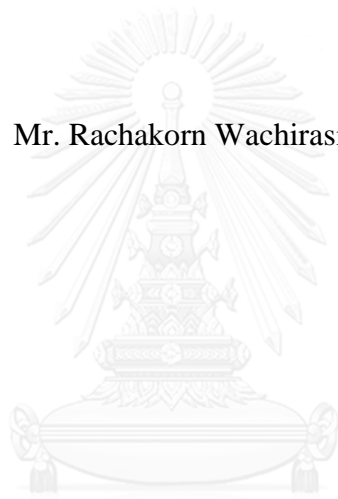


SUSTAINABLE LIVELIHOODS OF ANDAMAN COASTAL COMMUNITIES
IN THAILAND THROUGH COMMUNITY-BASED TOURISM

Mr. Rachakorn Wachirasirodom



จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

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การดำรงชีพอย่างยั่งยืนของชุมชนชายฝั่งอันดามัน ประเทศไทยด้วยการท่องเที่ยวโดยชุมชน



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รชกร วชิรสิโรตม : การดำรงชีพอย่างยั่งยืนของชุมชนชายฝั่งอันดามัน ประเทศไทยด้วยการท่องเที่ยวโดยชุมชน (SUSTAINABLE LIVELIHOODS OF ANDAMAN COASTAL COMMUNITIES IN THAILAND THROUGH COMMUNITY-BASED TOURISM) อ.ที่ปริภษาวิทยานิพนธ์หลัก: รศ. ดร. สุวัฒนา รัตนานิติ, 102 หน้า.

งานวิจัยนี้มีจุดมุ่งหมายเพื่อสำรวจความสำเร็จของการท่องเที่ยวโดยชุมชนนั้นส่งผลต่อการดำรงชีพอย่างยั่งยืนอย่างไร โดยใช้การวิจัยเชิงสำรวจ ผู้วิจัยได้กำหนดขนาดตัวอย่างโดยใช้โปรแกรม G*power กำหนดการวิเคราะห์ข้อมูลที่ใช้สถิติการวิเคราะห์ การถดถอยเชิงเส้นอย่างง่าย กำหนดค่า effect size เท่ากับ 0.25 ค่าความคลาดเคลื่อน (α = เท่ากับ 0.05) และค่า power เท่ากับ 0.5 ทำการศึกษาจากประชาชนในพื้นที่จำนวน 59 คนที่มีส่วนร่วมในกระบวนการและกิจกรรมการท่องเที่ยวโดยชุมชนในสองชุมชนชายฝั่งอันดามัน ประเทศไทย ได้แก่ บ้านทะเลนอก จังหวัดระนอง และ เกาะยาวน้อย จังหวัดพังงา ข้อมูลนำมาวิเคราะห์ด้วยการวิเคราะห์การถดถอย โดยสามารถอภิปรายผลการศึกษา ดังนี้

1. ตัวแปรด้านความสำเร็จของการท่องเที่ยวโดยชุมชนสามารถอธิบายความสัมพันธ์กับการดำรงชีพอย่างยั่งยืนด้านเศรษฐกิจได้ร้อยละ 73 และความสำเร็จของการท่องเที่ยวโดยชุมชนนั้นมีผลบวกต่อการดำรงชีพอย่างยั่งยืนด้านเศรษฐกิจที่ค่าสัมประสิทธิ์เบต้า 0.85 ($p < 0.001$)

2. ตัวแปรด้านความสำเร็จของการท่องเที่ยวโดยชุมชนสามารถอธิบายความสัมพันธ์กับการดำรงชีพอย่างยั่งยืนด้านสังคมได้ร้อยละ 68 และความสำเร็จของการท่องเที่ยวโดยชุมชนนั้นมีผลบวกต่อการดำรงชีพอย่างยั่งยืนด้านเศรษฐกิจที่ค่าสัมประสิทธิ์เบต้า 0.83 ($p < 0.000$)

3. ตัวแปรด้านความสำเร็จของการท่องเที่ยวโดยชุมชนสามารถอธิบายความสัมพันธ์กับการดำรงชีพอย่างยั่งยืนด้านสิ่งแวดล้อมได้ร้อยละ 55 และความสำเร็จของการท่องเที่ยวโดยชุมชนนั้นมีผลบวกต่อการดำรงชีพอย่างยั่งยืนด้านเศรษฐกิจที่ค่าสัมประสิทธิ์เบต้า 0.74 ($p < 0.000$)

จากการการสัมภาษณ์ประชาชนในท้องถิ่นในสองกรณีพบว่า การเข้าร่วมกิจกรรมการท่องเที่ยวโดยชุมชนนั้นขึ้นกับผลประโยชน์ที่พวกเขาได้รับ อย่างไรก็ตามความชัดเจนของวัตถุประสงค์ในการจัดกิจกรรมการท่องเที่ยวโดยชุมชนเป็นสิ่งที่สำคัญ หากพวกเขารับรู้ถึงจุดประสงค์ที่ชัดเจนและหากตรงกับความต้องการของพวกเขาแล้วระดับความตั้งใจในการดำเนินกิจกรรมการท่องเที่ยวโดยชุมชนจะอยู่ในระดับสูง ทั้งนี้การท่องเที่ยวโดยชุมชนมีบทบาทสำคัญต่อการดำรงชีพของประชาชนในชุมชนที่เข้าร่วมกิจกรรมการท่องเที่ยวโดยชุมชน โดยเฉพาะอย่างยิ่งเมื่อการท่องเที่ยวโดยชุมชนนั้นประสบความสำเร็จจะส่งผลอย่างมีนัยยะสำคัญต่อความยั่งยืนในการดำรงชีพทั้งทางด้านเศรษฐกิจ สังคมและสิ่งแวดล้อม โดยข้อค้นพบจากการศึกษาต่อการท่องเที่ยวโดยชุมชนสรุปได้ว่าประชาชนในชุมชนที่ดำเนินการการท่องเที่ยวโดยชุมชนจะต้องตระหนักถึงปัจจัยแห่งความสำเร็จ การคิดริเริ่มกิจกรรมและการมีส่วนร่วมของผู้มีส่วนได้ส่วนเสีย อย่างเต็มรูปแบบ

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KEYWORDS: SUSTAINABLE LIVELIHOODS / COMMUNITY-BASED TOURISM / THE SUCCESS OF COMMUNITY-BASED TOURISM

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This study aimed to examine the relationship between the success of CBT and the sustainable livelihoods dimensions and to identify how its success led to the sustainable livelihoods. The number of 59 respondents was estimated the sample size, based on the G*Power 3.1.9.2 computer software guide for sample size decisions, at 0.05 level of significance, 0.25 of effect size, and 0.95 of power. Quantitative data were analyzed by using simple linear regression. The first analysis found that the success of CBT variable explained a substantial variance in the dependent variable, 73 percent of sustainable livelihoods in economic. It will be noted that the success of CBT displayed a significant, positive linkage with the sustainable livelihoods outcome in economic with a beta coefficient of 0.85 ($p < 0.001$).

Secondly, the success of CBT variable explained a substantial variance in the dependent variable, the sustainable livelihoods in social. It also revealed that the model significantly explained the variance of sustainable livelihoods in social which was equal to 68 percent. The beta coefficient of this model was 0.83 ($p < 0.000$). It appeared that the success of CBT had a great impact on the sustainable livelihoods in social.

Finally, the success of CBT was independent variable and the sustainable livelihoods outcomes in environment were dependent variable. The variance is explained at the level of 55 percent. The success of CBT significantly predicted the sustainable livelihoods outcomes in environment with standardized coefficient of 0.74 ($p < 0.000$).

The results revealed that community- based tourism (CBT) played an important role to local people livelihoods who joined the community- based tourism activities. Specially, it is found that the CBT significantly related to the sustainable livelihood outcomes in economic, social and environmental aspects. The interview of local residents in two cases were conducted to explore their willingness to CBT and it found that, their willingness on tourism issue depended on the benefit that they received. To explore that, if they knew the purpose of activities and it met their needs, the level of willingness was high. However, the unclear of its objectives in CBT activities, the level of willingness intended from medium to low. This study contributes to CBT communities, local people who joined the activities should consider the success factors, including the initiating of activities and the full participation of stakeholders.

Field of Study: Environment Development and
Sustainability

Student's Signature

Advisor's Signature

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CHAPTER I

INTRODUCTION

1.1 Background and importance of study

Tourism has emphasized the positive aspects as a source of income, job creation and poverty reduction. However, previous studies have revealed the negative impacts caused by conventional tourism such as tourism destination capacity, environmental degradation, resource depletion, and pollution. Besides, the social aspects are dedicated and complicated, such as livelihood impacts and socio-cultural, unfair income distribution, drug used and crime (Palomino, 2003). Because of mass tourism provides negative impact and little contribution to the local economy. While tourism trends become the alternative tourism form such as Community-Based Tourism (CBT), Health and Wellness Tourism, Adventure Tourism and Sports Tourism (MOTS, 2012). CBT is acknowledged as an approach for low-impact tourism that helps alleviate poverty, promotes environmental conservation and improves livelihoods (Goodwin Harold, 2009). The enhancement of community through the positive influence of tourism in different destinations had raised many doubts. As Mitchell and Reid (Mitchell & Reid, 2001, pp. 113-114) likely put it:

'Communities, particularly rural ones, are often at the front line in service provision but last to receive benefits from that effort. Tourism in the developing world has frequently been a double-edged sword; while it may provide a venue for communities and people to augment their income or livelihood, the majority of benefits tend to flow out of them. Additionally, real power and decision-making regularly resides outside of community control and influence'

For this reason, the terms of CBT is promoted to provide the alternative forms of tourism and the way of development. There are many places around the world employed CBT for different reasons e.g. poverty alleviation and community development in Pondoland South Africa, Namibia's Community Based Tourism Policy, CBT and indigenous communities in Ecuador (Nyaupane & Poudel, 2011). In the same way, it found that there are several kinds of tourism trends which are

friendly to the environment and community by using the different names such as Eco-tourism, Responsible Tourism, Participative Tourism, Intelligent Tourism, Motivated Tourism, Appropriate Tourism, Soft Tourism, Conservation Tourism and Green Tourism. CBT is relying on natural resources, cultural and way of living as tourism attractions. The beaches, coastlines, mountains, forests, lakes, oceans, scenery, tradition, wisdom and architectures, provided by landscapes in the most destinations (Gossling & Hall, 2006). Therefore, it shows the linkages among biodiversity, livelihood and tourism (Nyaupane & Poudel, 2011). CBT is the positive aspect of resources use for tourism that engages positive attitudes towards conservation to people in the community and tourists and to enhance quality of living such as education, health, infrastructure and amenities. On the economy side, local people have more opportunities to get job and market for their local products and CBT's sustainable perspective shows the livelihood improvement through the participation of community members in tourism's activities (Bocking, 2010; Gossling & Hall, 2006). Consequently, CBT is counted as sustainable tourism by its activities and purposes. CBT also addresses the importance of sustainability aspects; economic, social, environment. It encourages better of outcomes in resource management through the full participation of communities in numerous ways such as decision-making processes, the local institutions incorporation, customary practices, and knowledge system in both of management regulatory and enforcement processes. While, CBT emphasizes on the improvement of community resident's livelihood, it is consistent with Sustainable Livelihood Approach (SLA) because it seeks to understand and build on people's existing assets to develop positive livelihood outcomes by identifying practical action. Based on people-centre paradigm, both of CBT and SLA are concerned. Among other things, SLA involves the development both of short-term coping mechanisms and long-term adaptive capacities. As a result it enhances the abilities of individuals and communities to coping with changing circumstances (Chambers & Conway, 1992).

Focusing on the adaptive strategies, participation and empowerment are two main ideas of SLA. As indicated the adaptive strategies are defined as "the changes and adjustments people make in their livelihood systems in order to cope under difficult circumstances" (Singh, 1996). SLA has been used in tourism research, but

there remain few studies that link the SLA and tourism (Shen, Hughey, & Simmons; Tao & Wall, 2009) and it is limited evidence to explore CBT as a livelihood strategy for the community (Bocking, 2010; Tao & Wall, 2009). This issue is very significant as it is important to consider that CBT could be affecting to the sustainable livelihoods of the people in the community. The Bureau of Attraction Development, Department of Tourism indicated that there are 205 communities currently managing CBT in Thailand (Bureau of Attraction Development, 2016). All of them were presented in different purposes and aspects such as environmental conservation, community development, additional income and livelihood improvement. However, the number of CBT in Thailand decreased from 299 communities in 2010 (Satarat, 2010). CBT is considered successful when it has positive influence on the sustainability aspects are social, economic, and environmental conditions of the community. It has to deliver benefits to host community. In case of CBT in Thailand, the previous studies indicated that the success factors of CBT in Thailand are participation in decision-making processes, local ownership, collective responsibility, leadership and management, sharing of resources, sharing of benefits among members achieving authenticity, and achieving distinction (Nitikasetsoontorn, 2014).

The Andaman coastal area located in the southern of Thailand is a naturally and culturally unique area, where Muslims and Buddhists live together in harmony. People generally survive by doing agricultural and traditional fishery in household scale. Due to the impact of conventional tourism and conservational purposes, CBT is counted as a means of prevention of communities and livelihoods from negative impacts. Besides, CBT uses as development tool in different purposes, depends on its potentials and readiness of area. For example, some areas affected by tsunami or environmental conservation, CBT counts as a tool for relief from the impacts of tsunami and solve problem from environmental degradation in the community. The success of CBT can also raise the optional income, enhancing people's better well-being, so that people have put CBT in account as means of livelihoods and well-being. The Andaman coastal communities are promoting CBT to outers and tourists can take part in numerous ways such as homestay, study trips, volunteer activities, eco activities, culture, and adventure tours. To this end, tourism sector encompasses a large number of different travel-related activities including inter alia, hospitality

enterprises, souvenir and craft businesses, travel agencies, transport enterprises, tour operators and tourist guides. This research will attempt to address the important of the success of CBT and sustainable livelihoods by conducting survey research and using a sustainable livelihood approach (Ashley & Carney, 1999; Chambers & Conway, 1992) to identify a set of sustainable livelihoods outcomes ensuring that the success of CBT are positively related to sustainable livelihoods.

1.2 Objectives of the study

The objectives of this study are to;

1.2.1 Examine the relationship between the success of CBT and sustainable livelihoods dimensions.

1.2.2 To identify how the success of CBT leading to sustainable livelihoods.

1.3 Research questions

Does the success of CBT leading to sustainable livelihoods? To answer the main research questions, some subsidiary questions need to be considered as following

- What is the success of CBT that related to sustainable livelihoods?
- How does the success of CBT leading to sustainable livelihoods?

1.4 Operational definition

1.4.1 Livelihood referred to the capabilities, assets and activities required for a means of living.

1.4.2 Sustainable Livelihoods (SL) referred to the ability to cope with and recover from the stresses, and shocks and maintain or enhance its capabilities and assets both now and in the future without undermining the natural resource base(Chambers & Conway, 1991).

1.4.3 Sustainable Livelihood Approach (SLA) is centered on people and their livelihoods, and prioritizes people's assets both of tangible and intangible, their abilities to withstand the vulnerability contexts, policies, and institutions that reflect community priorities.

1.4.4 Livelihood Assets (LA) may be tangible, such as food stores and cash savings, as well as trees, land, livestock, tools, and other resources. Livelihood Assets may also be intangible, such as claims that one can make for food, work, and assistance as well as access to materials, information, education, health services and employment opportunities.

1.4.5 Livelihood strategy is referred to the mean of household survival. Ellis (2000) divided livelihood strategies into two categories were natural resource based activities and non-natural resource based activities. It implies an improved income, increased well-being and made more sustainable use of the resources (Rakodi, 2002).

1.4.6 Community-Based Tourism (CBT) is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learning about the community and local ways of life." (Suansri, 2003)

1.4.7 The success of Community-Based Tourism (CBT) referred to CBT that has positive impact on social, economic, and environmental conditions of the community. The seven success factors; participation in decision-making processes, local ownership, collective responsibility, leadership and management, sharing of resources, sharing of benefits among members and partnership and outside support are selected to represent the three dimensions of successful community-based tourism, including social development, economic development, and environmental development.

1.5 Expected outcomes

- The communities deserve sufficient information and guideline to the nature of the present planning and policies regarding community-based tourism and sustainable livelihoods.

- Local Organizations has a guideline of sustainable livelihood strategy determination by using community-based tourism.

- Introduce CBT as a sustainable livelihood for the strategy and policy determination.

