into an important role, but still lacking in development because the development of creative tourism poses a challenge for both tourists and attractions to make the attractions creative in order to develop intangible cultural resources into creative

experiences for tourists, and it creates a process of coexistence between tourists who are guests of the area and the host as well.

From the analysis of Thai tourism potential, it was found that Thailand has the unique environmental and cultural attractions, and new service innovations such as Thai boxing, spa, health services, and also a traditional wisdom that can be used to build on tourism products to be outstanding and interesting (Tseng et al., 2019). Therefore, it is an opportunity to create a unique identity and brand in tourism, culture and nature of Thailand to be known and accepted internationally. The most important thing to consider is a problem of deterioration of tourist attractions caused by the expansion of tourism by focusing on the quantity while the community was unable to prepare for the expansion, a lack of preparation to support the capacity of tourists and to maintain sustainable tourism areas in the community (Wange et al., 2020).

At present, the competition in the tourism industry is intensifying. Private sector entrepreneurs and related government agencies need to increase their competitiveness (Jessop, 2018). The logistics management is a guideline for managing, storing and transporting inputs and products to enable the organization providing service and satisfaction to the customers in the most cost-effective way (Büyükožkan & Göçer, 2018).

According to Office of the National Economic and Social Development Council (2020), logistics costs in Thailand totaled 2,258.4 billion baht or accounted for 13.4 percent of GDP in 2019. Most of the logistics costs of Thailand are transportation costs, worth 1,122.8 billion baht, followed by the cost of keeping inventory worth 967.5 billion baht and logistics management costs worth 168.1 billion baht. The value of logistics costs expanded at a slower pace. It is in the same direction as the overall slowdown of the domestic economy which was affected by global economic volatility from the trade war between United States and People's Republic of China. Therefore, the tourism industry should adopt a logistics management approach to control costs, reduce operating time and should be satisfied. In tourism industry, apart from the movement of input such as raw materials, products, information, etc., the tourism industry also has the movement of tourists.

Creative Tourism

Creative tourism is a new form of tourism management that combines cultural tourism with the creative potential of tourists and communities (Richards, 2018). This concept is new, but it has been recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as another form of tourism that should be supported and is currently being promoted and developed in many tourist cities by adopting a creative tourism model used as a mechanism to induce tourists to visit (Ferreira, Sousa, & Gonçalves, 2019).

Bakas, Duxbury, and de Castro (2019) summarized that creative tourism is a process of extensioning the existing resources, adding value, finding differences by using creative thinking. Extensioning the existing resources is a topping off from the existing capital base that has both social and cultural capital. Adding value is to add value to tourism resources based on Thai identity. Finding the difference is to create and develop innovative tourism products using creativity to enhance the competitiveness of the tourism industry of Thailand. This is the way that a creative tourism leads to a creative economy which the government has initiated a policy since August 2009 by focusing on building a strong business sector in the creative economy, innovation and emphasizing the diversity of cultural heritage as strength point (Ghazi & Goede, 2017).

Applying the creative economy concept to the tourism and service sectors for the purpose of adding value and value (Fahmi, McCann, & Koster, 2017), creative tourism should not be based on modern technology or large labor force, but creative tourism should be a combination of four factors, namely capital and creativity, and combine with cultural assets and personal skills (Dias, González-Rodríguez, & Patuleia, 2020). All four factors contribute to creating value and value for tourism products and services (Jere-Jakulin, 2017). Steps and processes that drive the creative tourism concept are:

- Explore society and identity to cover natural/cultural assets, identity, wisdom, value
- Search for uniqueness, differences, and special characteristics

- Add creativity or value creation
- Redefine for marketing
- Think out of the box

Goh (2017) explained an important characteristic of community-based tourism that it is based on the idea that all villagers are resource owners and stakeholders from tourism. They bring tourism resources that are available in the local area, both in nature history traditional culture including the way of life and production methods of the community to be used as a factor or important cost in tourism management appropriately for the benefit of the locality in terms of economy, society and culture, including the sustainable use of resources to the generations. At the same time, the potential of personnel in the community has been developed to be knowledgeable and competent in tourism management and is a participant in the operation since planning the implementation, decision making activities, assessing the project, and receiving benefits taking into account the carrying capacity of the nature as a priority (Matilainen et al., 2018).

Participation

According to Lara, Crispin, and Téllez (2018), people's participation refers to how people create processes and structures that rural people are able to express their needs, prioritize, participate in development and receive a benefit in development by focusing on empowering rural people. Lee and Jan (2019) summarized that the participation of local communities in tourism management can have many levels depending on the internal and external factors of the community.

