

## The Community-Based Tourism Management Effect on Tourists' Perceptions and Expectations

การจัดการการท่องเที่ยวโดยชุมชนที่มีผลต่อการรับรู้และความคาดหวังของนักท่องเที่ยว

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### Abstract

This study investigated tourists' behaviour, perceptions, and expectations of community-based tourism management. Online questionnaires were used to collect data from a random sample of 280 respondents who had experience with community-based tourism in all regions of Thailand. Descriptive statistics were used to analyse percentages, means, and standard deviations.

The research results showed that tourists' perceptions (products, pricing, destination management, marketing, and service process) and expectations (service standard, essential service quality, and reliability) are high and play an important role in destination choice. The tourists' behaviours were to immerse themselves in nature, local cuisine, tourist attractions, and cultural traditions in the central and northern regions 2–3 times per year and for 2–3 days per trip, followed by trips to their destinations in the east and northeast. The information they receive through social media continues to be an essential source. They tended to travel with friends or colleagues rather than family and relatives. Hotels and resorts near the community remain high on their priority list, related to their lodging reservation channels such as OTA. The most notable finding is that tourists' views on community-based tourism are that tourism development can create attraction and trust among tourists and that training in public and private institutions is needed to achieve these goals.

**Keywords :** community-based tourism, tourism management, tourist perception, tourist expectation

### บทคัดย่อ

การศึกษานี้ มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการรับรู้และความคาดหวังด้านการท่องเที่ยวของนักท่องเที่ยวในการจัดการการท่องเที่ยวโดยชุมชน ใช้แบบสอบถามออนไลน์เพื่อรวบรวมข้อมูลจากกลุ่มตัวอย่างแบบสุ่ม 280 คน ที่มีประสบการณ์ด้านการท่องเที่ยวโดยชุมชนในทุกภูมิภาคของประเทศไทย และใช้สถิติเชิงพรรณนาเพื่อวิเคราะห์ค่าเปอร์เซ็นต์ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน

ผลการวิจัยพบว่า การรับรู้ของนักท่องเที่ยว (ด้านผลิตภัณฑ์ การกำหนดราคา การจัดการปลายทาง การตลาดและกระบวนการบริการ) และความคาดหวัง (ด้านมาตรฐานการบริการ คุณภาพการบริการที่จำเป็น และความน่าเชื่อถือ) มีระดับที่สูงและมีบทบาทสำคัญในการเลือกจุดหมายปลายทาง พฤติกรรมของนักท่องเที่ยวคือ การดื่มด่ำกับธรรมชาติ อาหารท้องถิ่น สถานที่ท่องเที่ยวและประเพณีวัฒนธรรมในภาคกลางและภาคเหนือ 2-3 ครั้งต่อปี และ 2-3 วันต่อครั้ง ตามด้วยภาคตะวันออกและตะวันออกเฉียงเหนือ ซึ่งเป็นจุดหมายปลายทางของนักท่องเที่ยว โซเชียลมีเดียยังคงเป็นแหล่งข้อมูลที่สำคัญ และมักจะเดินทางกับเพื่อนหรือเพื่อนร่วมงานมากกว่าครอบครัวและญาติ โรงแรมและรีสอร์ทที่ใกล้ชุมชนเป็นที่พักหลัก ซึ่งเกี่ยวข้องกับช่องทางการจองที่พัก เช่น OTA สิ่งที่น่าสังเกตมากที่สุดคือ มุมมองของนักท่องเที่ยวที่มีต่อการท่องเที่ยวโดยชุมชนคือ การพัฒนาการท่องเที่ยวสามารถสร้างแรงดึงดูดและความไว้วางใจในหมู่นักท่องเที่ยวและจำเป็นต้องมีการฝึกอบรมในสถาบันของรัฐและเอกชนเพื่อให้บรรลุเป้าหมาย

**คำสำคัญ :** การท่องเที่ยวโดยชุมชน การจัดการการท่องเที่ยว การรับรู้ของนักท่องเที่ยว ความคาดหวังของนักท่องเที่ยว

### Introduction

Thailand's tourism industry is its main economic driver, accounting for 11% of the country's GDP. The COVID-19 pandemic has disrupted global travel, hit Thailand's tourism industry harder than any other event before, and changed the global tourism landscape. As a result, stakeholders, including policymakers, need to understand visitor demand trends and Thailand's competitiveness to revitalise the tourism industry and prepare the ecosystem for a sustainable transition (Surawattananon et al., 2021). Thailand expects to generate about 400 billion baht (\$11 billion) from an increase in foreign tourist arrivals in the second half of the year as leisure travellers return to the Southeast Asian country following the easing of most COVID restrictions. According to a deputy government spokeswoman, about 7.5 million international visitors are expected to visit tourist hotspots such as Bangkok, Phuket, and Koh Samui between July and December, an increase of 1,840% over last year. According to her, this will bring the total number of visitors to 10 million annually (Nguyen, 2022).