CHAPTER II

LITERATURE REVIEWS

This chapter contains the major concepts associated with the research topic. Firstly, the concept of sustainable livelihoods was examined through an overview of sustainable livelihoods approach (SLA) by using sustainable livelihood framework for tourism (SLFT). Secondly, community-based tourism (CBT) was discussed and focused on the conceptualization as well as a critique of CBT. Finally, the relevant researches done in the past are described as guidelines for this research. The main concepts to be used for the analysis will be reviewed in this chapter as follows;

- 2.1 Sustainable Livelihoods Approach (SLA)
 - 2.1.1 Sustainable Livelihoods Framework for Tourism (SLFT)
 - 2.1.2 Tourism livelihood assets
- 2.2 Community-Based Tourism (CBT)
 - 2.2.1 Defining Community-Based Tourism
 - 2.2.2 Planning for Community-Based Tourism
 - 2.2.3 Community-Based Tourism in Thailand
 - 2.2.4 Level of CBT's Readiness
 - 2.2.5 The success factors of Community-Based Tourism
 - 2.2.6 Community Development and Tourism
 - 2.2.7 Sustainable tourism development (STD)
- 2.3 The Thailand National Tourism Development Plan (2012-2016)
- 2.4 Community profiles
- 2.5 Relevant researches

2.1 Sustainable Livelihood Approach (SLA)

In recently years sustainable livelihoods approach (SLA) become popularity and implemented by NGOs, research institutes, bilateral donors and intergovernmental organization like UNDP. While Scoones (1998) mentioned that sustainable livelihoods has currently gained more popularity and significance in the broader debates related to rural development, poverty reduction, environmental management and conservation (Scoones, 1998).

According to the New Oxford Dictionary of English (2001), livelihood is 'mean of support' not only means of income and consumption, but also emphasizes the means by which 'living' is secured (Pearsall & Hanks, 2001). The use of sustainable livelihoods can be traced back to the first proposition of the concept of sustainable development in the Brundtland Commission Report in 1987. The concept of sustainable livelihood first presented in the international agenda in the report of an Advisory Panel of the World Commission on Environment and Development (WCED) in 1987 (Njole, 2011). It started as an approach to maintain or enhance resource productivity, secure ownership of an access to assets, resources and income-earning activities as well as to ensure adequate stocks and flow of food and cash to meet the basic needs (Singh & Gilman, 1999) and the WCED use the term of sustainable livelihood while discussing the issues of resource ownership, basic needs, and rural security. Importantly, livelihood security, and the concept of sustainable development were integrated in the original concept:

“Livelihood is defined as adequate stocks and flows of food and cash to meet basic needs. Security refers to secure ownership of, or access to, resources and income-earning activities, including reserves and assets to offset risk, ease shocks and meet contingencies. Sustainable refers to the maintenance or enhancement of resource productivity on a long-term basis. A household may be enabled to gain sustainable livelihood security in many ways through ownership of land, livestock or trees; rights to grazing, fishing, hunting or gathering; through stable employment with adequate remuneration; or through varied repertoires of activities” (WCED, 1987a, p. a)

According to the definition of sustainable livelihood provided by Chambers and Conway (1992), the five key elements will be recognized. The first three elements focus on livelihoods, linking concerns over work and employment with poverty reduction with broader issues of adequacy, security, well-being and capability. The last two components add the sustainability dimension, looking, in turn, at the resilience of livelihoods and the natural resource based on which, in part, they depend (Ashley & Carney, 1999; DFID, 1999; Ellis, 2000; Scoones, 1998).

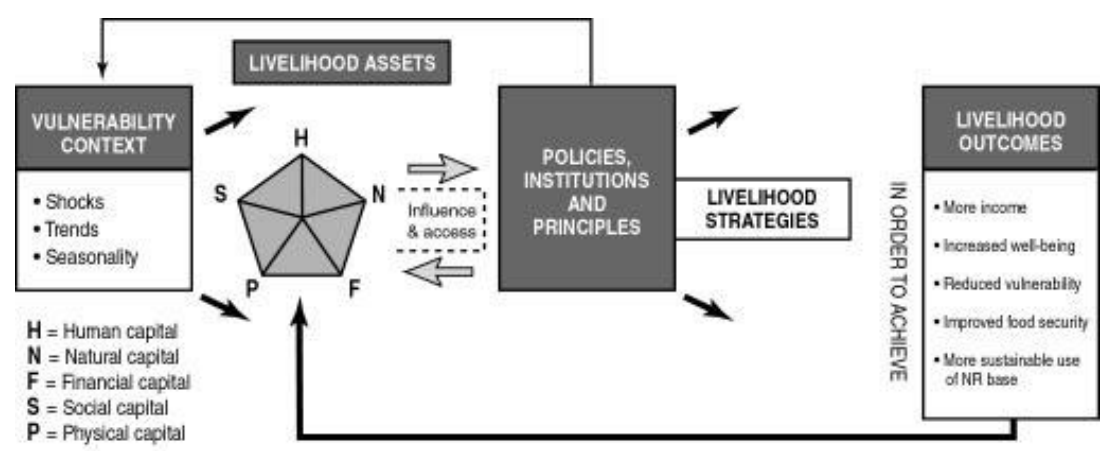
However, Ellis (2000) argued that the meaning of the term ‘capabilities’ in the above definition overlaps greatly with assets and activities, and the use of the term ‘capabilities’ can bring confusion. He proposed his understanding of sustainable livelihoods;

“a livelihood comprises of assets (natural, physical, human, financial and social capital), the activities, and the access to these (mediated by institutions and social relations) that together determine the living gained by the individual or household” (Ellis, 2000, p. 10)

Point out to Ellis’s argument, to access the assets and activities mediated by institutions and social relations are highlighted, rather than capabilities and livelihood is dynamic rather than static. The adaptation absolutely depends on circumstances.

The UK Department for International Development (DFID) had introduced the sustainable livelihoods framework (SLF) in 1990 (see Figure 2.1). It is a holistic asset-based framework and built upon a ‘livelihood assets’ pentagon (see Table 2.1 and Figure 2.2), which indicates the composition of people’s strengths, used to achieve positive livelihood outcomes. The capital assets in the pentagon are human capital, social capital, natural capital, physical capital and financial capital. Livelihood assets may be tangible, such as food stores and cash savings, as well as trees, land, livestock, tools, and other resources. Assets may also be intangible such as claims one can make for food, work, and assistance as well as access to materials, information, education, health services and employment opportunities. Another way of understanding the assets, or capitals, that people draw upon to make a living is to categorize them into the following five groups: human, social, natural, physical and financial. The assets are referred to the resources that people use to achieve their livelihoods objects (DFID, 1999).

Figure 2.1 Sustainable livelihoods framework



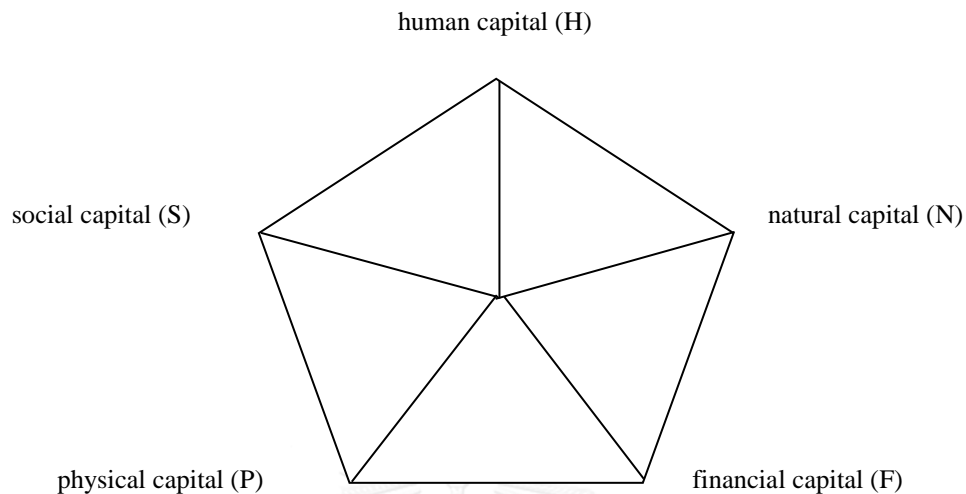
Source: DFID, 1999

The focus of “livelihood” in sustainable livelihoods frameworks is an attempt to move away from narrow definitions of poverty, and as such reframes the broad aim of development as an effort to improve people’s livelihood options. “Livelihood” refers broadly to a means of making a living, and includes the assets, access to institutions and processes, and strategies that a person utilizes to achieve livelihood outcomes (Ashley & Carney, 1999). The term “sustainable” refers both to the characteristic of a livelihood to endure the various shocks and uncertainties likely to be encountered in the environment, and to avoid contributing to long-term depletion of natural resources (Chambers, 1987). While, Brocklesby and Fisher referred sustainable livelihood as a means of linking socioeconomic and environmental concerns (Brocklesby & Fisher, 2003).

Table 2.1 Livelihoods assets

Human Capital	skills, knowledge, ability to labor and good health
Social Capital	relationships, networks, memberships, institutions and norms
Natural Capital	forest, land, soil, marine/wild resources, water and air quality
Physical Capital	basic infrastructure, such as roads, water & sanitation, schools, ICT; and producer goods, including tools and livestock
Financial Capital	Financial resources including savings, credit, and income from employment, trade and remittances

Figure 2.2 Livelihood assets pentagon



Due to the sustainable livelihoods framework offers an analytic basis for understanding the complexity of rural livelihoods. It forces users to think systematically about rural development rather than solely focusing on one or two aspects of rural poverty reduction (Scoones, 1998). It is observed by Rakodi that an interaction between livelihood opportunities and household assets influences both the livelihood strategies and outcomes adopted by the poor. Livelihood outcomes focused on achievements, indicators and progress the understanding of which is intended to provide, through a participatory inquiry, a range of outcomes that will improve well-being and reduce poverty in the broad sense (DFID, 1999). For example, if livelihood strategies adopted by the poor people provides a positive outcomes, it implies an *“improved income, increased well-being, reduced vulnerability, improved food security and make more sustainable use of the resources”* (Rakodi, 2002).

Chamber and Conway (Chambers & Conway, 1992) stated that livelihood comprises the capabilities, asset which including both of material and social resources and activities required for a means of living. Moreover, a livelihood is sustained when it can cope with and recover from stress and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base.

Drawing on Chambers and Conway (1992), they contended that capability, equity and sustainability are fundamental principles to sustainable livelihoods and added the concept of capability into the definition of sustainable livelihoods; (Scoones, 1998, p. 5) *“A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks maintain or enhance its capabilities and assets, while not undermining the natural resource base”* (Chambers & Conway, 1992; Scoones, 1998) (Chambers & Conway, 1992; Scoones, 1998) (Chambers & Conway, 1992; Scoones, 1998)

The DIFD gave core principles that can be applied to any type of development activity and the focused development activity should be:

People-centred: sustainable poverty elimination will be achieved only if external support focuses on what matters to people, understands the differences between groups of people and works with them in a way that is congruent with their current livelihood strategies, social environment and ability to adapt.

Responsive and participatory: poor people themselves must be key actors in identifying and addressing livelihood priorities. Outsiders need processes that enable them to listen and respond to the poor.

Multi-level: poverty elimination was an enormous challenge that will only be overcome by working at multiple levels, ensuring that micro level activity informs the development of policy and an effective enabling environment, and that macro-level structures and processes support people to build upon their own strengths.

Conducted in partnership: with both the public and the private sector

Sustainable: there were four key dimensions to sustainability-economic, institutional, social and environment sustainability. All are important a balance must be found between them.

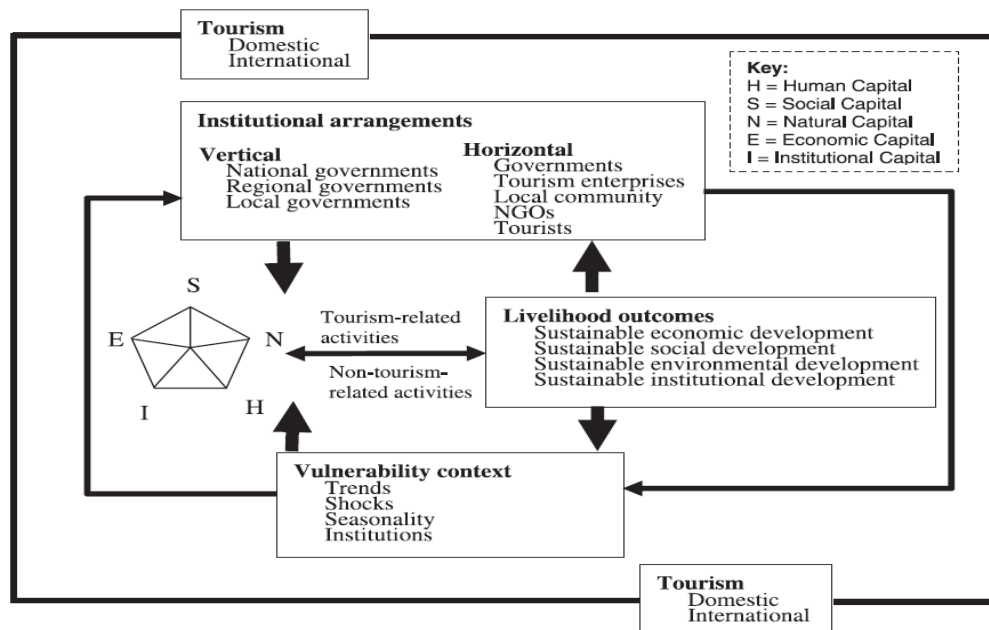
Dynamic: external support must recognize the dynamic nature of livelihood strategies, respond flexibly to change in people’s situation, and develop longer-term commitments.

The SLA was useful because people gain their livelihoods through multiple activities rather than one formal job and new initiatives cannot occur in blankness such as tourism, which incorporate into an existing system. However, sustainable livelihood is people centric approach which emphasizes people's inherent capacities and knowledge and community level action (Chambers, 1987; Scoones, 1998; UNDP & Wanmali, 1999). It inherently reveals the multi-sectoral character of real life, integrating environmental, social and economic issues into a holistic framework, which is an opportunity to promote the sort of cross-sectoral and cross-thematic approach that should be the hallmark of sustainability. It is directed towards the ways in which local people can seek to meet basic and ongoing needs for food and shelter, as well as security and dignity, through meaningful work, while simultaneously striving to minimize environmental degradation, accomplish rehabilitation, and address concerns about social justice by focusing on their assets, strategies, and strengths rather than needs alone. However, the different organizations provided terms of use of SL differently.

2.1.1 Sustainable livelihoods for tourism

Based on SLA, the tourism-livelihoods approach must be broader and include core livelihood assets. The livelihood assets are natural, human, economic, social and institutional capital, activities related to tourism, and access to these to provide a means of living. A sustainable tourism livelihoods embedded in a tourism context within which it can cope with vulnerability, and achieve livelihood outcomes which should be economically, socially, environmentally as well as institutionally sustainable without undermining other's livelihoods.

Figure 2.3 Sustainable livelihoods for tourism framework



Source: F. Shen, 2009

The cooperate key principles of SLA and tourism can be proposed as a Sustainable Livelihoods Framework for Tourism (SLFT). It demonstrated the key features of a tourism livelihoods system. It included assets, tourism related and non-tourism related activities, outcomes, institutional arrangements and vulnerability context. According to this study, I focused on the tourism livelihood assets and tourism livelihoods outcome.

Tourism may be a new activity in a community and it was often perceived as being risky. It was useful to explore how tourism is and might be incorporated into the existing mix of livelihood strategies so that it enriches rather than replaces the means by which people may be sustained. If a community decides to incorporate tourism as one of their livelihood strategies in order to achieve SL, tourism will be a form of livelihood diversification. Ellis (1998, p. 5, cited in Hussein & Nelson, 1998, p. 4) defined livelihood diversification as “the process by which rural families construct a diverse portfolio of activities and social support capabilities in their struggle for survival and in order to improve their standards of living.” Such diversification can have many advantages and tourism can become: (1) a means to enable accumulation (e.g., income) for consumption and investment; (2) a means to help spread risk; (3) an adaptive response to longer-term declines in income or entitlements, due to serious

economic or environmental changes beyond local control; and/or (4) a means to take pressure off fragile lands and increase household incomes. Appropriate involvement in tourism, which is often desired by local people, will bring changes in uses and values of resources and activities. These need to be reviewed and understood in the local cultural and natural setting where they occur, and through local minds rather than being assessed solely by external agencies. It is important that local communities can have the opportunity to evaluate their own resources (human, physical, and economic), to assess their past, present and future needs and resources, and to identify their strengths and weaknesses before evaluating any decision to become involved in tourism. Only when communities understand themselves and their abilities in their own terms can they begin to evaluate decisions relating to external features such as tourism.

From the perspective of community involvement, there is a continuum from enclave tourism to a communal approach to tourism approach to tourism development. The enclave tourism is often criticized for excluding local people involvement while communal approach to tourism enhance the local communities involvement in sharing economic benefits from tourism.

