



Guidelines for community-based tourism development on Thailand's Andaman coast

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Abstract

Qualitative research methods were used: (1) to analyze the potential components of community-based tourism; and (2) to provide guidelines for developing the potential components of community-based tourism. Purposive sampling was used in two communities in Suk Samran district, Ranong province, Thailand. Qualitative data were collected from 50 key informants using in-depth interviews, a focus group, and the strengths, weaknesses, opportunities, and threats (SWOT) analysis technique. The study results identified eight potential components of community-based tourism: (1) attractions had three aspects as tourism resources; (2) there was a lack of accommodation and good service; (3) tourists could access the study area by plane or by private car; (4) the program had three types of activity; (5) amenities had few facilities for tourists; (6) community organizations had a strong tourism board and were supported by government agencies; (7) community committee managed tourism for its members; and (8) learning in most activities was not linked to the conservation of natural resources. The SWOT outcomes from the three workshops identified: (1) strengths: the attraction, activities and community organizations; (2) weaknesses: accommodation, management and amenities; (3) opportunities: improving infrastructure (roads); and (4) threats: activities not linked to conservation. In addition, guidelines for community-based tourism component development should take into account the community context, the local tourism resource base, participatory processes (including tourists), and support from government agencies, the private sector, and tour operators. Adoption of these outcomes should create impressive community-based tourism, while preserving local resources and continuing the way of life of coastal communities.

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Introduction

Thailand has great tourism potential as it has tourism resources both in terms of tradition and culture, with its diverse endemic identity and beautiful natural resources and environment. Tourism is a service industry that generates income for the country and people at all levels based on the domestic and international tourists, leading to economic development as well as investment in many related businesses such as hotels, travel, restaurants, souvenir shops, aviation, which creates many additional jobs, and gives insight into the locality (Tourism Authority of Thailand, 2019). Therefore, the tourism industry is an important mechanism to help solve a country's economic problems. Nowadays, tourist behavior frequently aims to evoke nostalgia. During the Coronavirus Disease 2019 (COVID-19) epidemic tourists tended to plan their trips focusing on traveling within the country by plane or private car, in a small family group or within the same organization, staying in accommodation with high standards of safety and hygiene, booking the room in advance through the hotel website and visiting exotic and not-so-crowded places in the city or neighborhood. Tourists from all over the world recognize the variety of tourism activities in Thailand. Consequently, the tourism industry could be seen as an activity that is detrimental to the natural environment. The presence of both Thai and foreign tourists has disturbed the beauty of natural resources and various tourist attractions have been damaged. In addition, the tourism industry is advancing at a faster rate than the public transportation system can handle, resulting in the rapid deterioration of natural tourist attractions and services in various locations in Thailand.

Community-based tourism is important and generally accepted as sustainable because it is connected with the community. Factors contributing to the success of community-based tourism include community participation, conservation and the relationship between people in the community and natural resources in the form of tourism, as well as strengthening local community development through the potential development process with community participation. The community can enhance the potential of available resources, such as people, natural resources, culture, customs and traditions, to develop efficient community tourism (Chompoopanya & Rojanatrakul, 2022). In this regard, the development of community potential through participation can lead to sustainable community tourism and generate income for the people in the community.

In addition, it can develop communities that are outstanding in various fields of tourism that can generate income in the community, leading to a strong and sustainable foundation economy. From the start, the community should be involved in organizing, planning, goal setting, activity selection and equitable benefit sharing (Choibamroong, 2014). The community must determine the direction of tourism managed by the community, have the right to manage and take care of the process to create learning opportunities for tourists and conserve the environment to live with the community.