The Thai government launched the Rao Tiew Duay Gun (We Travel Together) program in August 2020, allocating \$640 million to boost domestic tourism. After Thailand reopened to vaccinated international travellers from 63 countries on November 1, 2021, the government

has continuously promoted domestic tourism and taken measures to support returning global demand (Saxon et al., 2021). The government's domestic tourism promotion program enters its 4<sup>th</sup> phase in February, with the Cabinet approving a budget of 9 billion baht. According to a government spokesperson, "We Travel Together" (Rao Tiew Duay Kan) will be on view until July. Participants can get a 40% discount on hotel rates, up to a maximum of 3,000 baht per night and 10 room nights. There are 2 million room nights available under the program (Taylor, 2022). Rongkun et al. (2021) pointed out that the "We Travel Together" project is a measure that stimulates demand for domestic travel among tourists and provides hope and a channel that boosts sales, increases revenue, enhances business liquidity, and creates incentives for tourists.

Destinations in Thailand are divided into six regions (North, Northeast, East, West, South, and Central), each with different local identities (TAT, n.d.). Destination management is an essential part of controlling the environmental impacts of tourism. Destination management may include land use planning, business licensing and zoning, environmental regulations, etc. Trade association initiatives and other techniques to shape tourism activities' development and day-to-day operation. Community involvement in tourism planning is promoted as a guiding principle of sustainable tourism. Management and marketing tasks should be carried out in cooperation with rural tourism stakeholders for mutual benefit. These include resource management, marketing of tourism products, community welfare positioning, branding, and tourist loyalty towards rural destinations (Adeyinka-Ojo et al., 2014).

Community-based tourism (CBT) offers opportunities and challenges in pursuing holistic community development. CBT can be initiated from within and outside the community by the private, public, and private sectors or a combination of these sectors with top-down or bottom-up approaches. Moreover, CBT can take on a formal or informal character depending on the conditions that led to its initiation (Mtapuri & Giampiccoli, 2014). As a result of CBT, tourism destination governance increases growth potential through external stakeholder support, which is essential. More research is needed to investigate, understand, and improve the role of CBT in tourism destinations for the benefit of local communities and the disadvantaged, the poor, and the economically and socially excluded, especially people. Community-based tourism (CBT) focuses on social justice, individual empowerment, benefit equity, redistribution of resources, taking control of the tourism industry, and comprehensive community development. The concepts of community engagement and their relationship to CBT must be clarified to show that CBT is participatory in and of itself. CBT is also considered self-participatory because the community drives its growth (Giampiccoli & Saayman, 2018).

## Proposes

Thus, this paper investigates tourists' behaviour, perceptions, and expectations of community-based tourism management in Thailand.

## Literature Review

Kontogeorgopoulos et al. (2013) found that community-based tourism (CBT) has become a significant part of domestic tourism in the last decade. It represents a more favourable development than that of traditional tourism in Thailand. While it is true that specific rural communities in Thailand have difficulties organising, launching, and sustaining CBT initiatives, it is still possible to operate CBT successfully under the right conditions. This is in line with Polnyotee and Thadaniti's (2015) assertion that the ability to formulate local plans and strategies for sustainable tourism development will encourage and lead local citizens and entrepreneurs to engage in environmental protection, social protection, and economic development, as well as improve and revise all existing laws, rules, and sanctions. Implementing community-based tourism depends on some of the key drivers, the sound economic interests of the citizens and the way they work together. The planning process can easily bypass local control. If the development is successful, the number of visitors increases and outsiders are attracted to the region as entrepreneurs and commercial competitors (Vajirakachorn & Nepal, 2014).