2.1.2 Tourism livelihoods assets

The tourism livelihood assets are similar to the assets in DFID sustainable livelihoods framework (SLF) but different between physical and institutional components. In the SLFT tourism livelihood assets comprise human, social, natural, economic and institutional capitals (DFID, 1999; F. Shen, 2009).

Human capital represented the skills knowledge, ability to labor and good health that together enable people to pursue different livelihood strategies and achieve their livelihood objectives.

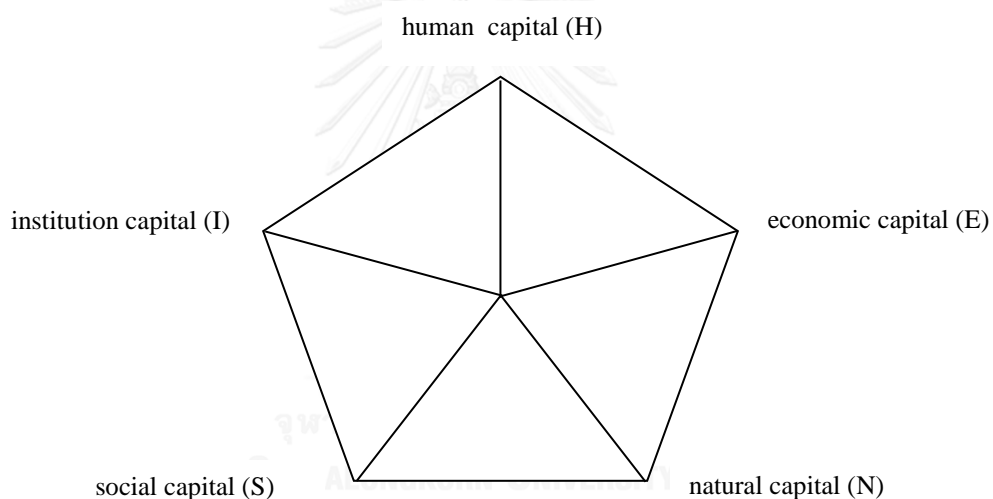
Social capital was taken to mean the social resources upon which people draw in pursuit of their livelihood objectives.

Natural capital was the terms used for the natural resource stocks from which resource flows and services (e.g., nutrient cycling, erosion protection) useful for livelihoods are derived.

Economic capital referred to financial and physical capitals (Scoones, 1998). Both of physical and financial capitals belong to the orthodox economic concept of capital. Here, economic capital was defined as the basic infrastructure, producer goods and the financial resources that people use to achieve their livelihood objectives.

Institutional capital was newly added and it defined as ‘providing for people’s access to tourist markets, tourism benefits sharing, and access and participation in the policy-making process, and the extent that people’s willingness to be involved reflected in political decisions to achieve better livelihood outcomes’. It calls for strengthening people’s participation in political governance (F. Shen, 2009).

Figure 2.4 Tourism livelihoods assets



The pentagon of tourism livelihoods assets can be described from the central point of the pentagon where the lines intersect, stands for zero access to assets while the outer perimeter has the greatest access. The shape of pentagon was not fixed but changes with time when access to assets varies. The five assets are interrelated and are inter-compensable. Lack of access to one asset can sometimes be compensated by greater access to other. (F. Shen, 2009).

The terms of SL has been used interchangeably to refer how people respond to their circumstances, including livelihood strategies; household coping, adaptive or survival strategies (UNDP & Wanmali, 1999) and income generating or income earning activities (Chambers, 1987; Scoones, 1998). Ellis divided livelihood strategies

into two categories were natural resource based activities and non-natural resource based activities (Ellis, 2000). Focusing on livelihoods strategy, the principles of tourism can be counted as the mean of community development. Because of the principles of tourism may not be the same as for primary industries which the SLA had traditionally focused on and been developed for. Shen (2009) argued that the principle of tourism needs to be obtained, and the relationship between tourism, primary industries, and the SLA needs to be carefully examined. As mentioned earlier the main idea of SL was the promotion of adaptive strategies, which are defined as “the changes and adjustments people make in their livelihood systems in order to cope under difficult circumstances” (Helmore & Singh, 2001, p. 3), and the important of livelihood strategy was referred to the mean of household survival.

2.2 Community-Based Tourism (CBT)

In developing countries, the community participation in tourism development is a tool which solving major problems of tourism. Community involvement in establishing desired conditions is perhaps the single most importance element of growth management in tourist destinations and the benefit of this kinds of participation in tourism development process will achieve equal distribution of benefits, discourage undemocratic decision –making and will meet the needs of the local community in a better way (Brohman, 1996). Until now, CBT is expanding in global market, it puts the emphasis on responsibility in tourism, the increase of inters connectedness and better information, and easier access transportation and better infrastructure (Rocharungsat, 2005).

The CBT approach and its profile emerged in the mid1990s through a combination of progressive actions by governments, donors, non-governmental organisations, tourism companies and communities themselves. Initiatives have not been evenly spread geographically and the level of CBT development appears to be related to the following:

- The existence of an enabling national policy framework that is effectively implemented.
- The positioning or re-positioning of a destination and the branding or rebranding of tourism companies as environmentally and socially responsible.

- The availability of technical and financial assistance for CBT development.
- The level of local entrepreneurship and/or leadership in communities.

In the past governments, employed top-down approaches to plan and promote tourism in communities with little input or control over their own destinies. Nowadays, the new approaches of tourism development were usually called community-based, sustainable and pro-poor tourism development. The importance of communities were an intermediate level of social life between the personal (family/individual) and impersonal (global/institutional) (Milne & Ateljevic, 2001). It was not surprised that a community approach becomes a standard ingredient of the various hallmarks of the tourism development process in rural and remote area, where getting the community “on side” is seen as essential for the development of successful tourism product (Isaac & Sterren, 2004). To support this, Murphy stated that communities should be given the opportunity to participate and decide what kind of future they want to live in. It is the focal point of concentrate in the community (Murphy, 1996). Also, the tourism development depends upon the involvement of local people as part of the tourism products. The industry can only be profitable when involving the community in the decision making and the development of a destination community is seen as a core component of the tourism products.

Tourism had positive and negative effects on a region, depending on the kind of tourism developed in the area. The mass tourism caused of economic, environmental and social effects. To discuss the negative impacts of tourism it is necessary to include the visitor’s experience, and the relationship between visitor and resources were taken in account (Palomino, 2003). The previous studied showed that the characteristics and volume of tourists may cause tourism negative impacts such as length of stay, activity, transport and/or travel arrangement (Mathieson & Wall, 1982). Beside, many studies have demonstrated tourism development to create the impacts on the economic system, such as job creation and optional income for local people. In some areas, tourism has helped attract investment funds and other economic activities. After, the terms of sustainable development was declared as a global strategy at the World Summit at Rio De Janeiro in 1992 and apply to many aspect such as sustainable tourism, sustainable resources management.

In tourism aspect, ecotourism gained popularity as a key sustainable development solution for achieving conservation and the alleviation of poverty. Nonetheless, ecotourism has faced similar criticisms as mass tourism for its massive expansion, in addition to a lack of community focus. Consequently, CBT has emerged, ensuring greater local benefits and sustainable use of natural resources (Ashley & Jones, 2001).

2.2.1 Defining Community-Based Tourism

There were the difficulties in defining the conceptual of community-based tourism (CBT), and it found that there are many of studies report on the benefits for local communities and focus on outcome of CBT. For more understanding, CBT concept was reviewed follow;

Community tourism was often used as an abbreviation of community-based tourism (CBT). CBT emphasized on community participation in the tourism opportunity while difference from other kinds of tourism. It delivers net benefit on socio-economic and/or environmental to community besides the leading paradigms of pro-poor tourism (PPT), responsible and sustainable tourism (The Caribbean Tourism Organization, 2003).

Community-based tourism consisted of tourism initiatives which are owned by one or more) communities, or as joint venture partnerships between communities and the private sector. Furthermore, it was based on four principles, being: economically viable, ecologically sustainable, institutionally consolidated, and with equitable distribution of costs and benefits over participants (UNEP & WTO, 2005).

Community-based tourism initiatives aimed to increase local people's involvement in tourism. They were mainly small-scale (campsites, guesthouses, craft markets, local excursions) although it can work with partnerships such as private sector (Roe, Nelson, & Sandbrook, 2009).

Community-based ecotourism was where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community (WWFInternational, 2001).

Community-based tourism was a visitor-host interaction that has meaningful participation by both, and generates economic and conservation benefits for local communities and environments (TheMountainInstitute, 2000).

Community-based tourism was tourism that took environmental, social and cultural sustainability into account. It was managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life (Suansri, 2003).

Community tourism was both an integrated approach and collaborative tool for the socio-economic empowerment of communities through the assessment, development and marketing of natural and cultural community resources, which seek to add value to the experiences of local and foreign visitors and simultaneously improve the quality of life of communities.” Jamaica Community Tourism Manual (2004) quoted in (The Caribbean Tourism Organization, 2003).

Based on REST (1997) research, it has given the definition of Community Based Tourism as ‘tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local way of life. (Suansri, 2003)

It can conclude that, Community-based tourism (CBT) is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation and it enables tourists to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community-based conservation of these resources.

Because there are many types of tourism in both of the commercial tourism sector and non-commercial tourism such as ecotourism, nature based tourism, adventure tourism, responsible tourism, cultural tourism, pro-poor tourism (Jain & Triraganon, 2003). Besides, the confusing of the concept of ecotourism and CBT still occurs, and the Table 2.2 shows the difference between them.

Table 2.2 The characteristic of Ecotourism and Community-Based Tourism

Eco-Tourism	Community-Based Tourism (CBT)
1. Objective	
- Responsible management of natural attractions, local culture and the unique qualities of the destination.	- Responsible management of the environment, natural resources, social system and culture in response to the needs of the community.
2. Ownership	
- Unspecified	- Community
3. Management	
- Unspecified	- Community
4. Tourism Linkages	
- Emphasized tourism and the environment	- Emphasizes holistic development

On the other hand, community-based tourism can be defined as the alternative tourism which is essentially a rejection of mass tourism, and the semantic differentials (Weaver & Oppermann, 2000), mass tourism and alternative tourism are described in the table below.

Table 2.3 The semantic differentials, mass tourism and alternative tourism

Characteristic	Mass tourism	Alternative Tourism
Market		
- Type of visitor	- Tourist	- Traveler
- Segment	- Psychocentric-	- Allocentric-Midcentric
- Seasonality	midcentric	- Low; individual
- Origins	- Distinct high and low	arrangement, spontaneous
- Behavior	season	decisions
- Numbers of Tourists	- A few dominant	- No distinct seasonality
- Marketing	markets	- No dominant markets
	- Comfortable and	- Demanding and active
	passive	- Small group, individual,
	- Small to large group	families
	- Rapid growth in the	- Consistent with low

	long term	growth
	- Holiday peaks	- Staggered holidays
	- Hard selling	- Heart selling
Attraction		
- Emphasis	- Highly	- Moderately
- Character	commercialized	commercialized
- Orientation	- Generic, 'Contrived'	- Area specific, 'authentic'
	- Tourists only or mainly	- Tourists and locals
	- Tourist directed	- Tourists decide
Accommodation/Service		
- Size	- Large-scale	- Small –scale
- Spatial pattern (location)	- Concentrated in 'tourist areas'	- Dispersed throughout area
- Density	- Limited-resorts	- Communities, households
- Architecture	- High density	- Low density
- Ownership	- International style; obtrusive' non-sympathetic	- Vernacular style, unobtrusive, complementary
	- New buildings	- Re-use of existing buildings
	- Non-local, large corporations,	- Local, small business, independent, specific operators
	- Large firm, Multinational hotel chain	
Economic status		
- Role of Tourism	- Dominates local economy	- Complements existing activity
- Linkages	- Mainly external	- Mainly internal
- Leakage	- Extensive	- Minimal
- Multiplier effect	- High	- Medium
- Income distribution		

	- Low	- High
Regulation		
- Control	- Non-local private	- Local 'community', local
- Amount	sector, Multinational	decision making
- Ideology	decision making	- Extensive; to minimize
- Emphasis	- Minimal; to facilitate	local negative impacts
- Time-frame	private sector	- Public intervention
	- Free market forces	- Community stability and
	- Economic growth,	well-being; integrated,
	profits; sector-specific	holistic- Long-term
	- Short-term	
Management		
- Development and development strategies	- Rapid development often without planning	- Low and controlled development, Planned-pace
- Impacts awareness	- Project-led	may not matter
- Energy consumption	- Effects ignored, i.e.	- Concept-led
- Space Developer	impacts	- Minimizing negative effects
	- Fuel efficient transport	- Often inefficient fuel-
	- Resort space-efficient	wise
	- Outsider	- Local

Due to the different way of thinking between mass tourism and alternative tourism, we can see that the effects from mass tourism may lead to social, economic and environment problems. On the other hand, if the communities have good management plan, it can be a force for their conservation (UNEP & WTO, 2005) and can help reduce poverty by:

- Generating income-earning opportunities for the local community
- Increasing employment opportunities from tourism activities
- Encouraging the self-reliance of the community through technical assistance in tourism product development such as agriculture, handicrafts and local products.

To support the idea of CBT above, the following are the key elements of CBT (Suansri, 2003)

Natural and Cultural Resources

- Natural resources are well preserved
- Local economy and modes of production depend on the sustainable use of natural resources
- Customs and culture are unique to the destination

Community Organization

- The community shares consciousness, norms and ideology
- The community has elders who hold local traditional knowledge and wisdom
- The community has a sense of ownership and wants to participate in its own development

Management

- The community has rules and regulations for environmental, cultural, and tourism management
- A local organization or mechanism exists to manage tourism with the ability to link tourism and community development
- Benefits are fairly distributed to all
- A percentage of profits from tourism is contributed to a community fund for economic and social development of the community

Learning

- Fostering a shared learning process between hosts and guests
- Educating and building understanding of diverse cultures and ways of life
- Raising awareness of natural and cultural conservation among tourists and the local communities

Recently tourism is influenced in social, culture and environmental surroundings of the origin and destination countries of the tourists (Basu, 2001). To support this argument, it obviously had both advantages and disadvantages in this industry because tourism creates large economic and social impacts through its wide ranging linkage. Ashley and Roe (1998:18) note that “tourism can bring an array of advantages, both for rural communities and for developing economies, but these advantages are far from guaranteed, and can be off-set by limitations and disadvantages”. Based on WTO (1983:7) the mix of socio-cultural effects from tourism are as follows;

Positive effects:

1. Tourism can create community well-being. The local population benefits from urban facilities. Generally, the infrastructure developed for the benefit of tourists enables the local population to raise its standard of living (Mitchell & Eagles, 2001).
2. The changes in occupational and income pattern, and the social structure of the community also provide benefits. The higher salaries in the tourism sector, compared to those earned in traditional sectors, together with the formation of a middle class, can attenuate social disparities.
3. Tourism increases social mobility. The development of education, with new specialized schools, improves the individual’s chances of obtaining employment in tourism. Generally, the beneficiaries of this new situation are young people from an agricultural family background.

4. The possibility of finding employment in tourism changes traditional family relations. Agricultural societies often based authority with the head of the family. On the other hand, the salary earned by the young represents another life-style and attractive views introduce new and sometimes positive values into the family setting.
5. Local values undergo revitalization due to the interest shown by the tourists.
6. The local community broadens its horizons and reconsiders its place in the national society.

Negative effects:

1. The local population adopts behavioral styles that are inappropriate to the existing social conditions and setting, forgetting that holiday behavior is specific to a special situation which does not apply to the tourist when he returns home.
2. Cultural pollution phenomena make their appearance. In order to turn folklore, religious or secular ceremonies and artistic productions to material advantage, the local population makes concessions to commercialization or may react very aggressively. Local values are thus transformed into merchandise or may become culturally dependent on the generating country.
3. It can negatively influence traditional family values.
4. Prostitution, alcoholism and other drug abuse appear in income areas. The crime rate rises, especially among youth.
5. Tourism can exacerbate social conflict in communities. Competition for the benefits or control of tourism is likely within and between communities.

2.2.2 Planning for Community-Based Tourism

Community-based tourism can develop in a myriad of ways. However, communities that have based tourism development on an open and inclusive process appear to reap benefits earlier, more broadly and in more sustainable fashion (See Table 2.4).