Internal factors:-

- Readiness in tourism management skills such as natural interpretation services, tour guides, accommodation and food management for tourists, etc.
- Readiness of the natural resources needed to manage tourism, including capital, time, labor, and community tourism resources.
- Need of community to participate in managing or serving the tourists.

- Strength of community and community leader who is respected and obeyed by community members and can get community members together to manage community tourism.

The leader should be able to unite the community and sacrifice to work for the community in establishing a tourism organization, provide sustainable tourism resources, and the community's ability to learn and manage problems that may arise from tourism (Edgell, 2019).

External factors:-

- Policies of the government and related agencies in providing opportunities for local people to participate in tourism management.
- Cooperation from government and private sectors.
- Community participation in tourism is essential and necessary for sustainable tourism development for local income distribution.

The quality of life of the community leads to the protection and maintenance of sustainable tourism resources to meet the needs of the community as well as create a valuable travel experience to impress the tourists (Crespi-Vallbona & Smith, 2020).

The community's participation in tourism resource management is an opportunity for the community to participate in the management of their own resources (Musavengane, 2019). The community must participate fully and continuously from the start to bring benefits to the local. These benefits include the distribution of income and the return of tourism resources maintenance. In getting the community involved from the start, understanding is required with the community so that the participation of the community in the management of tourism resources can be developed appropriately, correctly and with clear directions (Ezeuduji, 2017). This will lead to effective and efficient management of community tourism resources.

Logistics Management and Tourism

A practical logistics management will ease the tourists to visit the tourist attractions in different regions comfortably (Della Corte et al., 2017), and to support the number of tourists both Thais and foreigners who come to visit to be impressed with good management and come back to travel again (Hudson & Hudson, 2017). It will make money from tourism, increase the proportion of tourism revenue to gross domestic product (GDP) at the national level (Khan et al., 2019).

From the previous studies of tourism research in order to use the results to develop the tourism industry to be sustainable and can generate income for the country, provinces and localities, it must have something to attracts the tourists traveling and create satisfaction while traveling until they are back to have still a need to revisit (Widjaja et al., 2020). Those attractions usually include tourist attractions in various forms, activities that encourage travelling, such as festivals, food, a friendliness of the local people, excellent service, readiness of the accommodation, safety and security, etc, which are known and been updated all the time. From past studies, it was found that the problem of tourism in Thailand is not about tourist attractions, but in the management of the tourism supply chain which is a management in various service proceses that must be continually as a chain to be effective in terms of time, cost and maximum satisfaction (Palang & Tippayawong, 2019).

The results of the study clearly indicate that tourism management needs to be done in a holistic manner. There is integration of enterprise cluster, where the value chain management is logistics management (Ikram et al., 2018). Tourism logistics management which is different from the logistics of other industries in Thailand still lack of research studies, especially if there are studies in the case of different areas. The results should be useful in the development of the tourism industry. Logistics management means a process of moving goods or services in both the manufacturing sector and the service sector (Schönsleben, 2018). It is also a management the flow of goods, services or raw materials from the point of origin to the point of use of that product or raw material (Topolšek, Čižiūnienė, & Ojsteršek, 2018). While tourism refers to an activity of travelling for leisure, fun, excitement

or knowledge (Villamediana-Pedrosa, Vila-Lopez, & Küster-Boluda, 2020). Therefore, logistics management in tourism is the integration of logistics management concepts with tourism management concepts (Khan et al., 2019). To consider the model of logistics management in tourism is imperative to understand the tourism supply chain (Babu, Kaur, & Rajendran, 2018). This is because the logistics management concept is to manage the flow within the supply chain which consists of the management in the flow of physical, financial, information for maximum efficiency and effectiveness (Chatchawanchanchanakij, 2021).

Satisfaction is a comparison between hopes with experiences that are possible in terms of performance (Antaramian, 2017). When such experiences are negatively different from expectations, it will cause more dissatisfaction. In terms of tourism, satisfaction is often understood to refer to the various expectations of a person has before the journey takes place (pre-travel expectations), and the experience gained after the trip (Tinakhat, 2020). If the tourists are satisfied, they may revisit that attraction or recommend the attraction to other tourists, or speak in positive words. On the other hand, if tourists are not satisfied, they may not return to that attraction and may not recommend other tourists to visit.

Meanwhile, Chatchawanchanchanakij (2021) summarized the conceptual framework used to consider the causal relationship between logistics management and loyalty of tourist attraction is an assessment of the tourist satisfaction obtained from the logistics management of a tourist attraction related to three operations: physical flows, financial flows, and information flows. The value that tourists receive from 3 aspects of logistics will affect their satisfaction and loyalty differently.