Suk Samran district, Ranong province, located on Thailand's Andaman coast, is an area that has the potential for a variety of tourism resources, both natural resources, especially marine and coastal areas, and tourism resources in terms of the tradition, culture, and way of life of coastal communities. However, currently, community-based tourism in this area is not receiving the attention it should, which could be due to a variety of factors, such as the readiness and potential of the community that organizes tourism, the sufficiency of the public utility system and unconnected travel routes. The development of community-based tourism requires preparation on the part of the community moving towards it, which involves management. Community-based tourism development requires community potential analysis to see its strengths, weaknesses, opportunities and threats. Several studies related to the development of community-based tourism have been found. A SWOT analysis and related strategies found that the strengths of Takua Pa were historical resources and community participation. However, the weaknesses identified were development of local people on the management of community based tourism. Its opportunities were found to be with the provincial strategic plan and new tourist routes while its threats are in terms of buildings, rules and regulations for tourists (Boonwanno et al., 2022). Moreover, based on the findings from the study on the development of a sustainable tourism industry in Bangladesh, this research proposes WT (weaknesses-threats) strategies such as ensuring safety and security of tourists, effective planning for sustainable economic benefits, strict implementation of environmental regulations for ecological sustainability, alerting people about the importance of sustainable tourism development, and infrastructure development (Mondal, 2017). By using a SWOT analysis, community-based tourism could be developed through both internal and external resources, with the goal of addressing problems and creating tourist attractions. Consequently, the current study investigated

the importance of studying the potential of components of community-based tourism management and proposing ways to develop the potential of community-based tourism components to accommodate more tourists, increase community income and steadily improve the quality of life of people in the community.

Objectives

The research objectives for the study were as follows: (1) To analyze the potential components of community-based tourism; and (2) To provide guidelines for developing the potential components of community-based tourism.

Literature Review

Concept of community-based tourism

The Tourism Authority of Thailand (2018) discussed community tourism as a tool for improving the quality of life and well-being of communities, including preserving the way of life, traditions, culture and the local environment. Community tourism provides a concrete distribution of income to the grassroots economy by having to work in a civil state style, starting from the government agencies and includes the private sector, academia and the local people, to drive the community-based tourism development plan according to the context of each area to enhance and connect Thailand's tourism to benefit local communities sustainably. This is consistent with Thongma (2016), who states that community-based tourism is tourism that is directed by the community, managed by the community, for the community and the community has an ownership role, as well as the right to manage and maintain knowledge for tourists and visitors. Tourism must cover five areas simultaneously: politics, economy, society, culture and environment; furthermore, the community must own and manage all of these.

In summary, community-based tourism is a development tool that is used to create an opportunity for community organizations to play an important role in planning the direction of their community's development., Resource management and decentralized decision-making can be used to create a learning process about planning, while stressing the importance of managing natural resources and the environment and using tourism as a tool for community well-being.

Components of Community-Based Tourism

Thailand Community-Based Tourism Institute (2018) identified four components of community-based tourism management: (1) natural resources and culture, which means the community has an abundant natural resource base and a production method that relies on and uses sustainable natural resources, a cultural community, and traditions that are unique to the region; (2) community organization, which refers to the community that has a well-understood social system; (3) management, which means the community has rules or rules to manage the environment, culture, and tourism, where there is an organization or mechanism at work to manage tourism and can link tourism to overall community development, and there is a fair distribution of benefits and community funds that contribute to the economic and social development of the community; and (4) learning, which means that the community has tourism activities that can create awareness and understanding of the different ways of life and culture, where there is a system to manage the learning process between villagers, tourists, and visitors, and there is a way to raise awareness of the conservation of natural resources and culture for villagers and visitors.

In addition, there are concepts related to at least five important tourism components (Dickman, 2000; Manirochana, 2017; Middleton & Clarke, 2001), consisting of: (1) accessibility, meaning transportation can reach each place, tourist attractions that have concrete or paved roads in good condition, are easy to access, are convenient, or may include travel by other means; (2) activities that tourists can participate in as a part of a tourist attraction, as a complete part of the tourism experience, such as hiking and boating; (3) amenities at tourist attractions that have sufficient facilities to provide services to tourists, such as public utilities and infrastructure, accommodation, restaurants and tourist service points, to facilitate and attract tourists; (4) attraction, so tourists travel to tourist attractions, including various tourism activities; and (5) accommodation provided at a tourist attraction or nearby for the convenience of travelers and to generate income for tourism operators. The current research applied community-based tourism components based on the foregoing concepts and proposed eight components of community-based tourism as research guidelines to optimize: (1) attractions; (2) accommodation; (3) accessibility; (4) activities; (5) amenities; (6) community organizations; (7) management; and (8) learning.