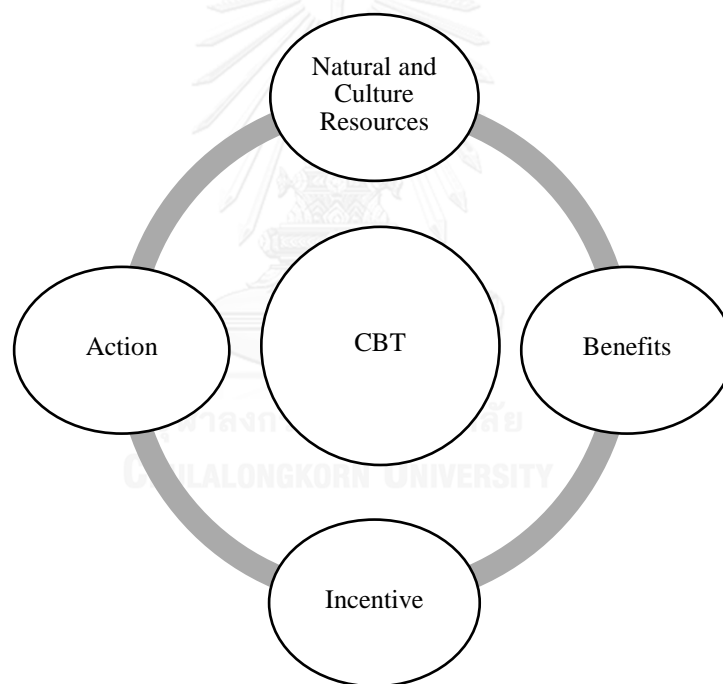
Table 2.4 The Planning processes for Community-Based Tourism

Getting Organized	Form a local team or committee who develop assessment procedures. The team should be widely inclusive and action oriented.
Identify Community Values	Take time to determine what their expectation form tourism, what it is willing to contribute and what it is not willing to give up. Survey community members to determine their interests and values. It is important to determine the boundaries for tourism.
Vision Process	Use community meetings to establish the vision and set broad goals. Seek community involvement and commitment to the ends.
Inventory of Attractions	Determine what the community has to offer tourists. Identify these attractions by category and the kind of tourist who would be attracted.
Assessment of Attractions	Each attraction requires an in-depth analysis of its potential, including clear and detailed examination of the quality of the attraction and tourism target market.
Establish Objectives	Treat the attractions as units, and develop objectives for each of them, complete with cost/benefit analysis.
Business Plan	Select priorities, establish yearly objectives including funding sources, and identify target goals.
Impact Analysis	Cost and benefit are concerned from the potential of economic, social and environmental aspects. Create plans to minimize or overcome these costs.

The most important aspect of any community-based tourism development plan was ensuring ongoing community involvement. At each stage, awareness and education should be an important element. This will not only keep people interested and supportive, but it will also prepare them to take advantage of opportunities. That is the essence of community-based tourism.

Based on conservation and economic development CBT is defined as an approach to tourism that provided socially and environmentally responsibility in both visitors and hosts. Moreover, this type of tourism will serve as a tool for development as local economy and local participation. It can be illustrated the relationship between resources and actions in CBT (see Figure 2.5) (Jain & Triraganon, 2003).

Figure 2.5 The relationship between resources and actions in CBT



Tourism industry was not standing alone, but relate to another institutions such as social institution and cultural institutions. We can conclude that tourism linked closely to socio-cultural. Sociology was the study of society and concerned with people in groups, their interaction, their attitudes and their behavior. Culture was about how people interact as observed through social interaction, social relations and material artifacts, without concerning the significant of socio-cultural, it hard to identify and serve the need of local economy and local participation. For tourists side,

they may be attracted by cultural which related to tourism including handicrafts, language, traditions, gastronomy, art and music, history of the area, type of work engaged in by residents, architecture, religion, education systems, dress, leisure activities, so that, socio-cultural concerning in CBT planning also important, because without understanding in its societal and cultural CBT will not be understood and unique in tourists views and may lead community to lose their background stories.

Besides, to reduce risk and impact on CBT, Cottrell (2001) argued that there were number of benefits of tourism, but noted some significant threats are follows;

- Alienation and loss of cultural identity
- Creation of frictions within the community (Between generations or between sub-groups e.g. who do and do not profit)
- Disruption of socio-economic structures
- Conflicts over use of resources (land, hunting rights, infrastructure) which may also create hostility towards tourists
- Disturbance to local environments e.g. for building accommodations or to obtain firewood, pollution of water and air

The understanding and identifying of threats in tourism will benefit to tourism stakeholders in terms of evaluate tourism situation. They can deal and reduce the harmful of its impacts during the planning and implementing process (Cottrell, 2001).

2.2.3 Community-Based Tourism in Thailand

In the past, tourism in the rural communities only came with the form of food and accommodation for trekkers as part of home-stay service (Satarat, 2010). After the Earth Summit at Rio de Janeiro promoted ecotourism in 1992, many countries have used it as a tool to raise income, conserve natural resources and preserve indigenous culture, in response to prevent the impacts of mass tourism. In Thailand, CBT has been promoted by Tourism Authority of Thailand by the campaign of Amazing of Thailand during 1998-1999. The objectives of campaign were to preserve tourism areas to attract quality tourists visit the country and stay longer (Khanal & Babar, 2007). The National Ecotourism Policy was declared in 1998, followed by the National Ecotourism in the Thai context and guidelines for action of various organizations and individuals involved in ecotourism activities (Satarat, 2010).

However, many international organization recommended CBT as the alternative program for community development, but in Thailand CBT has suffered from four major problems are including low-income generation, uneven income distribution, seasonal fluctuations in tourism-derived income and the ignorance of the failures of CBT (Komsan Suriya, 2008b: 3-5). It can conclude that CBT takes time to deliver benefits to villagers. Due to the mainstream tourism, people receive very few benefits from tourism activities managed by outsiders. The involvement of rural people is selling a small quantity of low cost handicrafts and services. The income generated from tourism depends on the fluctuated seasonal. In the high season, villager may leave their home to participate in tourism. Finally, the ignorance of the failure of CBT has also been dangerous for communities that have adopted CBT without any concern and good planning. Presently in Thailand, The Bureau of Attraction Development, Department of Tourism indicated that there are 205 communities currently managing CBT in Thailand (Bureau of Attraction Development, 2016). While in 2010 there were 299 communities managing CBT in Thailand. (Satarat, 2010).

2.2.4 Level of CBT's readiness

According to the Office of Tourism Development: OTD (2008), the readiness level as concerns CBT management in Thailand can be categorized into three groups follow;

Level 1 High level of readiness

A community with a high level of CBT readiness is one with its own committees established especially for the management of CBT, with tourists visiting the community regularly and tourism activities being held that encourage the learning process between local community and tourists. These communities possess high potential to provide appropriate services for tourists anytime they visit.

Level 2 Medium level of readiness

A community with a medium level of CBT readiness is one with its own committees or groups of people established especially for CBT management, with tourists occasionally visiting the community. However, these communities do not have enough potential to provide services for tourists at any given time. Tourists who desire to visit communities have to make a reservation in advance in order to prepare the readiness of communities.

Level 3 Low level of readiness

A community with a low level of CBT readiness is one with tourism attractions and the desire to develop CBT in their communities, but still does not have an appropriate means of management, such as a lack of people participation and ineffective management skills.

Through the level of readiness, it was used to select the case studies and assessment those to classify them in the present situation.

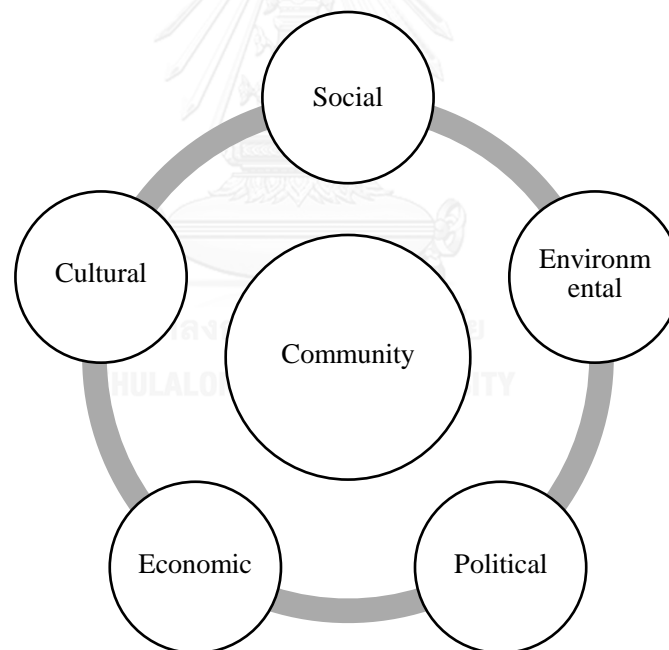
2.2.5 The success factors of Community-Based Tourism

CBT was a type of tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community with the purpose of enabling visitors and people in the community increased their awareness (Suansri, 2003). Tasci and colleagues (Tasci, Semrad, & Yilmaz, 2013) argued that several community-based tourism initiatives have failed due to the lack of community involvement and participation, sense of ownership of the initiative among the community members, and lack of local financial resources. Based on previous studied, it showed the factors that considered necessary to the success of CBT as follows; (Nitikasetsoontorn, 2014) participation in decision-making processes, local ownership, local innovation, collective responsibility, leadership and management, sharing of resources, sharing of benefits among members, partnership and outside support, achieving authenticity and achieving distinction. While Anucha (2004) mentioned on community participation ecotourism is seem to support this concept (Leksakundilok, 2004). Focusing on the success factors of CBT, it found that 'self-management' is the key of achievement. The pattern in CBT is similarities and differentiations depended on limitation in the communities such as geographical, natural and cultural resources and way of living. However, each community has unique success factors, there is no single model that can be applied all communities in common (Nitikasetsoontorn, 2014). Likewise, the success factors in CBT are also different due to the limitation of the communities.

2.2.6 Community development and tourism

Because of CBT has low impact on the community, and CBT is used as the mean of development. Broadly using CBT concept, some governments have promoted CBT as part of their national development plans for poverty alleviation. For example, in Southern Africa, CBT development has been significantly facilitated by states devolving rights over wildlife, land or other natural resources to rural communities, which has led to the emergence of community/private joint venture partnerships in tourism (Ibid, 2003). To support this idea, Potjana Susnsri (Suansri, 2003) explained the related between CBT and development issue by applying the holistic view. Community development and tourism consist of many factors, including social, cultural, economic, environmental and political development to analysis in community development context.

Figure 2.6 Five principle aspects of community development



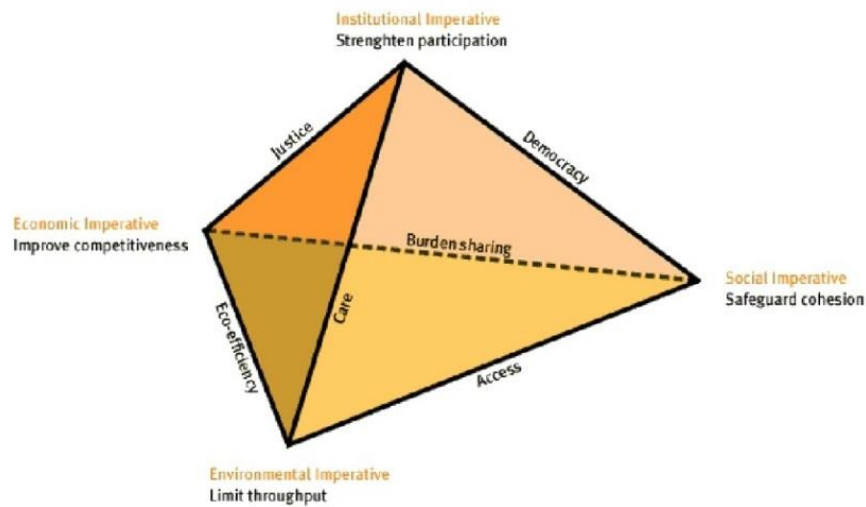
Source: Adapted from Suansri, 2003, p.20

2.2.7 Sustainable tourism development (STD)

The most widely used definition of sustainable development was put forth by Brundtland Report in 1987 as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987b). Presently, sustainable development definitions, indicators, parameters, measurement tools, and applicability across varying context, regions and cultures are critical aspects facing global sustainability especially within tourism discourse. Regarding to the Brundtland Report’s focused on the three pillars, including environment, economic and social. The main idea was brought all components together, but it is not easy to emerge them. The community-based tourism can be viewed as a response to increase knowledge dispersal and awareness related to sustainable development such as environmental conservation, understanding cultures and ways of life, job creations and community participation (Suansri, 2003).

The prism of sustainability was developed in response to the three pillars by adding the importance of institution aspects involved in operationalizing sustainable development initiatives (Eddins, 2013) (See Figure 2.7). This framework has been adapted as a model to investigate sustainable tourism with associated indicators. In fact, his framework has been explicitly applied to tourism research, but it limits its significance and acceptance as a universal framework of sustainable development. However, this study focuses on community-based tourism and sustainable livelihoods, the application of this framework imply for this study, especially the dimensions included in the framework.

Figure 2.7 Prism of sustainability



Source: Valentin & Spangenberg, 2000

This framework is recognition of the relation between the universal pillars of sustainability and institutional imperative as a fourth dimension of sustainable development. This study we connects the prism of sustainability and four dimensions framework to the SLFT, and how the prism of sustainability can help inform a particular aspect of a SLFT, and how this informs a relation of SLFT and CBT.

The terms “sustainable tourism” was generally used in the tourism industry, environmental field, and community development. This term is influenced by the concept of sustainable development which described the minimized utilization of natural resources. Responding to the sustainable development concept (Baribier:1989 cited in Prakobsiri Pakdeepinit, 2007:10) sees it as the balance among environmental impacts, economic development, participatory processes, and intergenerational equity and sustainable livelihoods and soon (**Pakdeepinit, 2007**).

Since late 1997, the governments in Southeast Asia have endorsed and encouraged the promotion of tourism development as a mean to recover from the economic crisis (Theerapappisit, 2007). To define the concept of sustainable tourism development (STD) The World Tourism Organization (WTO) provides the meaning of STD as a broad concept involving fulfillment of economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (Inskeep, 1998)

Moreover, Inskip (1998:xviii) provides STD as being rooted in the sustainable development paradigm. Inskip suggests that sustainable development approach can be applied to any scale of tourism development from large resorts to limited-size, special-interest tourism facilities, he also believes that sustainability depends on how well the planning is formulated relative to the specific characteristics of an area's environment, economic and society, and on the effectiveness of implementation of plans and continuous management of tourism resources (Inskip, 1998).

Butler (1993:29) defines it as “...*tourism which is developed and maintained in an area (community environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of their activities and processes*” (Butler, 1993)

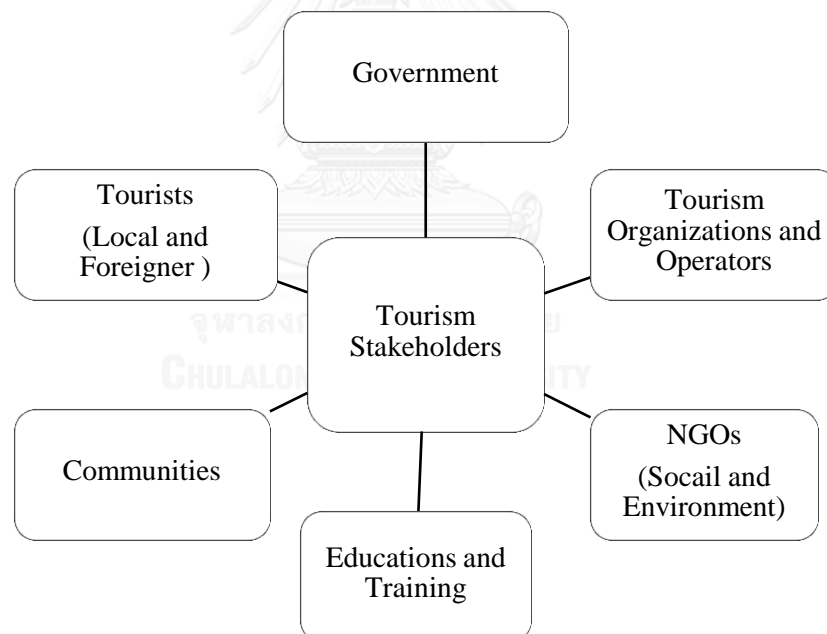
The researchers had interpreted the sustainable tourism in similar ways that the tourism industry will be friendly to the environment both natural and man-made resources, people participation is required to involve in the resources management. Currently, tourism development trends are emphasized on holistic and sustainable development with a sense of ownership of community members, so that they love, take care of, depend on and rely tourism resources, which is a basis of sustainable development and community empowerment (Thanuphon, 2000).

