

Title: Managing Sustainable Community-Based Tourism;  
A Comparative Study of Iejima village (Japan) and Ban Mae Kampong  
(Thailand)  
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## ABSTRACT

This research explores how Community- Based Tourism (CBT) was organized and managed in Iejima village, Okinawa (Japan) and Ban Mae Kampong, Chiang Mai (Thailand). The typology of CBT management appearing in the two communities was analyzed and the way the two CBT was implemented and the extent to which how do they achieve the practical sustainable community development were assessed. 20 villagers were selected for in-depth interviews by using the snow ball sampling from the two communities.

Findings highlight that the management and organization of the two communities are associated with Social Enterprise. They share a number of common practices including the participation of local people in decision-making and ownership; share benefits, protect local cultural identity and natural environment. Both communities could sustain by their own self-sufficient economy, environmental preservation and protection and socio-cultural preservation.

However, it was found that the Iejima, Japanese home-stay standard law is high and the Japanese authorities strictly control their home-stay quality, while Ban Mae Kampong, the Thai home-stay law is more flexible.

It could be recommended that the results of this research should be presented to public for the CBT knowledge based sharing. It should also provide widen community-based management for an alternative way of the rural sustainable development.