Plai Phong Phang Thai Style House Ecotourism Village, Samut Songkram Province

Plai Phong Phang Thai style house ecotourism village is in Cok Kate Village, Moo 7, Plai Phong Phang Sub-district, Amphawa Distract, Samut Songkran Provice. It arises from the motivation and change of people within the community itself. The initiator of the Plai Phong Phang Ecotourism Village Project is a community

leader who has a position as a village headman named Mr. Thawat Boonthat. The idea of creating an ecotourism village project was from an environment training course in 1996.

After returning, he initiated with the villagers to campaign to preserve the community environment by suggesting the construction of grease traps in the houses before draining the water. He organized a project for a Thai style house and a model family contest. The criteria are the cleanliness of the house and surrounding areas, environmental care, relationships and behaviors of family members. These activities led to the idea of creating an ecotourism village project in 1998 with the objectives to (1) provide villagers with income from tourist services, (2) provide villagers with the opportunity to exchange ideas, knowledge, and build friendships with visitors and to exchange cultural knowledge with each other, (3) promote the conservation of natural resources, culture and community environment, and (4) enable villagers to sell agricultural products to visitors.

Mr. Thawat and the project committee have campaigned to prepare for an ecotourism village by organizing a meeting of villagers in every village in the sub-district to create an understanding of the operation of the eco-tourism village project and organizing a Thai-style house contest, general cleaning campaign, garbage disposal and not throwing garbage into the rivers and canals.

The 14 Thai style houses that voluntarily participated in the pilot project for were initially trained by the speakers from government agencies and private tour operators such as staff from the District Development Office, Office of Non-School Education, and tour operators. The training is about the preparation of home stay accommodation for the owners of ancient Thai houses which must be over 100 years old such as cleaning in the house, electric light, toilets and shower rooms, hygienic cooking, cleanliness of bedding, and behaving as a good host to impress tourists.

Logistics Management and Creative Community-based Tourism at Plai Phong Phang Thai Style House Ecotourism Village, Samut Songkram Province

Tourism in the hospitality industry plays an important role in the economic development of the country. Tourism services consist of many components, which include not only accommodation, transportation and tourism, but also bars, restaurants, handicrafts, food production, waste disposal and infrastructure supporting destination tourism. These service components are provided by companies, organizations and agents comprising the tourism service supply chain to meet the needs of tourists for leisure (Giri, 2017), while tour operators will provide immediate responses such as needs analysis of the customers and then distribute some of the services to the relevant suppliers, such as transport services, catering services, and hotel service as shown in the relationship between tourism, hospitality, and travel industries (Veiga et al., 2017).

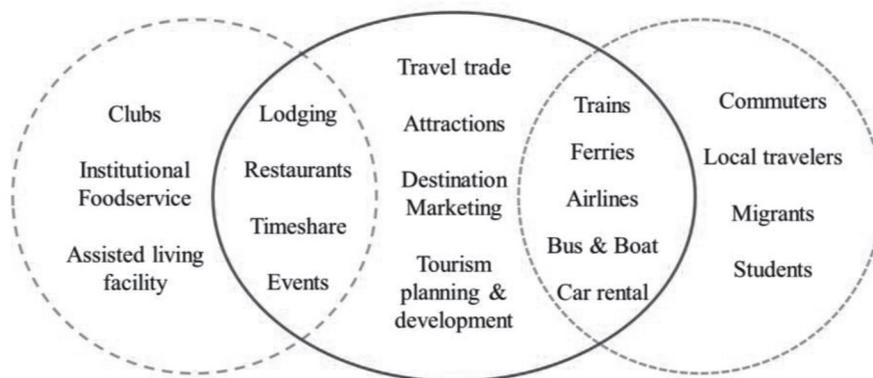


Figure 1: The relationship between tourism, hospitality, and travel industries

Source: Pizam & Shani (2009)

However, the research team realized that tourism-related services of Plai Phong Phang Thai Style House Ecotourism Village, Samut Songkram Province are still small and sparsely established. As a result, the occupation related to tourism such as transportation services, information services of Samut Songkram Province, souvenir shops, restaurants and OTOP products are still unable to create a unique identity, a reputation for products and Samut Songkram Province's tourist attractions. In addition, there are no logistics mechanism has been applied in tourism development despite logistics is an important strategy that will be used to increase the competitiveness of trade, especially in the tourism business that emphasizes on the most efficient and effective services taking into account the needs and satisfaction of tourists.