In tourism context, Lacy et al. (2002:1-2) supported that a whole range of stakeholders from both the public and private sectors participate in the tourism system (Lacy, Battig, Moore, & Noakes, 2002). Nevertheless, they categorize stakeholder in tourism industry into those representing the demand and supply sides, with little focus on the roles of local communities and residents. The other stakeholders, who may involve in tourism, are local residents, church, academic and social groups and politicians (Smith & Eadington, 1992)

In terms of tourism stakeholders, the question would be asked that who should be involved in the sustainable tourism development process. Based on the defining of stakeholder in tourism context, the case studies showed that the host community could be divided into residents, business owners, and government officials. Through the

tourism development process it needs an involvement among them. Byrd (2007:10-11) stated that in the tourism development process, it calls for new approach because traditionally, tourism professional has centered on resources management, marketing, and planning (Byrd, 2007). He also argued that it really needs to re-think and learn how to incorporate the interests of multiple stakeholder groups in their plans. Around five major organizations who involved in CBT management were found during an interview. By using the indicator for stakeholders participation in community, which provided by Choi and Sirakaya (2006) were stakeholder knowledge, perceived impacts of tourism developments, host community attitudes towards tourism development, and resident involvement in tourism development (Choi & Sirakaya, 2006). The sustainable tourism stakeholders can illustrated in Figure 2.8.

Figure 2.8 Sustainable tourism stakeholders adapted from Linking Communities, Tourism and Conservation



In this context, the advantages and its impact of tourism will not only related to community members, but also related to organization in both of public and private sector direct and indirect way of involvement. CBT needs to review the stakeholder before project occurred. Lacking of identify stakeholder group may result in the failure. One of the beneficial methodologies for growing and developing a level of tourism, which is sustainable and enhances the totality of local and regional

environments, is a multi-stakeholder approach to tourism development (Koscak & O'Rourke., 2008). The Stanford Research Institute first appeared the term of stakeholder in order to generalize the notion of stockholder as the only group to whom management need to be responsive (Yilmaz & Gunel, 2009). The stakeholder concept was defined by Freeman (1984:46) as *“those groups without whose support the organization would cease to exist”* and originally includes shareowners, employees, customers lenders and society. Beside, stakeholder is classically defined as *“any group or individual who can affect or is affected by the achievement of the organization’s objectives”* (Freeman, 1984, p. 46)

Due to Friedman and Miles studied, they stated that the group of stakeholders of any organization represents a wide and diverse range of interests, given that each stakeholder group has its own unique set of expectations, needs, and values. According to their arguments, it can be classified that stakeholder is to consider groups of people with a distinguishable relationship with corporations (Friedman & Miles, 2006).

Fiorio stated that stakeholder involvement in policy development is associated with the early ideas of community participation and public involvement that are central to basic democratic beliefs as well as modern business management concepts complex issue, and it needs to make sure that all groups are included in discussions about tourism development (Fiorino, 1990). Moreover community planners and destination management organizations (DMOs) need to be concerned with all stakeholders in the community. Zhao stated that the stakeholder in organization can be divided into primary stakeholders and secondary stakeholders due to the relationship between their interest and the company, and it is probably divided into the internal and the external stakeholders, depending if they are those who are members of the company (Zhao, 2006).

2.3 Related researches

Theerapappisit, P (2007) said that the government in Southeast Asia have promoted tourism as a means to recover from the economic crisis since late 1997. However, there are questions that how to balance interest between stakeholders. Moreover, his study showed that Community-Based Tourism revealed the assessment of perceptions and attitudes of diverse groups of local residents in particular

destination communities is necessary in terms of both positive and negative aspects of tourism impacts and local residents (Theerapappisit, 2007).

Tao and Wall (2009) studied on Tourism as a sustainable livelihood strategy. Sustainable development and its derivative, sustainable tourism, have both conceptual and practical deficiencies that have frustrated their application. A sustainable livelihoods approach was introduced as being more practical, especially in the common situation in which communities and individuals sustain themselves by multiple activities rather than discrete jobs. When tourism is introduced into a community, it was important that it complements rather than displaces existing activities. A case study is presented of an aboriginal community in Taiwan to illustrate the links between tourism and other livelihood strategies (Tao & Wall, 2009).

Shen (2009) proposed the sustainable livelihood for tourism by developing the gap between the SLA and tourism when tourism is used as a rural livelihood strategy. The sustainable livelihood for tourism (SLFT) was proposed as a guiding tool in development when tourism was a livelihood strategy. The tourism livelihood assets are introduced and emphasized the important of institutional capital component (F. Shen, 2009)

Aref et.al. (2009) had studied on community capacity building for tourism development. Their finding showed the importance of community capacity building as a tool of tourism development. It can help underdeveloped communities to improve their abilities to participate in the tourism decision-making process and also empowerment to individuals, organizations and communities to find unused and undeveloped their skills. Moreover, it will benefit to communities in terms of evaluate their opportunity and strengths in tourism development (Aref, Redzuan, & Gill, 2009).

According to the study of tourism development effecting on sustainable rural livelihood (Jomehpour & Ahmadi, 2011), it showed that tourism strategies can be used for rural development and poverty reduction especially in developing countries, but it succeed only some area. Although tourism had both of advantage and disadvantage, but it lacked of the linkage between tourism and rural livelihoods.

Eddins and Cottrell (2013) studied on the linkage between sustainable development and sustainable livelihoods frameworks by focusing theory and practice in volunteer tourism. They introduce the new framework of sustainable livelihood framework for volunteer tourism. They mentioned volunteer tourism and sustainable livelihood by adapting sustainable livelihoods for tourism (SLFT) and sustainable livelihood framework (SLF) into the new framework, and showing the link between sustainable development, sustainable livelihoods and volunteer tourism (Eddins & Cottrell, 2013).

Thanathorn Vajirakachorn and Krittiya Anuwong (2013) conducted research on determinants of success for community-based tourism in Thailand presented factors including, community participation, benefit sharing, tourism resources conservation, management and leadership, communication and interaction among stakeholders, quality of life, scale of tourism development and tourist satisfaction (Vajirakachorn & Anuwong, 2013).

Suthamma Nitikasetsoontorn (2014) studied on the success factors of community-based tourism in Thailand, the two case studies were conducted. It found that the success factors of CBT have exclusively selected focused on the community involvement and participation. Based on her studied it provides a comprehensive analysis of the relevant factors contributing to community-based tourism success were participation in decision-making process, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership management, partnership and outside support, achieving authenticity and achieving distinction (Nitikasetsoontorn, 2014).

Bodhi et al (N.D.:Online) studied on lessons learned in the North Andaman Community Tourism Network where the government use tourism policy as a development tool. Moreover, this research focused on the potential of network and the outcome of tourism development by using the concept of choosing the right partners, setting up a successful network, linking conservation and tourism and facilitating partnerships.

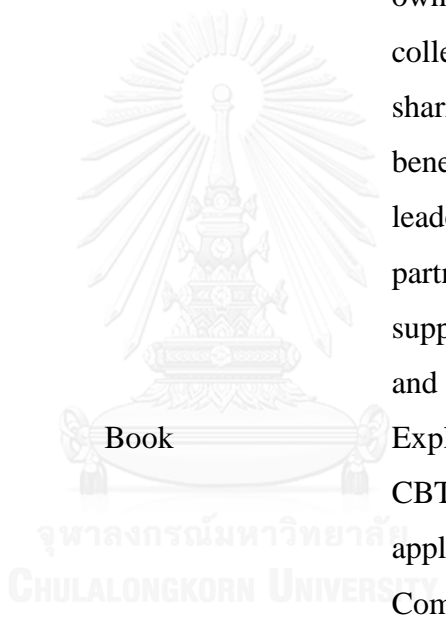
Table 2.5 Summary of the literature review

Study	Article type	Summary
Chambers (1987)	Working paper DFID	The term “sustainable” refers both to the characteristic of a livelihood to endure the various shocks and uncertainties likely to be encountered in the environment, and to avoid contributing to long-term depletion of natural resources.
Chambers & Conway (1992)	Research Institute of Development Studies: IDS	A sustainable tourism livelihood is one that is embedded in a tourism context within which it can cope with vulnerability, and achieve livelihood outcomes which should be economically, socially, environmentally as well as institutionally sustainable without undermining other’s livelihoods.
Scoones (1998)	Working paper Department for International Development :DFID	Sustainable livelihoods had currently gained more popularity and significance in the broader debates related to rural development, poverty reduction, environmental management and conservation.

Singh & Gilman (1999)	International Social Science Journal	An approach that maintain or enhance resource productivity, secure ownership of an access to assets, resources and income-earning activities as well as to ensure adequate stocks and flow of food and cash to meet the basic needs.
Department for International Development :DFID (1999)	Working paper Department for International Development :DFID	The assets are referred to the resources that people use to achieve their livelihoods objects; human, social, natural, physical and financial.
Ashley & Carney (1999)	Working paper Department for International Development :DFID	Livelihood refers broadly to a means of making a living, and includes the assets, access to institutions and processes, and strategies that a person utilizes to achieve livelihood outcomes.
Tao & Wall (2009)	Tourism Management	They mentioned tourism as a sustainable livelihood strategy. A sustainable livelihoods approach is introduced as being more practical, especially in the common situation in which communities and individuals sustain themselves by multiple activities rather than discrete

		<p>jobs. When tourism is introduced into a community, it is important that it complements rather than displaces existing activities. A case study is presented of an aboriginal community in Taiwan to illustrate the links between tourism and other livelihood strategies.</p>
Shen (2009)	Doctoral Thesis	<p>Developed the gap between sustainable livelihood approach and tourism when tourism was used as a rural livelihood strategy. The sustainable livelihood for tourism (SLFT) was proposed as a guiding tool in development when tourism was a livelihood strategy. The tourism livelihood assets are introduced and emphasized the important of institutional capital component.</p>
Eddins & Cottrell (2013)	<p>The International Journal of Sustainability Policy and Practice</p>	<p>Studied on the linkage between sustainable development and sustainable livelihoods frameworks by focusing theory and practice in volunteer tourism. They introduced the new framework of sustainable</p>

		<p>livelihood framework for volunteer tourism. They mentioned volunteer tourism and sustainable livelihood by adapting sustainable livelihood for tourism (SLFT) and sustainable livelihood framework (SLF) into the new framework, and showing the link between sustainable development, sustainable livelihoods and volunteer tourism.</p>
<p>Thanathorn Vajirakachorn, T. & Anuwong, K. (2013)</p>	<p>Social Quality in Asia: Moving From Concept to Practice, King Prajadhipok's Institute</p>	<p>Conducted research on determinants of success for community-based tourism in Thailand presented factors including, community participation, benefit sharing, tourism resources conservation, management and leadership, communication and interaction among stakeholders, quality of life, scale of tourism development and tourist satisfaction</p>
<p>Nitikasetsoontorn, S. (2014)</p>	<p>Doctoral Thesis</p>	<p>Studied on the success factors of community-based tourism in Thailand, the two case studies were conducted. It found that the success factors of CBT had</p>
<p>Leksakundilok, A (2004)</p>	<p>Doctoral Thesis</p>	<p>Thailand, the two case studies were conducted. It found that the success factors of CBT had</p>

		<p>exclusively selected focused on the community involvement and participation. Her studied provided a comprehensive analysis of the relevant factors contributing to community-based tourism success were participation in decision-making process, local ownership, local innovation, collective responsibility, sharing of resources, sharing of benefits among members, leadership management, partnership and outside support, achieving authenticity and achieving distinction.</p>
Suansri (2003)	 <p>Book</p>	<p>Explained the related between CBT and development issue by applying the holistic view. Community development and tourism consist of many factors, including social, cultural, economic, environmental and political development to analysis in community development context.</p>

The implication of literature synthesis of this chapter was employed to develop conceptual model in the next chapter.

CHAPTER III

RESEARCH METHODOLOGY

The review of literatures, the theoretical framework defined and the variables selected for operational constructs. This chapter covers the research design and methodology, including sampling, population, establishing rigor during and after data collection, ethical considerations and data analysis.

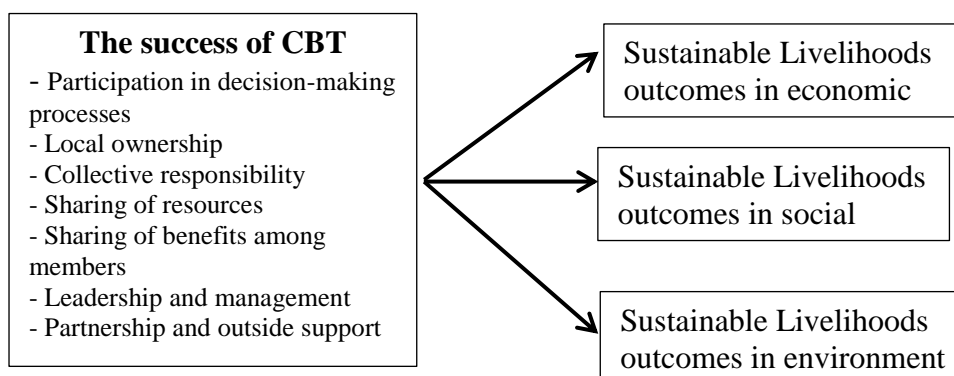
The setting for this research was successful CBT in the Andaman Coastal of Thailand. The CBT communities were purposively chosen based on awards, which guarantee their success. The theoretical basis for the evaluation was the livelihoods approach (Ellis, 2000). Two reference groups were established, including Ban Talae Nok, Ranong province and Koh Yao Noi, Phang Nga province in the Andaman Coastal of Thailand. The study employed both qualitative and quantitative methods because the combination of both methods provides the more complete understanding of the research problems either approach by itself (Creswell & Clark, 2011). The case study was a qualitative research design in which the focus is to understand, from the insider's point of view, the phenomenon under study. Four key themes were explored which include the overview of livelihood strategies, activities and priorities, socio-economic impacts of tourism on local livelihoods, role of different tourism stakeholders to the sustainable local livelihood and the influence of CBT to sustainable livelihoods which adopted and modified from literature review (Ashley & Hussein, 2000; Durham, Fielding, Hoy, & White, 2014; F. Shen, 2009). For the qualitative methods, researcher uses descriptive analysis of the information collected through open-ended questions in in-depth interview key informants, community meeting and observations in villages study. For the quantitative methods, the survey research is conducted and questionnaire is used to collect the data about sustainable livelihoods when CBT applied in the communities. For more understanding of the key themes, the research employed both conceptual of community-based tourism (CBT) and sustainable livelihood approach (SLA), which aimed at incorporating key principles CBT and SLA (Shen et al., 2008). The study employed the sustainable livelihoods for tourism (SLFT) as a system, which included assets, activities related to tourism, outcomes as proposed by Shen et al., (2008). It was assumed that sustainable

tourism livelihoods was embedded in the tourism context which can cope with vulnerability, and finally achieve livelihood outcomes, which should be economically, socially, environmentally without undermining other ” (Chambers & Conway, 1991; Shen et al., 2008).

3.1 Conceptual framework development

The success of community-based tourism depends on positive impact on social, economic, and environmental conditions of the community. It also indicates that the success of CBT is relied on benefits delivered to host communities (Asker et al., 2010; Responsible Ecological Social Tours, 2006; Tasci et al., 2013; Thailand Community Based Tourism Institute, 2012) cited in (Nitikasetsoontorn, 2014). The findings from previous research found that CBT is positively resulting to the community in case of there is true CBT. However, it found that tourism in the community is affecting people livelihood, but there remains a few of evidence from research supporting the relationship between CBT and sustainable livelihoods. Under the principle of CBT, if the community concerns natural and cultural resources, community organizations management and learning, the community will success in CBT. Focusing on the success of CBT that include the ultimate outcomes of CBT, the seven success factors are selected. There are participation in decision-making processes, local ownership, collective responsibility, leadership and management, sharing of resources, sharing of benefits among members and partnership and outside support. Besides, sustainable livelihoods is concerning five aspects of community capital, including human capital, social capital, natural capital, physical capital and financial capital. We can see that the aspects of sustainable livelihoods are presented in the principle of CBT as the tourism resources in both of tangibles and intangibles resources. Therefore, the hypothesis to investigate the relations between the success of CBT with sustainable livelihoods through three dimensions of sustainable livelihoods outcomes. The relationship between the success of CBT and sustainable livelihoods are showing the significance that is related sustainable livelihoods outcomes; sustainability economic development, sustainability social development and sustainability environment development. Figure1 represents the conceptual model for this study.

Figure 3.1 Conceptual model



3.2 Hypothesis

It is observed that an interaction between livelihood opportunities and household assets influences both the livelihood strategies and outcomes adopted by the communities. Livelihood outcomes focused on achievements, indicators and progress the understanding of which is intended to provide, through a participatory inquiry, a range of outcomes that will improve well-being and reduce poverty in the broad sense (DFID, 1999). For example, if livelihood strategies adopted by the communities provide a positive outcomes, it implies an “improved income, increased well-being, reduced vulnerability, improved food security, and make more sustainable of resources” (Rakodi, 2002).