Tourism products include any service or experience offered primarily to tourists, such as accommodation, restaurants, fishing trips, hunting trips, sightseeing tours, museums, cultural centres, shops, handicrafts, or indigenous cultural experiences. A tourism product is a combination of tangible and intangible elements such as natural resources, culture, attractions, facilities, services, and activities around a specific area of interest that forms the core of a destination's marketing mix, creating an overall experience for the visitor and an emotional aspect for potential customers (UNWTO, n.d.). Giampiccoli & Kalis (2012) have also noted that local culture has become a tourist attraction, using food and local handicrafts as tourist attractions. Food is an example of a local cultural resource that has the potential to benefit many communities. Another example of a research finding by Sims (2009) states that local cuisine could play an essential role in a sustainable travel experience as it addresses visitors' desire for authenticity within the holiday experience. Local cuisine is seen as an "authentic" product that symbolises the place and culture of the destination.

Local food and festivals are increasingly used to promote tourism and boost the region's economy. Sustainable development is achieved through the integration of harmonious economic development and good governance that ensures social cohesion and

human nature in the community, where values that affirm cultural ecotourism can become traditional and branded tourism products that can be expanded regionally and nationally (Okech, 2011; De Jong & Varley, 2018; Felsenstein & Fleischer, 2003). Traditional architecture, activities, handicrafts, agricultural production, or the presentation of rural lifestyles are the way to promote small-scale tourism, which is seen as an appropriate form of economic development for rural areas, with presentations on the appropriateness of different forms of tourism activities in rural areas (Demonja & Bacac, 2012; Fleischer & Felsenstein, 2000).

Baloglu et al. (2014) found that different mental images, emotions, and destination personalities influence first-time and repeat visitors' global images and behavioural intentions. When tourists perceive a higher aesthetic experience, they also have stronger behavioural intentions. Structural equation modelling analysis confirms that tourists' aesthetic experience mediates perceived sustainability and behavioural intentions in reuse heritage areas. Reuse space should be limited to showing the beauty of the area and the service to promote such viewpoints and increase tourists' willingness to evaluate through word of mouth (Lee et al., 2021). Community tourist attractions struggle to sustain themselves economically due to low market capacity. Most rely on visitor word of mouth and occasional local media coverage and are included in tour operator packages (Boonratana, 2011). Rural tourism products of local communities are the "pull factor" for tourists to rural areas in the form of environmental features and practices of rural communities. The tourism capital of the local community is distinct from the rural character and routine of rural communities. In addition to physical, social, and cultural identity, rural tourism products are defined by the destination market (Adikampana et al., 2019).

Traveller behaviour is linked to previous tourist behaviours, which means that tourists who see other deviant tourist behaviours have evil behavioural intentions. Visitor preferences and behaviour patterns reveal three main objectives: relaxation, nature, and local culture (Su et al., 2022; Johns & Gyimóthy, 2002). The current COVID-19 pandemic is expected to influence travellers' behaviour in terms of personal safety, economic costs, trust, and attitude. Hygiene, disinfection, and a reliable healthcare system at the destination will be the most critical factors in travellers' decisions (Chebli & Ben Said, 2020; Ivanova et al., 2020). In addition, destination providers should offer environmental activities, ecotourism experiences, and interpretations of environmental issues to promote tourists' environmental attitudes and environmentally conscious behaviour in general and in specific places, which can reduce the environmental impacts caused by tourists in their daily lives and at tourist attractions. Reducing the negative environmental impacts of tourism destinations will benefit the sustainable development of community-based tourism (Lee & Jan, 2015).

Overall satisfaction reflects the assessment of the tourist, who pushes and pulls the satisfaction dimension. Satisfaction is derived from the opportunity to experience the cultural and social characteristics of the destination, considering the relevant facilities and the impact on management and marketing. Tourists can express their satisfaction or dissatisfaction with any of its attributes. In addition, tourists' negative or unsatisfactory experiences must be defined in the specific context of the evaluation. The analysis is based on the nuances and complementary features of the concept and measures of satisfaction and dissatisfaction during the holiday experience. However, tourists' overall satisfaction varies significantly depending on some control factors: demographic characteristics, cultural characteristics, travel behaviour characteristics, and resources (Correia et al., 2013; Alegre & Garau, 2010).

Therefore, the research findings will be helpful for tourism businesses, governments, communities, and other stakeholders to formulate strategies to solve problems and develop sustainable and effective tourism in Thailand.

### **Research Methodology**

The research has three main conceptual frameworks: travellers' personal information, such as gender, age, occupation, education, and monthly income. Tourist behaviour includes travel, preparation, decision-making, accommodation, consumption, food and drink, and souvenirs. Tourists' perceptions and expectations of community-based tourism management include attractions, landscapes, activities, accommodation, hospitality, local goods, and public relations.