In the world of globalization, the concept of tourism logistics plays an important role for communities that depend on tourism as their main source of income. Puchongkawarin & Ransikarbum (2020) said that tourism logistics is similar to transportation for tourism, but covers a broader as tourism logistics covers three areas: Transport of tourists and objects (Physical Flow), giving and receiving information (Information Flow) and receiving money (Financial Flow). Besides, Feng et al. (2021) added that tourism logistics management is different from cargo logistics management that organizing the transport of people from one point to another which is a more delicate task than the delivery of goods because each tourist group has the goal of different travel, for example leisure tourism has different needs from recreational tourism and ecotourism. Therefore, logistics management for tourism will focus on the importance of timeliness and convenience, and safety that meet the needs of the market or group of tourists especially the matter of punctuality and timeliness which is the needs of all types of tourists (Lim & Tkaczynski (2017).

For Thailand at present, logistics is still new to tourism management. Sangchumnong & Kozak (2018) claim that Thailand still focuses on selling products rather than managing the support system which in fact is the most important component of tourism. Other elements such as the business management in tourism industry and government management are also very important components.

Results of the study at Ebrahim & Ganguli (2019) shows that while the attractiveness of Thailand's private tourism and development is second only to Singapore in the region. Thailand's state support System management is second to both Singapore and Malaysia. This study also found that countries in Mekong region have major obstacle in tourism development because the government will focus on promoting marketing, but neglecting to focus on the support system.

The researchers took into account the importance of holistic tourism logistics or tourism service systems that focus on managing the flow of tourists, information travel and money at the same time. In addition, tourism logistics is also a response to logistics management trends that help reduce global warming that the world is paying attention to (Fang et al., 2018). For example, a comprehensive tourist service center that promotes and educate tourists on environmental conservation including taking part participate in solving global environmental problems such as the management of public parking and public service cars, which will help reduce air pollution problems, etc.

From the process that drives the idea of creative tourism, it is considered as part of an important tool that will help to build sustainability for local communities to have tourism potential. This is because tourism will provide opportunities for tourists and homeowners to exchange knowledge and develop mutual creativity.

Thailand Community-Based Tourism Institute (CBT-i) has studied villages that have been developed and succeeded as best practice in CBT to develop and manage sustainable tourism in five areas (Tourism Economic Review, 2017):

CBT and Community-Based Natural Resource Management: The community leads to the development of an ecotourism management model that focuses on conservation.

CBT and Local Cultural Revitalization: It is used as an attraction for tourists who are interested in exchanging, learning about local lifestyles and cultures and used as a tool to revitalize community culture to stimulate the community to be proud and make the next generation see the value of their own community.

CBT and Human Development: They emphasise on developing skills and add new knowledge to villagers in the community. There is a process for internal knowledge management with a group or community organization. There is a forum for villagers to have the opportunity to express their opinions, learn to listen to each other's opinions, and work together in a group system with leaders such as the village headman or the sub-district administrative organization who can transfer the work to the villagers as well.

CBT and Community Economy and Quality of Life: There is an attraction that is a simple way of life and livelihood through a community participatory research process to develop as a guideline for community economic development based on sufficiency economy principles providing community-based tourism as an additional source of income and allocating income to the village fund.

CBT with Marketing Alliance: There is a collaborative process between the travel agency and the community. It is like a business partner who can be a co-worker, help to solve problems, agree on terms and conditions that have a level of interest that is acceptable to the community. Benefits are allocated to satisfy both parties.

The implementation of logistics management with creative community-based tourism is the coordination of creating comfortable in various activities related to logistics that do not necessarily cover all logistics activities but is an activity related to tourism (Charoensit & Emphandhu, 2018). It starts with welcoming the tourists from the reception area, having the suitable luggage storage which has enough space to store the tourists' belongings, escorting the tourists with safe and convenient to move depending on the needs of tour groups or solo tourists.