3.3 Sampling

The community residents who participate with CBT’s processes and activities in two communities, namely Ban Talae Nok, Ranong province and Koh Yao Noi, Phang Nga province in the Andaman Coastal of Thailand were the participants of this research. This means that community residents who participate in CBT’s processes and activities earned income and get benefit from CBT such as land managers, entrepreneurs, services and product providers, and employees. At least part of the tourism income is set aside for projects which provide benefits to the community as a whole. The number of 59 respondents was purposive chosen by estimating the sample size basing on the using of G*power statistical power analysis program designed to analyze different types of power and compute size of sampling. (Fual, Erdfelder, Lang, & Buchner, 2007). According to Wiratchai (2012:76), the effect size used medium to high scale 0.25, alpha (α) 0.05 and power 0.95. The simple linear

regression analysis used to analyze the data. Researcher divided the sampling into two communities equally. The respondents received financial remuneration of 60 Thai Baht (UD\$2), to encourage them to share their experiences.

3.4 Data collection process

The aspect of this study aimed to explore the CBT's situation in the Andaman coastal communities in Thailand. Therefore in-depth interviewed as a form of pre-testing was conducted prior to administration of the survey. The selected communities were expected had experiences in CBT practice, and had been assessed as having a high level of CBT readiness. The communities also had their own committees established especially for CBT management. They had tourists regularly visiting, and initiate tourism activities that encourage the learning process between the local community and tourists, as well as the high potential to provide the appropriate services for tourists. Most outstanding communities were selected due to above conditions. To ensure that the selected communities had effective CBT management, communities which received awards from certified institutions, such as the Tourism Authority of Thailand (TAT) Awards were selected. These outstanding communities tourism could help provide a clearer picture of CBT and a clearer indication of any similarities or differences. Thus, the key-informants in-depth interviewed begun to explore personal feelings, perception, attitudes, and the impact of CBT on their livelihood with two host communities. For this study, the sustainable livelihoods approach was adapted to better understand CBT and its role in the communities where CBT occurred. Because of experience demonstrates that information on CBT initiatives requires verification in most cases as the situation on the ground can change quickly over time. The direct observations and participate in the tourism activities, for example, staying overnight in home-stay or participating in a guided tour, and this was essential to ensure field realities were consistent with the information provided. All interviews conducted in Thai by the researcher who was bilingual. All interviews were recorded and then interpreted words by words later.

Table 3.1 Descriptions of two selected communities and its awards

Provinces	Community	Award and Year	Institution
Ranong	Ban Talae Nok	1. Thailand Tourism Awards the Outstanding Performance Ecotourism Attractions in 2008	1. Tourism Authority of Thailand (TAT)
Phang Nga	Koh Yao Noi	1. Thailand Home Stay Standard 2005-2007 2. Thailand Tourism Awards For Tourism Development and Promotion Projects 2002 and 2004. 3. Winner of the World Legacy Awards 2002 for Destination Stewardship	1. Office of Tourism Development, Ministry of Tourism And Sports. 1. Office of Tourism Development, Ministry of Tourism And Sports. 3. the Conservation International and National Geographic Traveler Magazine.

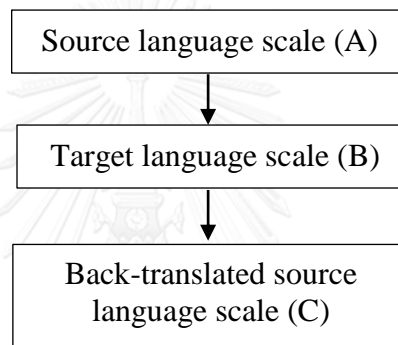
After the qualitative study stage, the questionnaire, and the translation and validation of the instrument will be employed (Sperber, 2004). The questionnaire first translated from source language (English) to target language (Thai) by bilingual Thai translators, and it was translated back to English version again. Then, both of translate back and original version were compared. The identification of problem items and revision of problem items were improved. Pretesting of the questionnaire was conducted by sending to 30 community residents who participate with CBT's

processes and activities in two communities. The purposes of this stage were to check content and face validity of the scales, and check ambiguous wording.

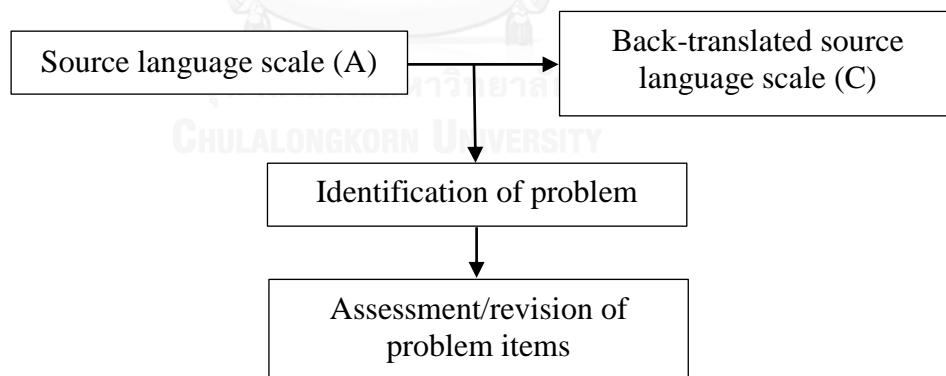
The questionnaire of this study was adapted from the literature review stage and most of constructs measurement were adopted from studies conducted in western countries. Therefore, cross cultural adaptation was necessary to ensure the meaning of words and phrases in Thai had an equivalent meaning. The phase of cross cultural adaptation was used as follow;

Figure 3.2 Cross cultural adaptation

Phase (I)



Phase (II)



Source: Sperber, 2004

The questionnaire in phase (I) was translated from source language (English) to target language (Thai). Then, a Thai version was translated back to English version. In phase (II), the researcher compared the translated back version with the original version (English). It found that most of items in source language scale (A) and the back-translated source language scale (C) were consistent. Only some items that required some minor wording modifications which were accomplished by going back

to the source language and back-translated source. Following the pretest study, the questionnaire was adjusted to the appropriate contents. Due to the pretest stage, the questionnaire was adjusted to the appropriate content. As this study required purposive sampling method, the researcher distributed questionnaires to two selected communities equally.

3.5 Questionnaire and measurement scales

For the main study, a questionnaire was distributed to all participants. The questionnaire comprises of three parts, it was adapted from the CBT's success factors (participation in decision-making processes, local ownership, collective responsibility, sharing of resource, sharing of benefits among members , leadership and management , partnership and outside support) and sustainable livelihoods outcomes (Nitikasetsoontorn, 2014; Shen et al., 2008). They are the following;

3.5.1 Questionnaire

Part A: The success of CBT

Respondents asked to answer about the success of CBT in their community within the success factors indicated.

Part B: Sustainable Livelihood Outcomes

In this part, respondents asked to answer the questions about the livelihood outcomes after the community employed CBT. To answer the questions, respondents need to think about the benefit of CBT in their community.

Part C: Demographic information

This section asked the respondents about demographic information such as gender, age, education and income.

Respondents were requested to score each of questions on the levels of agreement separately using a 5-point Likert-type scale ranging from strongly agree to strongly disagree.

3.5.2 Measurement

The constructs proposed in the model measured by scales previously tested and shown to have construct validity and reliability in the literature. The tests of validity for all constructs were undertaken using exploratory factor analysis and Cronbach alpha.

3.6 Data Analysis

The triangulation is commonly used in tourism research (Aref et al., 2009). For this study researcher employed these technique as it limits personal and methodological biases and enhances a study's trustworthiness (Decrop, 2004). The different data collection methods were used, including in-depth interview, participant observation, observation and document analysis.

Quantitative analysis of data from the questionnaire survey used the statistical package for the social sciences (SPSS). After coding the data, the statistical analyses such as frequencies, descriptive, factor analysis, correlation analysis, simple regression were used according to the respective objectives of the study. The finding from quantitative stage was interpreted in four key point including the overview of livelihood strategies, activities and priorities, socio-economic impacts of tourism on local livelihoods, role of different tourism stakeholders to the sustainable local livelihood and the influence of CBT to sustainable livelihoods.

CHAPTER IV

DATA ANALYSIS AND FINDING

In this chapter, the data gathered from the local people of Ban Talae Nok, Ranong province and Ko Yao Noi, Phang Nga province of Thailand in relation to the research objectives. The two communities profiles presented, and discussed the result of the questionnaire responded by 59 participants. Before the initiation of research study the significance, rationale and purpose of the study provided to respondents. Furthermore, the respondents have been given the assurance that all the data from interviewed and questionnaire were used for the purpose of the research. The identities of the respondents were confidential.

4.1 Community profiles

4.1.1 General information of Ban Talae Nok

Ban Talae Nok, Ranong Province

Ban Talae Nok, located in Tambon Kam Phuan, Amphoe Suk Samran Ranong province where covering an area of 44 km². It was designated as Moo 1 Tambon Kampuan (Amphoe Suksamran Office: 2015) and the neighboring areas are as follows:

North: Ban Laem Naew

East: Tambon Nakha

West: Andaman Sea

South: Ban Gluay Nok and Kampuan Town

Currently, there are 264 people live in the village or 75 households. Since most of the villagers share the same ancestors the people in Ban Talae Nok are all relatives. In the past they preferred to marry people within the village or nearby villages. For this reason, a relative-like culture or social relationship network still remains in the carrying out of many activities such as making fish nets together. Besides, their strict Muslim culture makes it a strong community and prevents serious disagreements that may occur among the villagers.

Ban Talae Nok was translated as village by the outer sea, and the area is divided into two parts; upper and lower. According to the interview it found that Nimmual, Pakdee and Hanjit were first families settled here (the year of settled was not record), and they cleared that area for paddy fields. After the village has been settled, fishermen built a second cluster of homes near the sea. After (Responsible Ecological Social Tours Project (REST) and The Thailand Community Based Tourism Institute (CBT-I) conducted an introductory workshop with support from the Wild Animal Rescue and Education Centre (WARED) in 2001. Ban Talae Nok provided home-stay services to university students since 2002. On March 5, 2004 the villagers set up the Eco-Tourism Club after they finished study tour to Koh Yao Noi and Kiriwong. Not too long after community tourism emerged, tourism leaders were dead by the wave of Tsunami, that the reason of lost momentum. In 2006 North Andaman Tsunami Relief (NATR) gave their hand to resume tourism development activities which included training, product development supported by foreign guests, English development class and hosting the Kuraburi Sustainable Tourism Conference. Due to the importance of income generation, NATR created Andaman Discoveries as a grassroots responsible tour operator responsible for marketing, booking services and capacity development. In 2007, the community tourism committee appointed Darunee Pakdee, a graduate of NATR's vocational training program as a village tourism coordinator and coordinate with Andaman Discoveries. Presently, Ban Talae Nok offers a variety of tourism activities for visitors to participate and learn villager's way of life such as roasting cashew nuts, preparing Thai food, doing community aerobics, making fishing nets or playing football on the beach with locals after their work. Tourists can be requested for learning soap, batik making and basketry demonstrations. During the community project, visitors can join as volunteer which including beach clearance, teaching English for children in community and mangrove plantation and conservation with youth environmental conservation group. According to the helping from North Andaman Tourism Relief (NATR), the community center was created as central to village life. The center provides a myriad of services such as a meeting space, vocational training, aerobics, community-based tourism, handicraft production. Recently, an activity in the center include English lessons, summer camp

for kids, and a waste management project. Nowadays, the small craft shop opened to sell community products such as batik and processed products.

Figure 4.1 Learning local fishery and way of living



Figure 4.2 They shared some of fish and crab to their neighbor



Every morning local people go to catch crabs in the Andaman Sea. The sea food that they catch from the sea, they divided some for food in the household before sell to the market. Tourists can learn fishery, local wisdom from the fisherman, and day can go to the fish market to see the process of selling a product. At that time the

house owner explained the method of crab catch and the variety of crab species, she also gave some of the crab to neighbors.

Figure 4.3 Beachfront at Ban Talae Nok



Figure 4.4 Sunset at Ban Talae Nok



Due to the beautiful nature, tourists can reach the beach activities during visit the community. The community shows the richness of nature and provides the tsunami story to tourists.

Figure 4.5 Nipa Palm Weaving



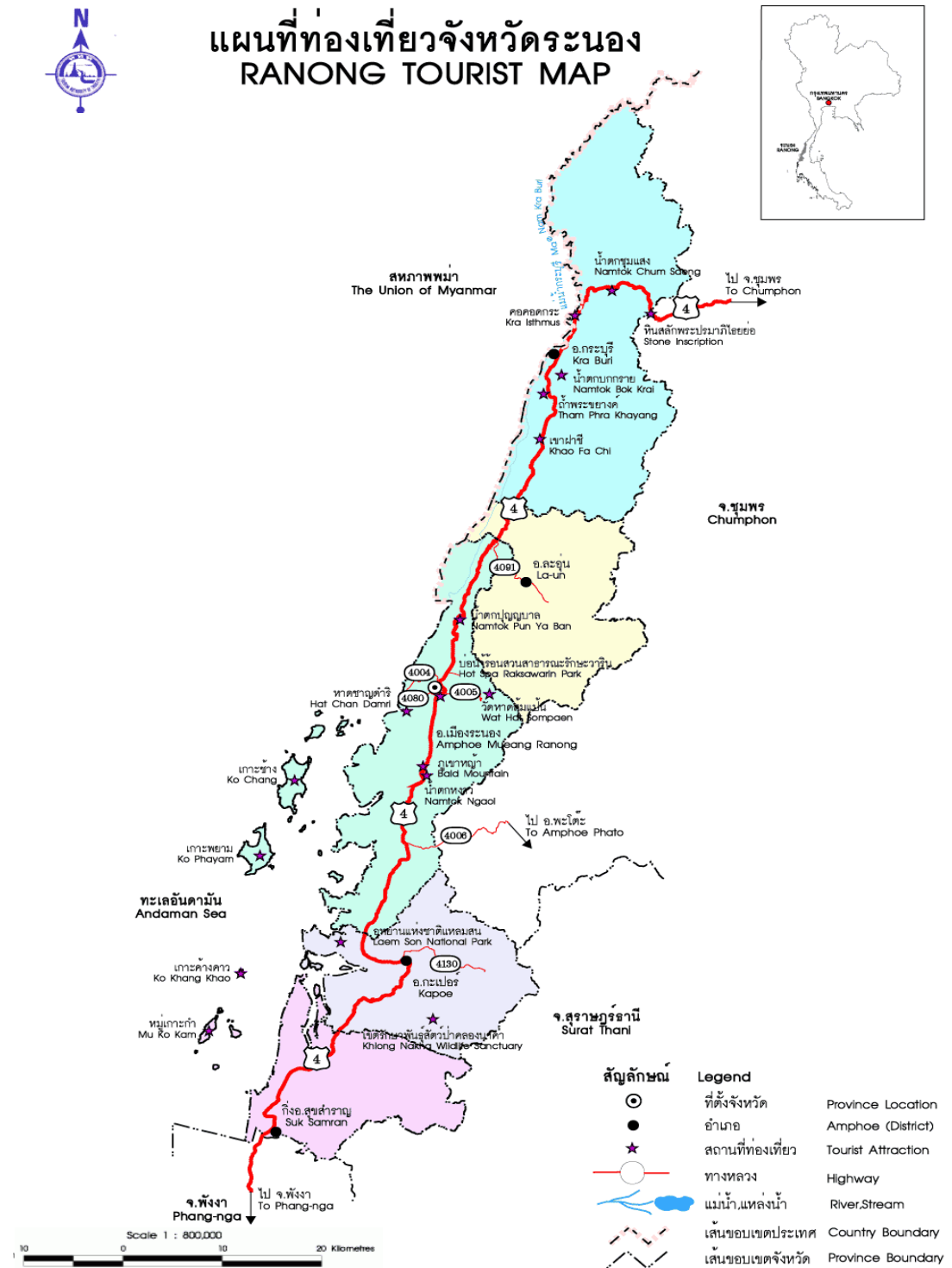
One of attractive activity that tourist can learn from a variety of uses in Thai traditional culture. Nipa palm roofing is cheap, durable, and waterproof, and can last up to three to five years. The fresh leaves are also used to wrap sticky rice desserts, or it can be cut, dried, and used as cigarette papers.

Figure 4.6 Cultural Exchange



After dinner at homestay, it is good opportunity and value experiences to learn their stories, and learn more about each other's culture in a relaxed and friendly atmosphere. The families are always keen to show you how to wear their traditional sarongs and headscarves, which are a great photo opportunity for everyone back home.

Figure 4.7 Map of Ban Talae Nok



Source: <http://www.andamandiscoveries.com/volunteer-thailand-tours-homestays>

4.1.2 General information of Koh Yao Noi

Koh Yao Noi, Phang-Nga province

Koh Yao Noi (small long island) is a small island situated in the south of Thailand, in Phang-Nga bay. The island belongs to the Amphoe Koh Yaot, which consists of 44 islands. Only the two largest, Koh Yao Noi and Koh Yao Yai (large long island) are inhabited.