This study used a quantitative research methodology. It involves using and analysing numerical data using specific statistical techniques to answer questions (Apuke, 2017). Sampling techniques are typically classified into "probabilistic" and "non-probabilistic" sampling. Probabilistic sampling allows the researcher to generalise the results of the sample to the target population. In probability sampling, a sampling frame is essential because, without an appropriately constructed sampling frame from the population of interest, random sampling from this frame cannot solve the research problem (Acharya et al., 2013). A random sample must be of an appropriate size so that it can be generalised and sampling errors or biases can be avoided. According to Taherdoost (2017), the sample size does not necessarily correspond to the number of questionnaires issued but reflects the number of responses received. This amount often increases when a non-response is considered. However, in most social and management surveys, response rates of 100%

by mail or email are rarely achieved. Increasing the sample size by up to 50% when surveys are first distributed is perhaps the most popular and time-saving technique to ensure minimum sample requirements are met.

#### **Population, Sample and Instrument**

The sample is tourists who have had the opportunity to travel in community-based tourism, aged 18 years and above, covering all occupations. Four hundred questionnaires were distributed to respondents with varying backgrounds and travel experiences. Since many people can access computers, electronic surveys are becoming more common. The electronic survey can reduce processing costs by automating the conversion of raw data into a computerised format (Kiesler & Sproull, 1986). One way to address respondents' needs is to break them into modules of 5–10 minutes (the traditional survey takes 20–30 minutes). These shorter modules appeal to a broader audience and work well in a mobile environment (Johnson et al., 2014). Therefore, the questionnaire was sent out through online channels such as Facebook, the Line application, and others from March to November 2022.

The Likert scale is among the most essential and common psychological instruments in educational and social science research. Likert scales are commonly used in survey instruments, and users and researchers need to thoroughly understand the proper use of means in these scales. Two “strongly disagree” and “strongly agree” to give participants the freedom to choose each response in a balanced and symmetrical way in both directions (Chyung et al., 2017 & Joshi et al., 2015). For a 5-point Likert scale, for example, each scale point could be labelled according to its agreement level: 1–5 (strongly disagree–strongly agree). Procedures for designing questions, such as the proper implementation of critical concepts for the target population, clearly formatting response options, creating lists, and confirming final items through facial or content accuracy, piloting questionnaires adequately using list analysis, demonstrating reliability and accuracy, summarising size, and training administrators, Psychological qualities and cultural equality should be assessed before administration when using existing questionnaires and conducting cultural adaptation (Song et al., 2015).

#### **Data Analysis**

Research on community-based tourism management influences tourists' perceptions and expectations in Thailand. The researchers examined a group of tourists who had travelled to Thailand through community-based tourism, with a sample size of 280 of 400, representing 70%. Statistics were used to analyse the data's percentage, mean, and standard deviation. They found that their behaviour affects their perception of community-based tourism and their expectations of service quality. Most respondents were women (54.64%),

followed by men (39.29%) aged 18–47. This was consistent with the occupation and income of the sample, with a minimum income of 15,000–20,000 Baht/month and a middle–income group at 26.57% (20,001–25,000 Baht/month). Working–age people primarily work in private companies (27.5%), state–owned enterprises (20.71%), and other occupations.

The researchers studied the tourist’s behaviour in community–based tourism, asking questions about the information received, travel frequency, selected places or regions, activities or places, expenses, travelling purposes, accommodation chosen, and reservation channels. Most of the sample decided to spend two days and one night (32.5%), 29.64% chose to spend three days and two nights (25.71%), and 25.71% chose day trips. The majority received information about community–based tourism through social media channels (30%), advertising through the websites of tour agents or tour agents’ counters (21.79%), and awareness of advertisements through store signage or tour companies (15.36%). It is encouraging that awareness of information about community–based tourism from close people such as friends and relatives can be a significant motivator (9.64%).

The study found that the majority of the sample chose to travel twice a year (36.79%) to three times a year (26.79%), and 17.14% had more than three trips within a year or one trip a year (19.29%). The most popular regions to experience the lifestyles of communities are central Thailand (26.79%), the North (17.50%), the East (16.79%), and the West (15%). In the Northeastern (12.86%) and Southern (11.07%) regions, popularity is highest in the last group due to distance and attraction factors. The factors that entice tourists to visit various communities are based on exciting things or activities, with more than 16.07% choosing to travel to those communities if they had a good atmosphere or beautiful natural attractions.