SWOT Analysis

The SWOT Analysis generally investigates the strengths and weaknesses in the system, as well as the opportunities and threats from the external environment to facilitate the decision makers in finding out the best strategy, thus to maximize the strengths of the system itself and minimize the weaknesses of the system and threats from outside (Wang & Zheng, 2015). The SWOT analysis of this research was based on two major categories:

a. Analysis of internal factors: Analyze relevant strengths and weaknesses presented by internal environment. Strengths and weaknesses constituted factors within the system that enable and hinder the organization from achieving its goal, respectively (Wasike et al., 2011);

b. Analysis of external factors: Analyze relevant opportunities and threats presented by external environment. Opportunities and threats were considered as exogenous factors that facilitate and limit the system in attaining its goals, respectively (Wasike et al., 2011).

Identifying internal and external factors is a useful strategic decision making tool for development of an organization. This research used SWOT analysis based on the foregoing concepts and proposed eight components of community-based tourism to construct the guidelines for community-based tourism development on Thailand's Andaman coast

Methodology

Population and Sample Group

The qualitative research used purposive selection of two communities to represent tourism communities in Suk Samran district, Ranong province, consisting of Ban Nua, Village No. 2, Kampuan sub-district and Ban Bang Kluai Nok, Village No. 3, Nakha sub-district. The criteria for selecting the study areas were: (1) a coastal community with an area adjacent to the mangrove forest, with natural attractions and natural resource conservation activities; (2) a coastal community with cultural diversity, with people who practice Buddhism and Islam; and (3) a coastal community just beginning to carry out community-based tourism activities. The research tools were created according to the guidelines of Chantavanich (2022) with ratification by qualitative research experts. Key informants were community leaders, community tourism committees,

the general public and representatives of government agencies in the area, totaling 50 people.

Research Instrument

Data collection used: (1) focus group discussions and in-depth interview; the topics for the interview were about the potential components of community-based tourism and (2) SWOT analysis technique to find out the potential components of community-based tourism for developing community-based tourism management on Thailand's Andaman coast. Data were collected between November 2021 and December 2022.

Data Analysis

Triangular data reliability checks were applied (Chantavanich, 2022), and data were analyzed based on content analysis and analytical induction (Phosita, 2021). SWOT analysis is also used. Based on the results of the SWOT analysis, the guideline by using the foregoing concepts and proposed eight components of community-based tourism is recommended for community-based tourism development on Thailand's Andaman coast.

Results

Potential Components of Community-Based Tourism

Attraction potential

There were three aspects of tourism resources. The first was important natural resources: (1) Khlong Kampuan mangrove forest and Klong Kluai mangrove forest which have good biodiversity and include both mangrove forest plants and aquatic animals, suitable for development as a community-based tourist attraction that can be further developed into a study route for learning about the mangrove ecosystem; (2) islands in the marine area with beautiful scenery, such as Kam Nui Island, Kam Yai Island, Lan Island, Khao Kwai Bay and Khao Kluai, which have coral reefs for diving activities to view beautiful fish and coral. This was also an important fishing activity area for tourists; (3) Clean beaches with beautiful scenery, such as at Praphat, Ao Jak, Pak Klong Kluai and Thale Nok, which are suitable for development as tourist attractions and recreational areas; and (4) Ton Kloy waterfall, having clear, clean water sourced from Khao Phra Mi Mountain in Sri Phang Nga National Park and where tourists can play in the water all year round;.

The second was the way of life, culture, and local wisdom of the coastal communities according to the Buddhist-Islamic way: (1) local food with raw materials from the sea and linked to the community way of life, in every season, being fresh, clean, safe and hygienic; (2) dress according to the Islamic way of life; (3) traditions and cultures from the Islamic way of life; (4) language of the southern dialect for communication; and (5) local art performance.

The third aspect was learning resources for both marine and coastal ecosystems and important forest ecosystems: (1) learning centers and exhibitions on marine and coastal resources at the Andaman Coastal Research Station for Development, Kasetsart University, where visitors can view and photograph exhibitions on the diversity of marine and coastal ecosystems, such as marine animal specimens, simulations of the mangrove ecosystem and photo opportunities with sea turtles; and (2) learning center and exhibition on forest ecosystems at Khlong Nakha Wildlife Sanctuary, including forest nature trails, rare bird and wildlife watching activities and the Plub Plueng Than viewing point.

Accommodation potential

Arrangements for homestay accommodation that are supported by government agencies, with training to educate the community so that it can provide accommodation for tourists, such as I-In Resort, Andaman Coast Research Station for Development and accommodations in nearby communities, including the Khlong Nakha Wildlife Sanctuary, Ban Talay Nok Homestay and Ban Laem Nao Homestay. However, the number of accommodations in the community was still small and there was a lack of good service.

