ศักยภาพการท่องเที่ยวโดยชุมชนในพื้นที่เหตุการณ์ความไม่สงบ กรณีศึกษาหมู่บ้านจุฬาภรณ์พัฒนา 12 จังหวัดนราธิวาส

THE POTENTIAL OF COMMUNITY-BASED TOURISM IN AN AREA OF UNREST: A CASE STUDY OF BAN CHULABHORN PATTANA 12, NARATHIWAT PROVINCE, THAILAND

ดร.ปรัชญากรณ์ ไชยคช

คณะบริหารธุรกิจ มหาวิทยาลัยหาดใหญ่

ดร.นราวดี บัวขวัญ

คณะวิทยาการจัดการ มหาวิทยาลัยราชภัฏสงขลา

ผศ.ดร.ภัทรพงษ์ เกริกสกุล

คณะวัฒนธรรมสิ่งแวดล้อมและการท่องเที่ยวเชิงนิเวศ มหาวิทยาลัยศรีนครินทรวิโรฒ

ABSTRACT

This research aimed to 1) investigate the context of community-based tourism (CBT) and 2) study how to manage community-based tourism in Baan Chulaphorn Pattana 12, which is located deep in the south of Thailand close to the northern border of Malaysia. A field survey, focus group discussions, and in-depth interviews were used to collect data. The focus groups consisted of village leaders, the CBT committee, local people, and national tourism organizations. The study found that there had not been one incident of unrest taking place in village since violence flared up again in 2004. It was seen that tourism had three potential resources; tourism attractions, tourism activities and tourism services. The CBT administrative structure for tourism, adapted from the community forest committee, has been divided into four areas of responsibility: president, local guides, accommodation and food, and promotion of community tourism management. CBT club group shares work according to its skills and CBT in Baan Chulaphorn Pattana 12 should be more developed in terms of infrastructure, management, participation and environmentally friendly tourism activity.

Keywords: Community-based tourism, Unrest events in the deep south of Thailand, Baan Chulapornphattana 12

บทคัดย่อ

การวิจัยเรื่องศักยภาพการท่องเที่ยวโดยชุมชนในพื้นที่เหตุการณ์ความไม่สงบ กรณีศึกษาหมู่บ้านจุฬาภรณ์พัฒนา 12 มีวัตถุประสงค์เพื่อ 1) สำรวจบริบทการท่องเที่ยวโดยชุมชน และ 2) ศึกษาการจัดการการท่องเที่ยวโดยชุมชนหมู่บ้านจุฬาภรณ์พัฒนา 12 ซึ่งตั้งอยู่ในพื้นที่ 3 จังหวัดชายแดนภาคใต้ มีชายแดนติดกับประเทศมาเลเซีย เครื่องมือที่ใช้ในการวิจัยประกอบด้วย การสำรวจ การจัดประชุมกลุ่มย่อยและการสัมภาษณ์เชิงลึก ผลการศึกษาพบว่า เหตุการณ์ความไม่สงบไม่เคยเกิดขึ้นในชุมชนแม้เพียงครั้งเดียว โดยที่เหตุการณ์ความไม่สงบได้เกิดขึ้นใน 3 จังหวัดชายแดนภาคใต้ตั้งแต่เดือนมกราคม 2547 เป็นต้นมา รูปแบบการท่องเที่ยวโดยชุมชนมีจำนวน 5 ชนิดในหมู่บ้านที่เคยเป็นสมาชิกของพรรคคอมมิวนิสต์มาลายา ประกอบด้วย ทรัพยากรทางธรรมชาติ ที่ตั้งทางประวัติศาสตร์ พิพิธภัณฑ์ชุมชน เรื่องเล่า และวิถีชีวิตชุมชน กิจกรรมการท่องเที่ยวโดยชุมชนอยู่บนพื้นฐานของทรัพยากรธรรมชาติ ประวัติศาสตร์และวิถีชีวิตภายในชุมชน ด้านการบริการการท่องเที่ยวของชุมชนประกอบด้วย ที่พักชุมชน ร้านอาหาร และกิจกรรมล่องแก่ง ในส่วนของโครงสร้างการบริหารการท่องเที่ยวโดยชุมชนดัดแปลงจากโครงสร้างการบริหารป่าชุมชน ซึ่งแบ่งออกเป็น 4 ด้าน คือ ประธานชุมชน มัคคุเทศก์ท้องถิ่น ที่พักและอาหาร และการประชาสัมพันธ์ ชุมชนได้แบ่งงานกันทำตามความถนัดในแต่ละด้าน และสิ่งที่ชุมชนควรได้รับการปรับปรุงด้านการท่องเที่ยว คือ โครงสร้างพื้นฐาน การจัดการ การมีส่วนร่วมและกิจกรรมท่องเที่ยวที่เป็นมิตรกับสิ่งแวดล้อม