This study found that 48.21% of respondents spent 5,000–10,000 THB per trip. The purpose of travelling was to relax during a long holiday break, followed by visiting relatives or friends (33.21%). Most respondents travelled with friends, colleagues, or family (23.93%). Most of the respondents’ accommodation choices remained stays (30.36%) in hotels and resorts (25.36%) surrounding the community or homestays within the community (20.29%), and a few chose to stay in tents (15%). The majority (44.29%) made reservations through online bookings (OTA), followed by social media (28.93%) and email/telephone reservations (15.36%).

The study of the tourists’ perceptions of the product, pricing of goods and services, environmental and destination management, marketing, promotion, and service processes found that overall, the perception of the five factors among tourists is high. Product awareness of community–based tourism is heightened, with the sample indicating that the FDA

and TIS approve community products. Pricing factors of community-based tourism products and services are of high quality. Respondents indicate that goods and services within the community are reasonably priced and straightforward, as well as price diversity and special offers regarding destination management and environmental protection. They are adapting their surroundings and applying natural materials to suit their service models, such as decorating the spaces or areas within the community with trees and flowers, providing appropriate restrooms for visitors, and providing signs that are easily recognised and understandable, such as signposts, maps, or site plans.

The general perception of marketing promotion is high, with most respondents receiving news and information about events and festivals through social media. The rooms' decorating and freebies featured local products and promoted attractions, shops, or restaurants through guidebooks. Awareness of the service process is high, with clear information about products, places, foods, and traditional activities being important. Additionally, having everyone in the community engaged and ready to serve makes the service process more complete and can impress visitors.

**Table 1 Tourists' Expectations of Community-Based Tourism Destination Management**

Expectations on the hospitality standards of community-based tourism	S.D.	$\bar{x}$	Result	Sequence
– Tourism services meet the tourism standards set by the Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA) or the Department of Tourism (DOT) and the Tourism Authority of Thailand (TAT).	0.78	3.51	High	4
– They strictly follow the instructions or rules and always ready to serve.	0.61	4.24	High	3
– Issuing receipts and payment of goods is accurate.	0.73	3.00	Medium	5
– Sites and places within the community have marked the date and time of opening and closing.	0.59	4.32	High	1
– Everyone in the community cares about complaints.	0.64	4.27	High	2

**Table 1 Tourists' Expectations of Community-Based Tourism Destination Management (continued)**

The expectation of the concrete quality of service.	S.D.	$\bar{x}$	Result	Sequence
– Information technology has been adapted to serve tourists.	0.65	3.11	Medium	3
– The community has a wide range of tourist facilities and is always available.	0.76	3.56	High	2
– Providing free herbal or water drinks throughout the visit	0.60	4.42	High	1
Tourist expectations on the reliability of community-based tourism.	S.D.	$\bar{x}$	Result	Sequence
– Provide the service properly as notified to the customer.	0.77	3.83	High	4
– Genuine interest in resolving issues when visitors are experiencing problems.	0.75	3.98	High	3
– Creating the first impression of service and meeting a consistent schedule	0.83	4.07	High	2
– All devices are stable and reliable.	0.81	3.78	High	5
– Local guides and storytellers are instrumental in conveying accurate and detailed information about their heritage and culture to visitors.	0.68	4.26	High	1
<b>Average</b>	<b>0.58</b>	<b>3.77</b>	<b>High</b>	

According to the study's findings (above table), the opening and closing dates of various locations are clearly defined at the higher levels, where visitors' expectations of service standards are the highest. This includes paying attention to complaints about service providers in the community and providing services that comply with the rules and conditions set forth. Tourists' expectations of the quality of service are high, such as providing free drinks and having facilities always available, but on the contrary, expectations of technology services are at a middle level; communities are located in areas where the internet is unstable. Overall, expectations for the credibility of community-based tourism are high. Most respondents expect local tour guides and storytellers to be accurate in their information about places within the community. They are creating a first impression with a service that meets a set schedule or paying attention to truly problem-solving.

