

ABSTRACT

The objectives of this Research & Development project (R&D) are: 1) to find the causal factors that affect community-based tourism management according to sufficiency economy philosophy behavior in the northern area; and 2) to develop a model for community-based tourism management according to sufficiency economy philosophy in the northern area.

The research was divided into 2 steps. The first step of this research was to develop the causal factors of the behavior management, community-based tourism enterprises by the philosophy of sufficiency economy in the northern region of Thailand. The sample for this research consists of 412 people who were the leader of community-based tourism from 40 communities in seven provinces in the Upper North. The data were collected by contributing questionnaires. Then, they were analyzed by casual structural model with latent variables. The results of the study showed that the social support had the most effected on the behavior management, community-based tourism enterprises by the philosophy of sufficiency economy (The path coefficient was at .81), inferior to the attitude towards community-based tourism management, psychological sufficiency, the knowledge of resource, future orientation and self control, good role model on the tourism business management and the knowledge of community-based tourism management according to philosophy of sufficiency economy. The path coefficient were at .18, .10, .09, .08, .04, and .03 respectively. Moreover, the result manifested that the casual factors in the model could explain the behavior management, community-based tourism enterprises by the philosophy of sufficiency economy at the level of 71% predictability.

The second step was to study a model of community-based tourism enterprises management according to sufficiency economy philosophy in the northern area, by having the factors obtained in the first step applied as the major contents for participatory rural appraisal (PRA) in the 2 targeted communities. One was Baan Pong – Huay Lam community-based tourism group, situated in On-Tai Sub-district, San Kam Pang District, and the other was Ler Shor community-based tourism network group, situated in Baan Jan Sub-district, Galyani Vadhana District, Chiang Mai Province. This was in order to develop a model for community-based tourism enterprises management according to sufficiency economy philosophy, to make it appropriate for each community context. The model-

based experiments were then created in both targeted communities while conclusions were made through focus group discussions among community representatives and tourism specialists. The results obtained showed that the community-based tourism enterprises management according to sufficiency economy philosophy model would cover 7 criteria, including: 1) the support of nursing system and coordination with various organizations; 2) regular trainings and reviews; 3) field trip and lesson-learned activities arrangement; 4) group restructuring reconsideration to make it appropriate with community's context; 5) determining group objectives; 6) having group rules and regulations set in accordance with sufficiency economy philosophy and 7) availability of community-based tourism network. All these 7 criteria were the major activities that supported the 6 causal factors which would result in the development of good attitudes toward community-based tourism enterprises management and affect the community-based tourism management according to sufficiency economy philosophy behavior respectively.