คำสำคัญ: การท่องเที่ยวโดยชุมชน เหตุการณ์ความไม่สงบใน 3 จังหวัดชายแดนภาคใต้ หมู่บ้านจุฬาภรณ์พัฒนา 12

Introduction

Tourism is a soft industry that influences the development of the economic and social environments worldwide. Most countries used both tangible and intangible resources to increase development in 2013. According to UNWTO, there are 1,087 million international tourists traveling overseas and added US$ 1,159 billion to the global economy (UNWTO, 2014). This reflects the importance of tourism in driving world economic development, particularly creating more jobs and income. Meanwhile, Thailand in 2013 received 26.5 million international tourists and US$42.08 billion, ranking seventh out of 140 countries, according to the World Economic Forum (Blanke and Chiesa, 2013). The Thai government has always depended on the tourism sector to strengthen the country when it faces an economic crisis, most notably the "Tom Yam Kung crisis" in 1997. The key tourism destinations according to the strategic marketing plan of the Tourism Authority of Thailand (TAT) include Bangkok, Pattaya, Chiang Mai, Phuket, Hatyai, and Samui (TAT, 2014). Tourists can visit different attractions in Thailand, including the sea, sand, and sun in the south and east, charming culture, cool weather in the north, and many shopping venues in the multicultural capital of Bangkok.

Tourism resources are important for the community in Thailand. TAT launched the 2014 campaigns "Thainess Tourism Year" for domestic tourists and "Discover Thainess" for the international market. The purpose of these campaigns was to promote culture, tradition and livelihood according to the Thai way, which is diverse across the nation. The components of tourism are mostly located in the community, such as Buddhist temples, handicrafts, architecture, cultural events, and even authentic food; all of which are passed down from generation to generation. Thus, the community plays a crucial role not only for the generation of tourism products but providing labor for the tourism industry. CBT in Thailand was initiated by a non-governmental organization (REST, 2003) almost twenty years ago to foster hill tribes in Northern Thailand and then expanded to other parts of the country. After the Ministry of Tourism and Sport was established in 2003, the obvious agenda for the CBT concept in Thailand was to strengthen the tourism department. The attentiveness of the community to manage its resources for tourism expanded from north to south, with some initiatives being led by the Community-Based Tourism Institute (CBT-I). Therefore, it can be concluded that the community is the basis of the tourism industry, providing tourist attractions, services, and activities including knowledge supporting tourism.

Ban Chulabhorn Pattana 12 is located deep in the south of Thailand, Sukirin District, Narathiwat Province. The people living in the village are 100 percent Malayu Muslim, with some being in the position of leaders, head of village and members of the Communist Party of Malaya (CMP), which was formed on 30 April 1930 under the authority of the Moscow-directed Communist International agent for Southeast Asia, Ho Chi Minh (of Vietnam). It was believed that the Russians were moving the Cold War toward Asia by provoking armed insurgencies in Southeast Asia, which it called a working class movement (Hong, 2003:7,Chin, 2009:16). After a ceasefire between the Malaysian government and the CMP leader, with the Thais acting as mediators, in the city of Hatyai, Thailand on 2 December 1989 (Kheng, 2009:1), the Thai government provided 15 Rai of land to each family to build a house and granted them Thai citizenship so they had no need to emigrate overseas. At the present time, there are 130 households and 520 people living in the community. They earn money from rubber and fruit plantations, collecting products from the forest. It also has important natural resources such as community forest, watershed forest, nature trail and canal. There is also a community museum with a collection of weapons, historic pictures, communication devices etc. They established of community forest conservation club to protect 98 rai of forest which was a community food source and learning center for the community ecosystem. Thus, it was suitable to develop community-based tourism when considering the community potential for both community resources and community participation.