Accessibility potential

The travelers can travel to Suk Samran district, Ranong province, using two methods: (1) by plane, arriving at Ranong Airport and onward by renting a car or taking the bus to travel to other tourist attractions in the district; and (2) by private car, using Highway No. 4 (Petchkasem Road) for traveling within the district. Travelers can travel by private car or contact community tourism groups that have vehicles available. Notably, the local administrative organization has developed a plan that includes mowing grass and planting decorative trees to make roads to tourist attractions accessible while maintaining safety and creating positive, sustainable impacts on tourists, the environment and the community.

Activity potential

The community-based tourism program consists of three main activities. The first was interesting tourism activities within the community, such as white-water rafting activities at Kamphuan canal; a boat trip to see the mangrove forest at Klong Kluai; beautiful beach scenery of Ao Jak and Pra Phat; and the fisherman's way of life. Local food and fresh seafood, snorkeling and fishing at the Kam Islands and Aquarium, and the Coastal Resources Exhibition to learn about forest ecosystems. Important viewing spots consist of: (1) Ban Nuea; (2) Ban Bang Kluay Nok; (3) the landmark suspension bridge; (4) Praphat beach; (5) 180-degree panorama at Khao Haad Ao; (6) Praphat beach; and (7) the sea turtle monument.

The second type consists of tourism activities that allow tourists to experience the community way of life through hands-on activities, such as mushroom cultivation, making sweet fish dishes and Thai desserts.

The third type consists of activities to connect tourism routes with nearby communities in Suk Samran district. The initial tourism management connects three communities, namely, Ban Thale Nok, Village No. 1, Kam Phuan sub-district; Ban Laem Nao, Village No. 6, Na Kha sub-district; and Ban Rai Nai, Village No. 7, Na Kha sub-district.

Amenities potential

There were few facilities, such as bathrooms and toilets, in the community for tourists and accommodation was limited to a few tourists. Pick-up service, parking, restrooms, and emergency vehicles were centered at the hospital in case of an accident. Tourist reception points such as a welcome point, parking lot, and seating areas in the shops and restaurants existed at places such as Suk Samran Minimart, 7–11 shop, Ai In Resort, Areera shop, Ko Phai shop, and Famasa restaurant. There were few souvenir products having a unique identity by presenting stories that were connected to and related to the way of life and the culture of the community itself. There was the opportunity for local raw materials to be used to make products and to create product stories by selling consignments in community shops and online for outstanding products, such as sweet fish, dried fish, herbal soap, Ban Nuea batik cloth, and Ban Bang Kluay Nok fish sauce.

Community organization potential

There was a tourism management committee that organized travel programs and coordinated, and linked tourism activities with various groups in the

community and nearby communities. They distributed tourists and income to community members, with support in various fields from the Community Development Office of Suk Samran district, Ranong province.

Management potential

The community had an agreement to manage the tourism of its members together to promote the process of participation within the community. The tourism management committee was the leader in driving the mutual agreement based on the following: (1) community members participated in promoting friendliness toward tourists and visitors; (2) community members participated in welcoming and providing services to tourists and visitors willingly; (3) community members participated in analyzing, making decisions, planning, and conducting activities; and (4) community members had the opportunity to earn income from trading goods and providing services to tourists. By applying systematic management, there was enough turnover to serve tourists.

Learning potential

There were knowledgeable people and community sages who could act as community storytellers and were able to transfer knowledge and local wisdom, including the history of the community and tourist attractions to impress tourists; however, most tourism activities were not linked to natural resource conservation activities. The community had ideas and should develop tourism as an alternative occupation. In addition to seasonal fishing and farming as sources of supplementary income for the people in the community, there was a joint learning process between community members and the tourism committee to jointly develop the community tourism activity calendar and develop public relations through a variety of media, both online and offline, to inform tourists.

SWOT Analysis

From three workshops, participants conducted SWOT analysis of the potential components of community-based tourism on Thailand's Andaman coast (Table 1).