From the study of Plai Phong Phang Thai style house ecotourism village, Samut Songkram Province, these were compared using CBT Best Practice from the Institute of Community-Based Tourism (CBT-i) and logistics management as a tool for community-based tourism management to develop and manage sustainable tourism. This allows the tourists to learn a more completed overview of how logistics can be applied to creative community-based tourism:

Table 1: Best practice in CBT

Best Practice in CBT	Information
CBT Best Practice	- Plai Phong Phang Thai style house ecotourism village, Samut Songkram Province
CBT and Community-Based Natural Resource Management	- Maintaining cleanliness and eliminating garbage until a canal is clear - Realizing value of trees and aquatic life
CBT and Local Cultural Revitalization	- Boat trip to see the way of life on both sides of the canal and watch fireflies
CBT and Human Development	- Developing skills and adding new knowledge to villagers in managing homestay to be a good host
CBT and Community Economy and Quality of Life	- Boat trips in Phong Phang canal to watch the collection and simmering of sugar - Paddling training - Visiting nearby attractions at King Rama II Memorial Park
CBT with Marketing Alliance	- Creating a package tour with a travel agencies to sell to tourists for 2 days 1 night package at a price of 950 baht per person

Solutions in Supply Chain

1. Managing seasonal ingredients problems. Plai Phong Phang Thai Style House Ecotourism Village has seasonal produce, but does not have products all year round. Sometimes there is a shortage of raw materials. Therefore, it is proposed to procure other fruits that can replace the existing fruit, which may be effective in the long term and may be processed fruit to extend the life of the raw materials available for sale out of season.

2. Lack of knowledge in inventory management. Training and rehabilitation training should be conducted at least every two years or more frequently if needed depending on the importance of the process. In the subject matter about equipment and inventory management, inventory department must have knowledge and

understanding about the suitability of inventory storage, equipment disbursement principle to prevent deterioration or damage of the device including improving the behavior of storing equipment more efficient, for example, staff must pay attention to stocking before leaving, etc., to prevent problems with old, expired inventory.

3. Staff lack of knowledge and expertise. There should be training for staff to increase their knowledge, ability in various fields, such as developing knowledge and ability to work in real life, analytical thinking and planning processes, creative thinking, communication within the organization, mental and emotional development. The training should be held every 1 year or 2 years.

4. Distance from the source of raw materials. As the village is far from the source of raw materials, it is necessary to purchase large quantities of raw materials in order to reduce the waste in purchasing raw materials each time. Therefore, it is necessary to have knowledge in inventory management as mentioned in item 2 above.

5. Transportation costs. Due to the long distance, the transportation cost is quite high. Therefore, they have to order a lot of products and raw materials at a time in order to reduce the cost of transporting each cycle, and may be traded at the cost of keeping. If the staff have knowledge of storage inventory, this may help reduce storage problems.

Solutions in Logistics

1. The courteous and smiling service of the villagers is the strength and can be applied to make villages well-known for providing courteous service to the visitors. In the part of the booking channel, there may be some accommodation in the village which have not enough booking channels.

2. From the channel of room booking that room, the booking page should be opened with access at cover more than before because the current booking but the high price of the room makes it impossible for tourists to visit, therefore, there are still affordable rooms that tourists can access, but there is no accessible booking system. It is advisable to create a page, for example, with an attractive title

so that small groups of accommodations can post their rooms and easy access to media.

3. There are a variety of payment channels, but there may be some merchants that have not yet entered the payment channels such as PromptPay, credit cards, etc. This may cause the distribution of funds not to be spread across all stores. There should allow merchants to add more payment channels to support customers who do not have cash. The main issue is that there are few ATMs in the village and the tourists cannot withdraw cash. Therefore, merchants may need to add a variety of payment channels, such as transfers through applications, etc.

Conclusion

Plai Phong Phang Thai style house ecotourism village project in Samut Songkram Province was formed through the participation of the local people as a genuine participaton accorting to a concept of Martiskainen (2017), who stated that the local people working with developers for the benefit of the community. It is the process of making people's decisions and carrying out various activities with the local people themselves. It creates the power, authority and control of joint activities among all stakeholders in the village.

Project planning style is bottom up planning, which is considered the most desirable form of participation Goulding, C., Kelemen, M., & Kiyomiya, T. (2018). In addition, the operation will involve the participation of local people in sustainable development. This is because it gives the local people the opportunity to make decisions on various activities affecting the local people themselves, including creating a share for project members who can create awareness of ownership to all people and the income is distributed evenly according to the rules of the agreement (Khartishvili et al., 2020). It is also a development that is an idea from the community leader. These performance characteristics are also consistent with Hakim, Siswanto, and Makagoshi (2017) recommendations on enhancing the participation of local people in the implementation of ecotourism activities.

In conclusion, the creative community-based tourism, which is recently a new trend in tourism in Thailand, has created opportunities for people from different cultures. There has been an exchange of knowledge, whether it is experience and intercultural. Therefore, the creative community-based tourism is a tourism that creates a bond between the guest and the host through the experience of cultural activities of the community together. From this process, it helps to develop the potential of creativity between each other, and also leads to a deeper understanding of the tourism area which is considered as an opportunity to understand its authenticity of the real tourist area.

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