Research objectives

2.1 To study the context of community-based tourism in Ban Chulabhorn Pattana 12

2.2 To study how to manage community-based tourism of Ban Chulabhorn Pattana 12

Literature Review

Community based tourism concept

The tourism international community has kept an eye on sustainable tourism development to protect tourism resources from overuse in many countries around the world. The negative impact of tourism development in last three decades has spread even to very remote areas. Thus, CBT may be the way out for the survival of the tourism industry. However, the definition for CBT management depends on the interpretation of different components. It is a typology of sustainable tourism development because of local participation in development (Breugel, 2013:2). Participation is very important for CBT development because tourism generates income from public resource use and conflicts of interest can occur and disputes break out anytime within a community if the benefits are not distributed impartially. The CBTI (2013) stressed that CBT requires local resources management so that tourists can exchange and learn about different cultures, since nature, culture, and local wisdom are the main capital being managed by local people for the people by involving participation of the local community in development within the community (Hussin & Kunjuraman, 2014: 45 as quoted in Asker, et al, 2010:2). This means that local people have the right to use their tangible and intangible resources for economic benefit.

While CBT gives benefit to the community from conservation and participation, the Mountain Institute (2000: 5) confirmed that "CBT is conservation and development if there is intensive participation be able to support local economic and benefit to empower to decision making." The concept hidden in the CBT approach is to empower the community, enhance the decision-making process, and increase community participation. Planning, decision-making, evaluating, and control are the level of community participation that concerns CBT management (Satarat, 2010 as quoted in Armstrong et al., 2003:2).

CBT reflects the respect for local resources and involves the use of a wide range resources that people within the community are able to manage, particularly respect for local culture, heritage, tradition, and way of life (Leksakundilok, 2004a: 163). Not only is it based on the participation process of the local community, it also needs assistance and collaboration from outside organizations, public administrations, non-governmental organizations (NGOs) and private institutes. CBT is a process of management by use of community capital, nature, culture, and humans, all forming CBT tourism programs that showcase life, food, art, wisdom, legend, and tradition (TEATA, 2010:65). It is similar to the potential for CBT development in Rio Esteban (Braun, 2008: 15), which emphasized nature, cultural sites, location, and proximity, and peoples' skills/knowledge. Initiation to develop CBT in Vietnam natural resources was considered a key tourism product in terms of ecotourism (Dhiradityakul & Hummel, 2013: 22.).

CBT in Malaysia, known as homestay, saw the operators being involved with their guests in eating, cooking, and other activities, exchanging and learning from each other's cultures (Bhuiyan, et al., 2013: 89 as quoted in Peterson, 2004), it is not different from how community members in Myanmar are encouraged to run Bed & Breakfasts (B&Bs) either managed by community members or in partnership with the private sector (Hausler, et al., 2013: 104). Thus, it can be concluded that the CBT concept concerns conservation, participation, community ownership, preparation, promotion, and management by local people using their tangible and intangible resources within the community for tourism products and distributing the profit to those involved in the community.

Thus, it can be concluded that the community tourism resources, management, participation and tourism activity are the core components of community-based tourism as follows present in Figure1.

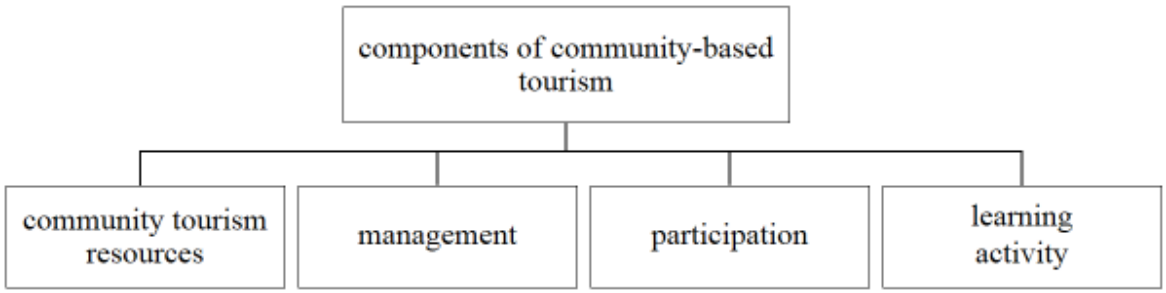


Figure1. The component of community-based tourism

Conflict in the three southernmost provinces of Thailand and its impact on tourism