Strengths (S) consisted of: (1) Attractions, the community has natural attractions along the coastline, as well as lifestyle tourist attractions of coastal community culture and developed tourist attractions, with landmarks and photography points, as well as the learning center with an exhibition on coastal resources. There is variety that can attract tourists, with the source of raw seafood materials from local fishermen and beautiful landscapes with good, clean air and, most importantly, there is no pollution problem from industrial factories; (2) Activities, a variety of community-based tourism programs are available, including within the community itself with the focus on allowing tourists to experience the charm of the community through practical actions. In addition, there are activities to link tourism routes with nearby communities in the vicinity of Suk Samran district; and (3) Community organizations, with the community having strong community leaders. There is a community tourism management committee, which has a team of committee members who are leaders in managing community-based tourism, with support from government agencies to act as mentors in the operation.

Weaknesses (W) consisted of: (1) Accommodation, there was little homestay accommodation in the community and especially not enough to accommodate large groups of tourists, as well as the accommodation not being up to standard, so tourists who wanted to experience a homestay had to travel to a community nearby. In addition, the community lacked knowledge of homestay accommodation standards; (2) Management, with the number of tourism management personnel being insufficient, and some personnel still lacked knowledge

Table 1 The SWOT analysis of the potential components of community-based tourism on Thailand's Andaman coast

SWOT	
Strengths	Weaknesses
<ul style="list-style-type: none"> Attractions, the natural and cultural attractions are diverse, and no pollution. Activities with travel programs that emphasize action. Community organizations, leaders, and tourism committees are strong. 	<ul style="list-style-type: none"> Accommodation, within the community is insufficient, and not up to standard. Management, the number of personnel is inadequate, and lack of knowledge. Amenities, limited number of public utilities and facilities essential for tourism.
Opportunities	Threats
<ul style="list-style-type: none"> Accessibility, the government has developed a policy to encourage community-based tourism. 	<ul style="list-style-type: none"> Learning, that nature tourism activities necessitate cooperative management between the local community and visitors.

and understanding of community-based tourism management, such as tourism public relations and management of the community's financial system; and (3) Amenities, with only a few facilities for tourists, along with a lack of public utilities and facilities necessary for tourism in many ways. There were few signs to provide directions to tourist attractions, some parts of roads were narrow and damaged and there were insufficient electric lighting systems at tourist attractions, with still fewer tourist service points, and there were insufficient materials and equipment to serve tourists.

Opportunities (O) were: Accessibility, as the government agencies have policies to promote more community-based tourism management. There were adjustments and repairs in progress, with the road having been expanded to four traffic lanes to make tourist travel more convenient, with air and private car services from the country transportation routes that can access tourist attractions conveniently and safely so that tourists can come and relax even on a short holiday.

Threats (T) were: Learning, so that the organization of natural tourism activities is linked to maintain and enhance awareness of the conservation of natural resources and the local environment, such as snorkeling, mangrove forest cruises, and rafting in the canal. These all require cooperation in organizing learning activities between the community and tourists.

Guidelines for Developing Potential Components of Community-Based Tourism Management

SWOT analysis of the potential components of community-based tourism on Thailand's Andaman Coast came up with guidelines based on the foregoing concepts and proposed eight components of community-based tourism (Table 2).

Table 2 Guidelines for developing potential components of community-based tourism management

The potential components of community-based tourism management on Thailand's Andaman coast
1. The potential that needs to be developed urgently
<ul style="list-style-type: none"> • Accommodation • Management • Amenities • Learning
2. The potential that should be strengthened
<ul style="list-style-type: none"> • Attractions • Accessibility • Activities • Community organization

Firstly, potential components of community-based tourism management that should be developed urgently are: (1) Accommodation, the community should develop more homestay accommodation within the community by requesting support from relevant agencies, especially in the development of knowledge and understanding of homestay accommodation standards. In addition, there should be a tourism network with nearby tourism communities to pass on tourists in case there is not enough accommodation in the community; (2) Management, the community should be open to members of all ages, especially youth groups or people who love tourism in the community, to participate in more tourism management and increase their knowledge. Understanding community-based tourism management for the Community Tourism Board may involve providing training or study visits to successful tourism communities to learn from their experiences in various aspects of tourism management; (3) Amenities, communities should develop necessary facilities for tourists in collaboration with local government and related agencies by creating signs to indicate the way to tourist attractions. Other actions are improving access roads to tourist attractions in the community, procurement of lighting systems for tourist attractions, and the provision of materials and equipment to serve tourists; and (4) Learning, the community should develop a form of nature tourism activity, that allows tourists to learn to cultivate the mind by preserving natural resources and the environment, such as using materials or containers in preparing food made from natural materials instead of using foam and plastic and not littering natural attractions. Such environmental-friendly tourism will result in sustainable community-based tourism management.