North: Phang Nga Bay

East: Krabi

West: Phuket

South: Koh Yao Yai district

Currently, there are 4,134 people live in the village or 1,541 households (Koh Yao Noi Subdistrict Administrative Organization (SAO): 2015). The focus on community-based (eco-) tourism started only around the 1990s as a means to fight the degradation of the marine ecosystem. In the 1980s large scale, illegal, fisher boats started to enter the Phang Nga bay frequently. They used illegal fishing methods such as electric shocks and big drag nets. This soon led to a degradation of the coral reefs which are vital to the areas' ecosystem. Besides that, the fish stock became low and it was extremely difficult for the small scale fishermen of Koh Yao to catch enough to make a living. The local fishermen gathered themselves in the Koh Yao Noi Small Fishers Group in 1984, which tried to combat the illegal fishing activities. They tried to gain awareness among local village leaders and community 38 members about the importance of the marine ecosystem. To create more attention they soon formed a larger network, the Andaman Network, which included other districts in the province Phang Nga, and the provinces Krabi and Phuket. Their goal was to communicate with the Thai government and create a solution for the small fishermen. This was difficult and still the problem remained local without much attention from the rest of Thailand. It was in the 1990s that the Small Fishers Group gained some assistance from the Responsible Ecological Social Tours project by the Thailand Volunteer Service (TVS-REST). They developed a community-based tourism program with the goal to share their struggles with Thai society and demand law enforcement. This project succeeded and the island was visited by many journalists, academics and cultural tourists. By 2001 the island had received many attentions and through law enforcement Phang

Nga bay became free of illegal fishing activities. Members of the Small Fisher Group enjoyed the CBT project and decided to continue educating the visitors about local fishing traditions. They established the Koh Yao Noi Community-based Ecotourism Club. The goals of the club were to educate guests about the life of fishermen, to create tourism which is sensitive towards Muslim culture, to support local conservation work and provide an additional income to the host families. To achieve, the local population took guests into their homes and also took them along with fishing trips. The Koh Yao Noi CBT group has also set up a few ground rules for the behavior of tourists on the island. The first rule is to not drink alcohol or use drugs in public places, or host families' houses. Secondly, tourists should wear appropriate clothing around the island (bathing suits are allowed only on beaches and within a resorts' property). The third rule is not to litter and finally tourists are not to collect sea shells or break off any coral. These rules are displayed on large billboards around the island. Tourists who have had contact with the CBT group are also informed about the rules before coming. The CBT group in Koh Yao Noi is regarded as an example for CBT projects in Thailand, or even worldwide. In 2003 they were rewarded with the World Legacy Award by the National Geographic Traveler and Conservation International. Besides that, the group has won several awards from the Tourism Authority of Thailand (TAT). In 2005 the CBT group received the license of the Homestay Standard. They are still successful and have a slight increase in visitors over the years. The goals have remained the same over time, but the form of the CBT project has taken a different shape. While the emphasis used to be on marine protection, now the money raised by the CBT group is used for other community development projects, such as the (maintenance of the) school and the mosques. The activities that can be enjoyed by tourists nowadays are very much the same as they were in the initial phase of the CBT project. Many families offer their guests a tour around the island, or take them on a boat tour for fishing or relaxation and a visit to nearby islands. The main product of the CBT group remains the homestays at local families, of which there are about thirty spread over the island now. More information about what a typical homestay in Koh Yao Noi looks like can be found in Appendix IV, along with pictures.

Figure 4.8 Koh Yao tourist service center



Figure 4.9 CBT's members meeting every two weeks



When tourists arrive in Koh Yao, before moving to homestay with a host family, they have to visit at the center. The center provides the briefest of Koh Yao information and the some of prohibition during staying in Koh Yao.

Figure 4.10 Fish and lobster farm site visiting



Figure 4.11 Fish and lobster farm site visiting



The fish farm is the most attractive place for tourist. Yao Noi villagers still farming, fishing, tapping rubber and swinging in hammocks strung up under their stilted homes.

Figure 4.12 Big smile from the coconut farm owner

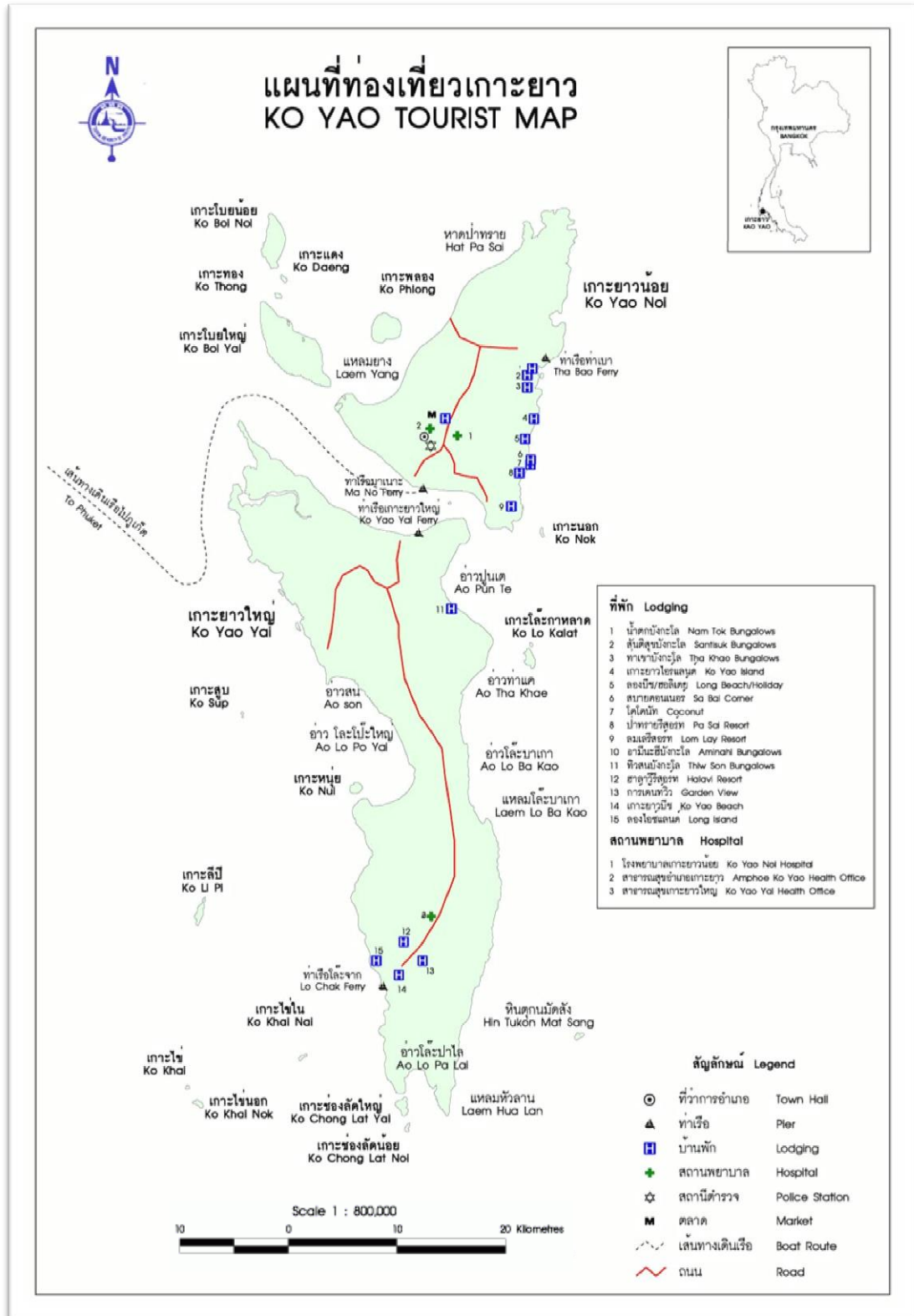


Figure 4.13 Agricultural site visiting



The charming of Koh Yao Noi is not only sea and sand, but the agricultural activities also interested. Visitors can learn the sufficiency economy philosophy from villager. They plant varieties of tree with multi purposes such as rice, fruit, and vegetable.

Figure 4.14 Map of Koh Yao Noi



Source: <http://www.koyao.com/experiences/koh-yao-noi-island/>

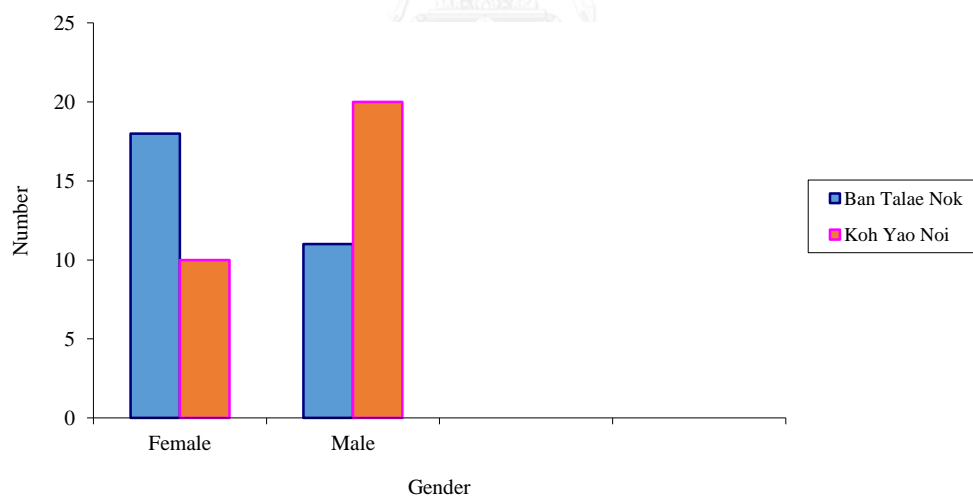
4.2 Demographic Profiles

According to the questionnaire survey, the profile of the respondents looked upon in terms of age, gender, social status, educational attainment, occupation and length of CBT involvement.

Table 4.1 Gender of respondents (n = 59)

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Ban Talae Nok</i>		
Female	18	30.51
Male	11	18.64
<i>Koh Yao Noi</i>		
Female	10	16.95
Male	20	33.90
Total	59	100.00

Figure 4.15 Gender of respondents



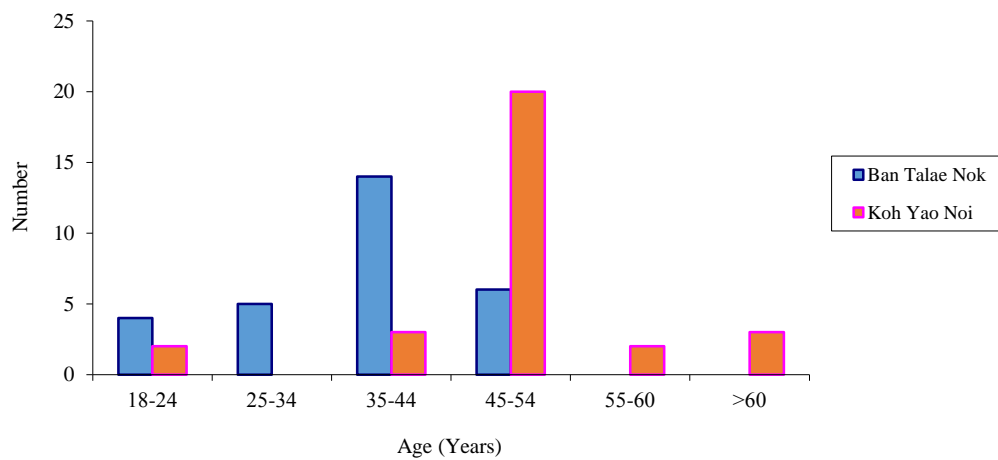
Data from the survey questionnaires showed that the number of the respondents at Ban Talae Nok, Ranong province and Koh Yao Noi, Phang Nga province who were females (47.46%) near the number of the respondents who were males (52.54%). Based on the data, the dominated gender among the respondents was male. Based on the collected questionnaires, over a half of the population was composed of male respondents while 47.46% were female. This showed that mostly were male who participated CBT activities. Based on the data, it shows that male in

Koh Yao Noi had greater number than Ban Talae Nok while the number female who participate CBT in Ban Talae Nok more than Koh Yao Noi.

Table 4.2 Age of respondents (n = 59)

Age (years)	Frequency	Percentage
<i>Ban Talae Nok</i>		
18-24	4	6.78
25-34	5	8.47
35-44	14	23.73
45-54	6	10.17
55-60	0	0.00
>60	0	0.00
<i>Koh Yao Noi</i>		
18-24	2	3.39
25-34	0	0.00
35-44	3	5.08
45-54	20	33.90
55-60	2	3.39
>60	3	5.08
Total	59	100.00

Figure 4.16 Age of respondents

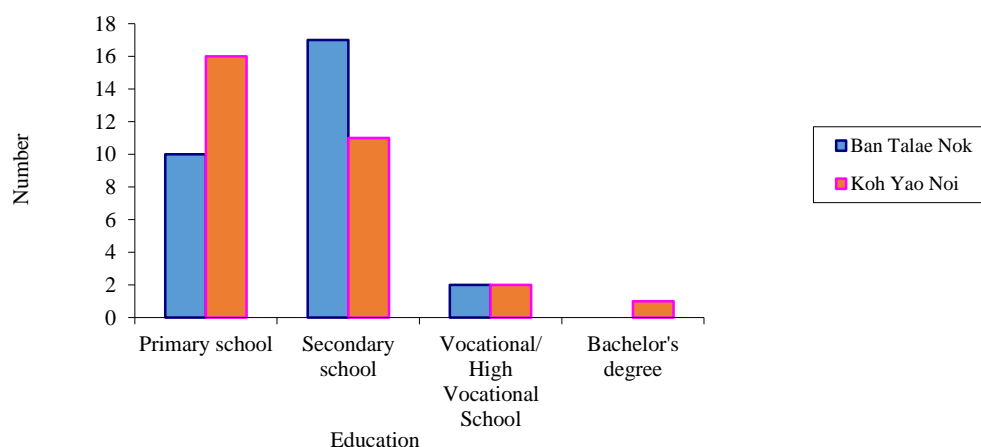


Nearly half of the participants were between 45-54 of age (44.07%), where 35-44 years old accounts for 28.81% and 25-34 years old accounts for 8.47%. The proportion of the participants who were 18-24 years old (10.17%) is higher than those who are 55-60 years old (3.39%). The elderly respondents, who are over 60 years old and older accounts for 5.08%. The people of age 35-44 years old are the majority of Ban Talae Nok who involved in CBT and 45-54 of age are the main respondents of Koh Yao Noi. The apparent diversity of the maturity of the respondents reflects several implications in the study's findings.

Table 4.3 Education levels of respondents (n = 59)

<i>Education</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Ban Talae Nok</i>		
Primary school	10	16.95
Secondary school	17	28.81
Vocational/ High Vocational School	2	3.39
Bachelor's degree	0	0.00
<i>Koh Yao Noi</i>		
Primary school	16	27.12
Secondary school	11	18.64
Vocational/ High Vocational School	2	3.39
Bachelor's degree	1	1.69
Total	59	100.00

Figure 4.17 Education levels of respondents

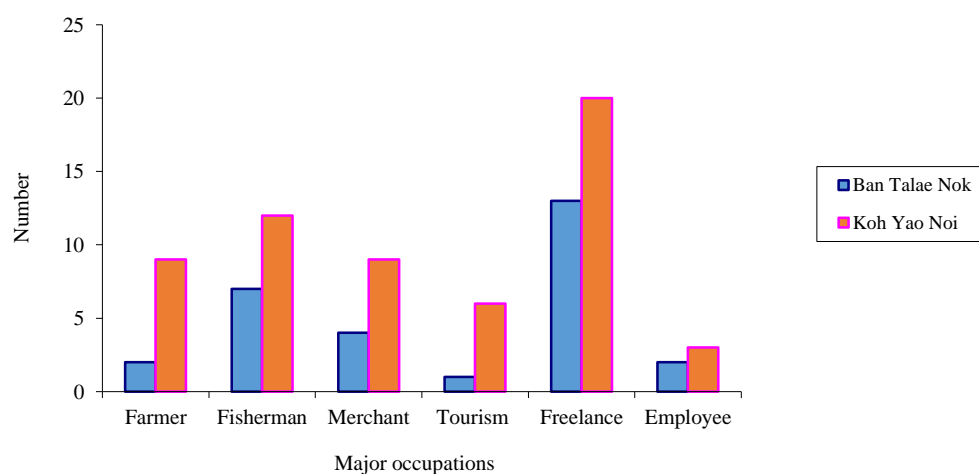


Likewise, the respondents were asked for their educational attainment and the report showed that all of the respondents had at least primary school education. Out of 59 participants, 47.46% indicated that they completed a secondary school, while 44.07% of them achieved primary school and 6.78% of them achieved Vocational/ High Vocational school education. Moreover, only 1.69% had a Bachelor's degree. It can conclude that mostly of respondents from two communities had completed a secondary school. The data illustrate the maturity of the respondents particularly in terms of experience.