The three southernmost provinces of Thailand are Pattani, Yala, and Narathiwat, and they border the Kelantan and Perak States of Malaysia. Local people are a mix of Buddhist, Muslim, and Chinese Thai, with most citizens believing in Islam, Pattani 87.40 %, Yala 75.42%, and Narathiwat 83% (The Office of Strategy Management, 2015) The conflict in the southern border provinces has taken place continuously since 4 January 2004, when it broke out again after an unidentified group of men robbed a military camp in Narathiwat, initiating a new conflict that has remained until the present day. Economic, social, and environmental factors are the fuses of the new conflict. Jampaklay et al. (2012: 97, as quoted in Prae, 2009, Jutharat, 2005 & Kritaya et al., 2006) conclude that history, religion, language, education, tradition, economics, exclusion, administration, injustice, lack of participation in policymaking, and human rights abuses caused this new round of unrest. While the study of Boorach, ex-governor of Yala, (2011) reveals that not only this lack of integration but also social injustice, treatment by government officials, drugs and political conflict at all levels caused the violence. After eleven years of violence from 2004 to 2014, there have been 14,688 incidents with 6,286 dead and 11,366 injured from 364 shootings, 246 bombings, 45 arson attacks, 87 violent protests, and 51 other incidents: (Deepsouthwatch, 2015).

The impact from conflict has had an unavoidable effect on tourism in the three provinces and nearby areas (Songkhla and Satun). Domestic and international tourists feel unsafe visiting the area, thus the number of tourists has decreased. In 2007, three years after the unrest started, the Department of Tourism (2015) revealed that the number of international tourists traveling to Pattani, Yala, and Narathiwat decreased sharply by -17.80%, -4.64%, and -15.57%, respectively. However, the number of both domestic and international tourists consistently increased when the number of incidents declined and the tourists can adapt themselves to the situation, particularly in main border tourist city, Sungai Kolok, Narathiwat Province where the border crossing point connects to Ban Chulabhorn Pattana 12. According to the Department of Tourism (2015) report, the number of tourists in 2012-2014 in the three provinces increased in both number and revenue, as shown in table 1.

Table1 The number of tourists and revenue of Pattani, Yala, and Narathiwat 2012-2014

Year	2012				2013				2014			
Province	**Thai**	**Foreign**	**Total**	**Revenue Million (Baht)**	**Thai**	**Foreign**	**Total**	**Revenue Million (Baht)**	**Thai**	**Foreign**	**Total**	**Revenue Million (Baht)**
Pattani	213184	1101	214285	742.66	233755	1851	235606	778.15	236039	1886	237925	786.34
Yala	110299	318745	429044	1759.24	115650	448121	563771	2420.39	122740	466913	589653	2519.69
Narathiwat	180661	309283	489944	2139.01	215718	355255	570973	2207.80	218209	371481	589690	2332.25

Source: Department of Tourism, 2015.

Methodology

4.1 The study site

Ban Chulabhorn Pattana 12 is located deep in the south of Thailand, Sukirin District, Narathiwat Province, bordering the Kelantan State of Malaysia. Its location on the map is shown in Figure1.



Figure2. The location of Ban Chulabhorn Pattana 12

4.2 Data collection

The field survey was made with the village head and the tourism committee by walking around the village to observe the community tourism resources and how local people spent their lives and by the use of a surveying checklist for collecting observed data. The focus group discussions were conducted with the village members involved in tourism, such as local and youth guides, homestay owners, souvenir sellers, restaurant cooks and the local museum keeper, with semi-structured interviews. In-depth interviews were used to collect data from the village head, some tourism committee members and the representatives from national tourism organizations, with short questionnaires for key informant interviews.