Secondly, potential components of community-based tourism management that should be strengthened are: (1) Attractions, communities should strengthen tourism networks with nearby communities that have tourism potential. This will help the community have resources in tourism as an alternative to managing tourism to be more diverse. This may increase the number of tourists in the future; (2) Accessibility, communities should cooperate with local government and related agencies to improve transportation routes between communities and routes within to tourist attractions, including the development of a better transportation system to provide tourists with easy access to tourist attractions and the opportunity to return to visit again and again; (3) Activities, the community should create a tourism program so that tourists can participate in activities throughout

the year by applying the potential of having a variety of tourism resources. The focus is on giving tourists hands-on experiences with local ingredients and environmental-friendly production processes to create added value and make the most of community resources and tourism activities that help take care of natural resources, such as marine debris collection, mangrove planting, and making fish houses; and (4) Community organization, the community should be encouraged every day to get involved. There should be the development of tourism personnel to be able to provide services to tourists, such as managing the community's financial system, communication skills, income distribution, and service provision, by requesting support from relevant agencies to further develop the potential of community-based tourism management based on local resources.

Discussion and Conclusion

Attraction potential

The results reflect that the community in the study area has a variety of tourism resources. There are natural attractions that are rich in biodiversity, in both plants and animals. Therefore, the community can organize tourism programs to link with the different types of community-based tourism. The province of Ranong is rich in natural resources, making it suitable for ecotourism management to study and learn about sustainable ecosystem ecology that ensures ongoing value as a tourist attraction of the coastal community's lifestyle (Singsaktrakul & Visuthismajarn, 2015). It can be seen that the community has brought a unique identity to the Buddhist-Islamic way of life. There is a multicultural adaptation for tourists to learn about and understand the way of life and dependence on the natural resources of coastal communities and to have a kinship relationship with them. This could encourage applying Islamic principles in daily activities and having awareness of the conservation of natural resources and culture (Treephan, 2019). Tourist attractions can help tourists gain knowledge through learning resources for marine and coastal ecosystems and forest ecosystems. Understanding and raising community awareness of environmental conservation should go hand-in-hand with having fun and enjoying travel.

Accommodation potential

The study found that homestay accommodation within the community was low, unable to accommodate

large groups of tourists, and the community also lacked knowledge of homestay accommodation standards. These are things that the community needs to improve quickly. Nowadays, tourists pay attention and they are more critical of what they want from homestay accommodation and experiencing nature and way of life of the community more fully. The development of the homestay model based on the potential of tourist attractions can encourage tourists to make travel decisions (Khortwangsa et al., 2012).

Accessibility potential

The study found that tourists can travel by private car to Suk Samran district. Ranong province easily, through the main highway transportation routes; however, there are still restrictions on public transportation for tourists without private cars. Because there are a small number of buses between the city of Ranong and Suk Samran district, there should be a pickup service or the development of a more extensive public transportation system, which, to date, has not been adequately developed. This is a major weakness in the development of tourist attractions, so there should be a better transportation system (Dhamabutra, 2019).

Activities potential

The results of the study revealed that the community-organized tourism activities were diverse and in line with the way of life and community identity to attract tourists. The community already has tourism activities, but they lack outstanding creativity which can be defined in the context of coastal communities linking natural attractions. travel and photography, including mangrove forests, beaches, and the sea, as well as traditions, cultures, and ways of life that are unique to the local Marine and Coastal Resources Learning Center forest ecosystem and products of the community. The tourism providers presented content related to adventure activities, followed by sightseeing, photographing, and nature learning (Choonhawong & Phumsathan, 2022). Guidelines for creating an eco-tourism program through the community participation process must be consistent with the community's way of life, with emphasis on the conservation of environmental resources in coexistence with the community. Examples are watching birds and local rare animals; wild mushroom picking; and cycling to admire nature, along with learning the way of life of the villagers and staying at the homestay in the community (Kantajorn et al., 2022).