## Conclusion and Discussion

Research on the relationship between tourist behaviour and customer relationship management of community-based tourism in Thailand found that most of the sample were women aged 28–32 years (25%), with an average monthly income of 15,001–30,000 Baht per month. Most tourists travel over two days and one night, and most receive information and advertising about community-based tourism through social media, travel agency websites, and tour agent counters. Twice a year was their travel frequency, with the central region being the leading destination and the north being the second region to visit. The most critical details in this text are that tourists are drawn to the natural environment, local food, and attractions, and their expenses range from 5,000–15,000 Baht per trip. Travelling with friends and colleagues was preferred to travelling with family or relatives, and hotels and resorts were purchased through OTA channels. The tourists' perception of community-based tourism customer management showed high awareness ( $\bar{x} = 3.69$ ) and expectations of destination management ( $\bar{x} = 3.77$ ).

Based on the study's findings and the earliest studies, the research may provide empirical data to support current knowledge in community-based tourism. To establish sustainable and effective tourism strategies in Thailand, the findings emphasise addressing key success elements, promoting local culture, ensuring sustainable development, knowing traveller preferences, and focusing on overall satisfaction.

- **Success Factors for Community-Based Tourism (CBT):** The study's findings back up Kontogeorgopoulos et al.'s (2013), which says CBT can be effective given the correct conditions. The study found significant reasons for implementing CBT, such as people's economic interests and teamwork among community members. The study's findings show that when these variables are present, tourists evaluate community-based tourism positively and have high service quality expectations (Table 1).

- **Tourism Products and Local Culture:** The study's findings support the previous study's assertion that local culture is an important tourist attraction. Sims (2009) and Giampiccoli & Kalis (2012) emphasise the importance of local cuisine and cultural experiences in providing a genuine and sustainable travel experience. According to the report, travellers have high expectations of experiencing the destination's cultural and social traits, such as local goods and traditional activities.

- **Environmental Protection and Sustainable Development:** The literature study emphasises incorporating sustainable development principles in community-based tourism. The study's outcomes support this notion by demonstrating that tourists have high expectations for environmental management and destination sustainability. According to

Lee & Jan (2015), encouraging tourists to adopt environmentally conscious attitudes and behaviours can help lessen negative environmental impacts. According to the study, tourists consider community-based tourism environmentally benign, with communities adapting their surroundings and employing natural resources in their service models.

- **Traveller Behaviour and Preferences:** The study's findings support the discussion of traveller behaviour and preferences in the literature review. According to Johns & Gyimóthy (2002) and Su et al. (2022), the main goals of tourists are relaxation, nature, and local culture. According to the findings, travellers prioritise peace throughout their holiday break, followed by visits to relatives or friends. Furthermore, tourists preferred community-based sites with a pleasant environment, magnificent natural attractions, and engaging activities.

- **Overall Satisfaction:** The study's findings are consistent with the focus of the related studies on overall satisfaction as an essential part of the tourism experience. Alegre & Garau (2010) and Correia et al. (2013) emphasise the importance of joy in assessing tourist experiences. The study discovered that tourists' impressions of community-based tourism were usually positive regarding product awareness, pricing, environmental management, marketing, promotion, and service operations. Tourists had high expectations of service quality, and cultural features, travel behaviour, and resources influenced their satisfaction.

## Recommendation

According to the findings of this study, community-based tourism destination management must be relevant and appropriate to each target group's tourist behaviour, with a distinct representation of their identity to attract and impress tourists. Stakeholders within the community need to study the tourist's behaviour and apply it to products, attractions, tours, accommodations, and service patterns. Government agencies such as the Ministry of Tourism and Sports, the Tourism Authority of Thailand, the Provincial Administration, the Sub-District Administration, operators, and hotel owners are needed to understand the customer relationship management theory relevant to different types of tourists. This will help community-based tourism set standards for services and activities to meet the needs of tourists.

Creating regulations for community-based tourism that meet the needs of tourists, such as promoting diversified and technologically ready lodging and enabling online financial transactions, is critical; furthermore, it is critical to pay attention to characteristics of the tourism market, such as price assurance or money receipt, to generate confidence

and to have signage advertising important information about tourist sites. By applying customer-focused marketing methods suitable for contemporary tourism, stakeholders should be instructed on creating relationships with visitors to comprehend, decrease disputes, and raise hospitality standards to transition from consumer to regular customer. The subsequent research should be qualitative to gather opinions from community-based tourism stakeholders like representatives, homestay providers, OTOP producer groups, local executives, and others while also presenting trustworthy quantitative findings, comparing relationships with other variables to identify factors influencing tourism, and researching the issues presented by tourism to find solutions.

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