Result

5.1 The potential of tourism resources of Ban Chulabhorn Pattana 12, it can divided into three areas:

5.1.1 Tourism attractions

There are five typologies of tourism resources that can be identified as tourism products in this ex-Malaya Communist Party community in the lush forest, as follows:

1) Nature resource, the community's outstanding tourism products consist of 98 Rai (1 rai = 1,600 square meters) of conserved community forest located close to the community; it is the community's food bank, as the villagers can collect products from the forest for consumption or sale.

The nature trail was designed and constructed by the Royal Forestry Department with a distance 1.6 kilometers with a steep route, much flora and fauna, small creek, lush rain forest, etc. It includes a flower garden in the community valley, a canal flowing upstream, and enjoys cool weather.

2) Historic sites consisting of a ruined tunnel used to shelter from air strikes during the war with the Malaysian government and the smokeless stove that the insurgents used for cooking.

3) The community museum, telling community stories of the war era, a collection of different types of weapons, historic pictures, communication devices, books on political ideology, medical tools, and baskets for carrying food, fruit and vegetables, etc. It is open every day.

4) Stories of particular leaders and heads experiences during war time, the use of herbs to remedy disease, cooking meals to serve in the camp, and how to send messages via the radio network.

5) Community livelihood and the singing and dancing of their song Department 10; the type of entertainment to relax the fighters during the wartime and when they once lived as guerillas.

It reveals that there are three main tourism attractions in the community – nature, history, and the people. The community forest provides both a food bank to feed the people in the community and is a tourism resource. The historic books, pictures of places during the fighting, and materials used in the battlefield are kept in the museum to become the learning center of community's history. Experiences, some of the skills, passion, and political ideology of that time are still kept in the minds of leaders and community members and who are ready to pass on to visitors.

5.1.2 Tourism activity

There are six main tourism activities available in the community:

1) Nature trail in the community forest.

2) Two hours of kayaking through the lush upstream forest and islets while learning the art of gold dredging with the local people.

3) Learning community history through material collected in the museum.

4) Listening to the stories of fighting between the CMP and government troops from the ex-comrades.

5) Practicing to speak the Malaysian language with the local community.

6) Collecting vegetables, mushrooms, or herbs from the community forest and cooking local foods according to the instruction of the housewives.

Nature and local livelihoods form the community's main tourism activities for visitors. The community forest provides a nature trail, which is the same route that local people travel to collect forest products. Tourism group members designed a kayaking route along the canal, which flows upstream from the forest community. Local people adapted their daily routine, for instance collecting the herbs and vegetables from the community forest, teaching tourists to speak easy words in their language, and telling stories of events when they were MCP members and about their fighting experiences. It can be concluded that tourism activities in the village as learning experiences which depend on resources in the community will have minimal impact on the environment. It is consistent with the concept of sustainable tourism management.

5.1.3 Tourism service

Ban Chulabhorn Pattana 12 provides the general facilities for tourists who visit the community as follows in table2:

Table2: The facility for tourists of Baan Chulabornphattana 12

List	Amount	Remark
Eco-lodge	2	4 beds and 2 restrooms in each
Homestay	10	20 beds available
Tent camp	30	
Community restaurant	1	Serving local food cooked from local food sources
Kayaks	10	
Local guides	7	3 youths and 4 adults
Public toilet	6	
Tourist car service	1	Transfer tourists between village and city by pickup
Mobile network	1	AIS
Souvenir shop	1	Selling local products
Mosque	1	For Muslim tourists

The community prepares only the basic needs to service tourists. The community resort was built more than 10 years ago and can welcome small groups of 8 to10 tourists each time. In addition, the homestay and tent camp are prepared as a second choice for a larger groups and have 6 public toilets. Ten kayaks can service adventurers, but not more than 20 at a time. This reduces the impact from congestion on the canal and preserves the natural environment. The old building of the community restaurant is being replaced with a new one, which can hold a larger number of tourists. This is a good place for someone who needs to get away from communication devices because there is only one mobile network that provides the local service.

5.2 How to manage community-based tourism of Ban Chulabhorn Pattana 12**,** it is found that the local people led by the village head assemble and share the work by setting up an administrative structure which is adapted from the community forest administrative structure. The CBT administration structure of village created just the basic departments needed to manage tourism by the appointment of the following committees which consists of four sections as shown Figure3.