Amenities potential

The study found that necessary facilities for tourists are still lacking. This may be because the community in the study area is relatively new at managing for tourism, so there are not enough facilities to support tourism. In particular, the lighting and sign systems for tourist attractions need further development and support from relevant agencies. Tourists demand utilities, so facilities in tourist attractions should include things like electricity, water, good telephone network, toilets, and enough restaurants to serve tourists (Krajangchaom & Sangkakorm, 2020).

Community organization potential

The results showed that the communities have strong community leaders. There is a community tourism management committee that takes the lead in managing community-based tourism. However, due to a lack of knowledge, understanding, and experience in community-based tourism management in some communities, some tourism committees are lacking in various areas, such as community finances, communication skills, service provision, marketing, and public relations. Therefore, it is necessary to take time to learn from practice and to develop the potential of tourism personnel. This should include assistance and support from relevant government agencies as mentors or consultants, including helping to find funding sources for use in operations. Guidelines for developing community-based tourism must focus on the development of personnel ready for service, whether in terms of knowledge or creating impressions with the service (Kitsanarom & Nakharay, 2021). The community has just begun to manage ecotourism. There are tourism activities, but there are still not many tourists. There should be management of the organizational structure. The establishment of the learning center and training wisdom teachers should ensure successful knowledge transfer from generation to generation (Na thongkaew et al, 2019).

Management potential

The results of the study revealed that the communities have established mutual agreements for tourism management by allowing community members to participate, but because most activities are carried out by the community tourism committee in various fields, not many community members do actually participate, so the community should provide opportunities for members of all ages to become more involved in tourism management, to create a sense of belonging and ownership of tourism activities for all members. Promotion should focus on

the best practices of local lifestyle tourism management, the Thai way of life, and including community participation in tourism operations. Furthermore, this includes community participation in ecosystem conservation and participation in community management and practices as examples (Klinkhajorn & Sukjairungwattana, 2018).

Learning potential

The results of the study revealed that the community had knowledgeable people and community sages who could pass on knowledge of local wisdom, using general stories and locally specific stories to promote learning and its inheritance by younger community members. This can also help to create interest and to attract tourists. However, most activities are still lacking connection with learning and cultivating awareness of taking care of natural resources through social media, which is important for educating and creating environmental awareness (Ana & Istudor, 2019). This is an important foundation for tourism management based on local resources that jointly take care of the cleanliness of tourist attractions. There should be participation in the development of the environment for sustainable tourism by community groups through organizing joint activities between tourists and the community (Freike, 2020). Therefore, the development of tourism potential must be communicated to tourists, so they are aware of the abundance of beautiful natural resources that are worth keeping with cooperation among the government, local citizens, entrepreneurs, tourists, and all those involved in tourism activities and their management, to address barriers to achieving sustainability in the future.

In conclusion, the approaches suggested should be developed to achieve the sustainable potential of components of community-based tourism in the area of Suk Samran district, Ranong province by taking the community context into account. This should recognize the importance of the local tourism resource base, from which the tourism community must learn, experience, and develop all aspects of the potential of these components of tourism management. Participatory processes must be created with support from all relevant government agencies and the private sector, including tour operators and related businesses, as well as tourists visiting the area. Development of infrastructure and utilities is necessary to create community-based tourism that is fun, enjoyable, and impressive while preserving local resources and continuing the established way of life in coastal communities. According to the concept of the Tourism Authority of Thailand (2019), sustainable tourism community development focuses on improving

the quality of tourist attractions and community tourism services for sustainability in the form of developing tourist attractions, products, and services to meet standards with the participation of all sectors to be able to increase the economic value at the foundation level and accommodate tourists. Communities should control and supervise the resources to prevent tourist attractions from deteriorating, including the need to have basic facilities available for tourists visiting community attractions.

Recommendations

Recommendations for Practices

Agencies that regulate natural tourist attractions areas, such as the mangrove resource research center, national park, etc. and coastal communities should be strengthened to develop the component potential of community-based tourism, along with promoting community participation in managing natural resources and the local environment.

Recommendations for Further Research

The results found that developing strong community-based tourism requires cooperation with nearby communities. Therefore, it is important to study guidelines for building community tourism networks. That connects tourist attractions with other communities to develop an integrated tourism management model to be able to accommodate a wider variety of tourists.

Conflict of Interest

The authors declare that there are no conflicts of interest.

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