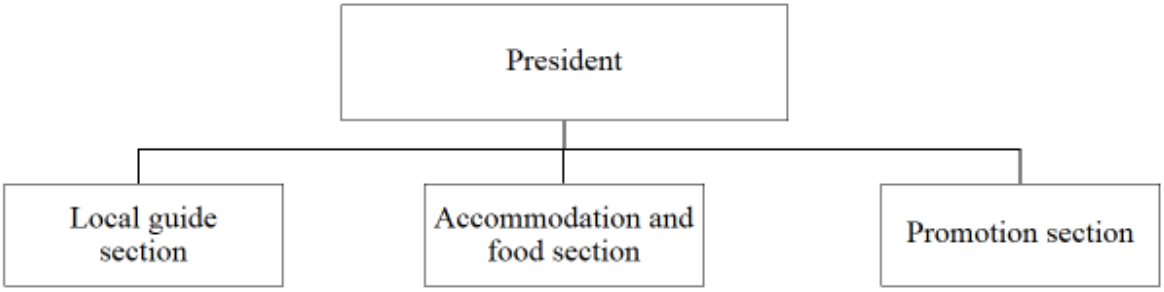


Figure 3. The structure of the community-based tourism management of Ban Chulabhorn Pattana 12

According to the structure of CBT of Ban Chulabhorn Pattana 12, it shows participation of local people to work for tourism in the community by sharing the work which according to their skills. In detail it can be explained as follows:

1) **President**, this work involves tourism policymaking, coordinating with internal and external organizations and also giving information to tourists.

2) **Local guide**s, both youth and local people give tourism service as local guides for trekking in the community forest and taking care of kayakers.

3) **Accommodation and food section**. The housewife group contributes to tourism with accommodation and meals for the tourists.

4) **Promotion**, the ex-radio communications officer was appointed to take responsibility for taking photos, uploading community tourism information and activities via the community's social media Facebook and Line accounts. He is also responsible for answering tourists' e-mails.

The tourism administration of community of Ban Chulabhorn Pattana 12 is very simple with the participation of all involved stakeholders in the community. There are just four areas that are the key functions of community tourism management. It is the basis of tourism management with the president who has to make policy, coordinating stakeholders both in and out of the community and occasionally welcoming to tourist. Local guides, both young and old, assist the tourists as interpreters and facilitators, while the women's group prepares local food and accommodation to welcome the tourists. The experience of the ex-radio communication officer assists the community to promote its new style of tourism through online media. Work sharing between the local people shows the level of cooperation and participation in managing tourism within the community.

Conclusion and Recommendation

The community-based tourism management of Ban Chulabhorn Pattana 12 is a phenomenon of tourism management, where the local people once used to handle the weapons to fight with their enemy for political purposes. After laying down their weapons and signing a peace treaty with the old enemy, Malaysia, and settling down in Thailand, they earned the land provided by the Thai government for fruit and rubber plantations and use tourism as an alternative source of extra income. The village is located in a valley deep in the south of Thailand bordering Malaysia. The community has three potential tourism resources: 1) tourism sites involving nature, community history and livelihood 2) tourism activities based on tourist attractions - trekking, kayaking and learning about the community's history and livelihood and 3) tourism services including homestay, the eco-lodge, local guide and local food. The community set the community tourism administrative structure to divide the work into four areas, the president, local guides, accommodation and food and tourism promotion. Although it is a simple structure it can mobilize the people in the community to work for tourism. However, CBT of Ban Chulabhorn Pattana 12 should develop further, according to the components of community-based tourism, by:

1) Reconstructing the road to the village, repairing the tourism signs within the community and tourism sites, and building a tourist information center

2) The CBT group having clear plan with a transparent and accountable financial accounting system

3) Giving the opportunity to the whole community to join as members to work for CBT

4) Give opportunities to youths to be trained in the fields of nature and culture interpretation

5) Developing CBT activities that will give visitors the chance to learn about the

environment and relationship between natural resources and the local people.

Even with incidents of unrest continuing almost daily in the three southernmost provinces, some domestic and international tourists (Malaysian) are still visiting the community regularly, particularly adventure and study groups. Though the violent events and conflict in the area remain, no violence has ever occurred in this community since the unrest began in 2004.

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