Table 4.4 Major occupation of respondents (n = 59)

<i>Major occupation</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Ban Talae Nok</i>		
Farmer	2	3.39
Fisherman	7	11.86
Merchant	4	6.78
Tourism	1	1.69
Freelance	13	22.03
Employee	2	3.39
<i>Koh Yao Noi</i>		
Farmer	7	11.86
Fisherman	5	8.47
Merchant	5	8.47
Tourism	5	8.47
Freelance	7	11.86
Employee	1	1.69
Total	59	100.00

Figure 4.18 Compare major occupations of respondents between two communities



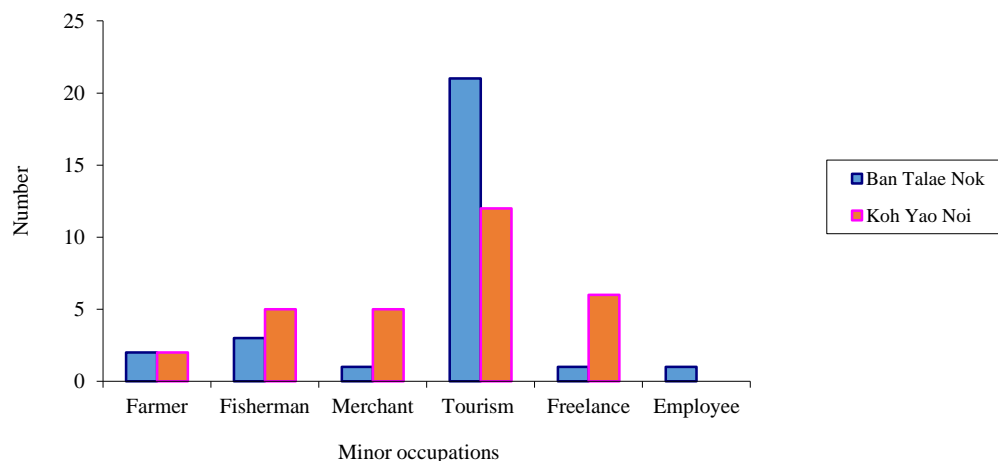
According to the observations, respondents had major occupations. The major of respondents worked as a freelance 33.89% for the main occupation while 20.33% are fisherman and people who are merchant and farmer are equally at 15.25%. There is 10.6% doing tourism as a major occupation and only 5.08% are employees. The observations indicated that participants in both of Ban Talae Nok and Koh Yao Noi are freelance.

Table 4.5 Minor occupation of respondents (n = 59)

Minor occupation	Frequency	Percentage
<i>Ban Talae Nok</i>		
Farmer	2	3.39
Fisherman	3	5.08
Merchant	1	1.69
Tourism	21	35.59
Freelance	1	1.69
Employee	1	1.69
<i>Koh Yao Noi</i>		
Farmer	2	3.39
Fisherman	5	8.47
Merchant	5	8.47
Tourism	12	20.34
Freelance	6	10.17

Employee	0	0.00
Total	59	100.00

Figure 4.19 Compare minor occupations of respondents between two communities



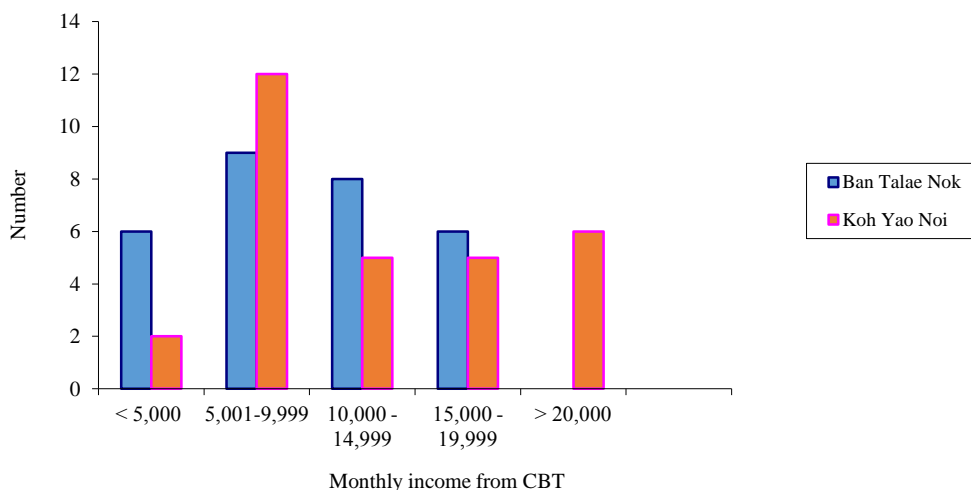
The above illustration shows that the over half of participants doing tourism as a minor occupation 55.93% of the total respondents. There is 13.55% of respondents who are fisherman, 11.86% are freelancers while 10.16% is merchant. Only 6.78% is farmer and 1.69% is employee. As the figure was interpreted both of people at Ban Talae Nok and Koh Yao Noi employed tourism as a source of additional income.

Table 4.6 Monthly income from CBT

Monthly income from CBT	Frequency	Percentage
<i>Ban Talae Nok</i>		
Less than 5,000 Baht	6	10.16
5,001 – 9,999 Baht	9	15.25
10,000 – 14,999 Baht	8	13.56
15,000 – 19,999 Baht	6	10.17
Over 20,000 Baht	0	0.00
<i>Koh Yao Noi</i>		
Less than 5,000 Baht	2	3.39
5,001 – 9,999 Baht	12	20.34
10,000 – 14,999 Baht	5	8.47
15,000 – 19,999 Baht	5	8.47
Over 20,000 Baht	6	10.17

Total	59	100.00
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Figure 4.20 Compare Monthly income from CBT of respondents between two communities



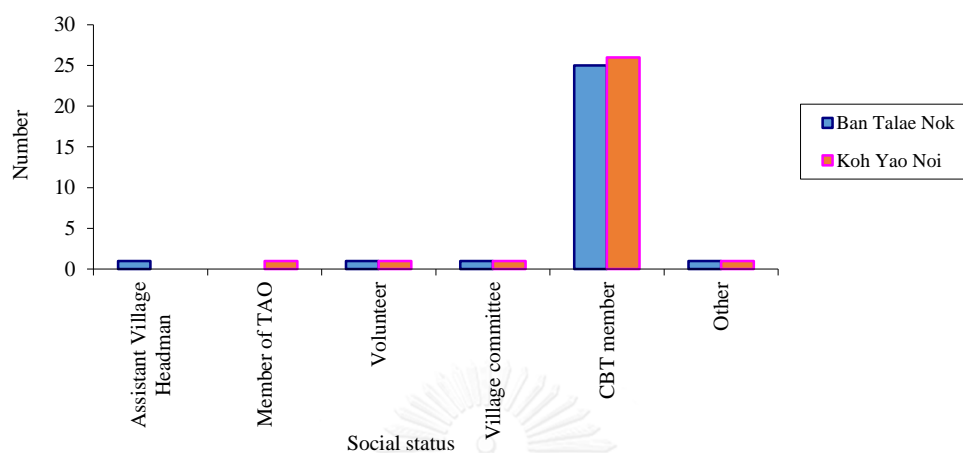
The above illustration showed that the majority of respondents had monthly income from tourism between 5,001 – 9,999 Baht. Comparing with two communities it showed that Ban Talae Nok and Koh Yao Noi community had greater income from CBT. As the figure was interpreted both of people at Ban Talae Nok and Koh Yao Noi employed tourism as a source of additional income.

Table 4.7 Social status of respondents (n = 59)

<i>Social status</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Ban Talae Nok</i>		
Assistant Village Headman	1	1.69
Member of TAO	0	0.00
Volunteer	1	1.69
Village committee	1	1.69
CBT member	25	42.37
Other	1	1.69
<i>Koh Yao Noi</i>		
Assistant Village Headman	0	0.00
Member of SAO	1	1.69
Volunteer	1	1.69
Village committee	1	1.69
CBT member	26	44.07

Other	1	1.69
Total	59	100.00

Figure 4.21 Compare social statuses of respondents between two communities

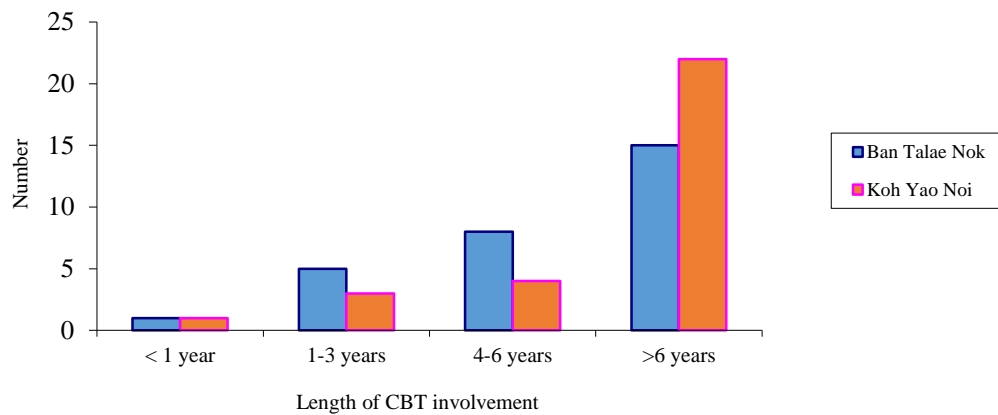


The table above shows the social status of the respondents in terms of their responsibility to others. Herein, it shows that 86.44% of the respondents are CBT members while both of volunteer and village committee are 3.39%, and only 1.69% found in both of assistant village headman and other indicate their status as Deputy Chief Executive of the TAO. The result indicates that majority of the respondents are involve in CBT processes and activities, specifically in terms of direct and indirect benefits return.

Table 4.8 Length of CBT involvement of respondents (n = 59)

Length of CBT involvement	Frequency	Percentage
<i>Ban Talae Nok</i>		
<1 year	1	1.69
1-3 years	5	8.47
4-6 years	8	13.56
>6 years	15	25.42
<i>Koh Yao Noi</i>		
<1 year	1	1.69
1-3 years	3	5.08
4-6 years	4	6.78
>6 years	22	37.29
Total	59	100.00

Figure 4.22 Compare length of CBT involvement between two communities



Data from the survey questionnaires shows that the number of the respondents at Koh Yao Noi, Phang Nga province has more experiences than and Ban Talae Nok, Ranong province. Based on the data, 62.71% has over 6 years experiences in CBT while 20.34% has 4-6 years experiences. This shows that the over half of people who participating CBT activities familiar with CBT.

4.2 Factor Analysis

According to the questionnaires, the items of the success of CBT, sustainable livelihoods outcomes in economic, sustainable livelihoods outcomes in social and sustainable livelihoods outcomes in environment were subjected to factor analysis to extract fewer and more meaning factors to be used in the simple regression analysis. The varimax rotation factor extraction of the independent variables using 1.0 eigenvalue cut-off criterion was used. The four factors were presented in Table 4.9.

A follow up, an alpha coefficient (Cronbach's alpha) was calculated to estimate the internal consistency of the scale. Referring to the Table 4.9, results from varimax rotation suggested that all 44 items in performance demonstrated high convergent and discriminant validity by loading strongly on the factors they were designed to measure and weakly on other factors.

Focusing on the success of CBT, it had factor loading range from 0.51 to 0.83 (greater than 0.5, representing an acceptable significant level of internal validity) with the reliability of 0.94 (Cronbach Alpha), but one of item that value of factor loading lower than 0.50 was found. Thus, the item CBT 10 (You are pooling resources in your community) was eliminated. For the construct of sustainable

livelihoods outcomes in economic was loaded cleanly in one factor, but the value of factor loading that lower than 0.50 was found one item. The item economic1 (CBT brings more economic benefits for our family) was eliminated and the factor loading of this construct ranged from 0.59 to 0.93, the cronbach alpha was 0.92, and the sustainable livelihoods outcomes in environment also had clearly loaded as one factor with number of loading ranged from 0.60 to 0.83, the overall reliability for this construct was 0.82.

According to the extraction method; principal component analysis the sustainable livelihoods outcomes in social construct were extracted into two components. The first factor contained 6 items which are social2, social4, social5, social6, social7 and social8. The second factor comprised of social1 and social3 that are negative questions. The analyze process the data need to reverse the answer scores, and it had done. Anyway, the results were still the same; it might had some problems during answer the questionnaires. Thus, it was reasonable to eliminate 2 items were social1 (CBT does not increase the rate of crime and drunk) and social3 (Traditions and local culture have become less important because of CBT). The factor loading on this construct ranged from 0.55 to 0.75 with items reliability of 0.70. Since all factor loadings were acceptable significant level with substantially high internal consistencies, all 40 questionnaire items retained for further analysis.

4.3 Regression analysis

Regression analysis was performed in order to investigate the influence of the success of CBT on the dependent variable, livelihoods outcomes (economic, social and environment). The model of determinants of sustainable livelihoods through CBT is shown in Figure 4.23. Before running the regression, the correlation matrix performed. The results shown that all variables were correlated in each variables itself in positive sign. These variables have correlation greater than 0.50, and the correlation matrix of all variables is displayed in Table 4.9. Referring to the model of determinants of sustainable livelihoods through CBT in Figure 4.23, the simple linear regression analysis was used as a statistic method in this study. However, the overall result of regression analysis displayed in Table 4.10.

Table 4.9 Factor analysis results

Constructs	Factor loading	Cronbach Alpha
The successful of community based tourism		0.94
- You have involved in making decision related to CBT development in your community. (CBT 1)	0.56	
- You can express opinions and share ideas and knowledge on to CBT development in your community. (CBT 2)	0.65	
- You are depending on network. (CBT 3)	0.70	
- You are aware of the positive and negative impact of CBT in your community. (CBT 4)	0.56	
- You are able to manage own enterprises in your community. (CBT 5)	0.77	
- You are involved in tourism as entrepreneurs. (CBT 6)	0.66	
- You understand roles in tourism business. (CBT 7)	0.63	
- You have positive impact while minimizing negative impact. (CBT 8)	0.71	
- You are taking immediate actions to correct problems in your community. (CBT 9)	0.79	
- CBT is setting aside at least part of the tourism income for community projects. (CBT 11)	0.81	
- You can exchange special talent, knowledge, know-how and skills to community members and tourists. (CBT 12)	0.83	
- You can spread of flyers and promotional materials. (CBT 13)	0.60	
- The CBT's benefit is sharing for the whole community. (CBT 14)	0.66	
- You can access public facilities. (CBT 15)	0.78	
- You can access additional budget. (CBT 16)	0.78	
- CBT leader encourages members to participate in decision-making. (CBT 17)	0.75	
- CBT leader energizes plans into action. (CBT 18)	0.82	
- CBT leader acts as the linkages between members and other stakeholders. (CBT 19)	0.64	
- CBT get help in marketing and promotion from partnership and outside support. (CBT 20)	0.73	
- The partnership and outside support give community provision of advice and support. (CBT 21)	0.58	
- The partnership and outside support promote you to have training and educational. (CBT 22)	0.51	
Sustainable livelihood outcome in economic		0.92
- CBT makes a lot of livelihood options. (economic 2)	0.87	
- CBT creates more number of employment opportunities to the community. (economic 3)	0.82	
- Price of goods-essential goods (such as food and medicine)	0.84	

tends to be stable because of the growth of CBT. (economic 4)		
- The community has better infrastructures (such as roads, electricity, water, public transport). (economic 5)	0.93	
- Education and better medical services available in general since the development of CBT. (economic 6)	0.89	
- I have more opportunities to obtain training for the development of CBT. (economic 7)	0.59	
- With the development of CBT, it's making easier to obtain various information that valuable to my live. (economic 8)	0.85	
Sustainable livelihood outcome in social		0.70
- CBT development does not affect the norms and values in our area so stay awake. (social 2)	0.67	
- CBT has increased the sense of mutual cooperation (solidarity) society. (social 4)	0.74	
- People from outside have immigrated to our community because of development of CBT and do not bother me. (social 5)	0.58	
- The tourist existences tend not to interfere. (social 6)	0.55	
- Emancipation of women is increasingly visible after the development of CBT. (social 7)	0.70	
- Increase rate of women participation in CBT after the development of CBT. (social 8)	0.70	
Sustainable livelihood outcome in environment		0.82
- The development of CBT in this area makes the surrounding landscape more interesting. (environment 1)	0.71	
- CBT does not cause pollution of the local environment (water, soil and air). (environment 2)	0.60	
- CBT increases awareness and creates sense of love and care for natural resource and environment among community members. (environment 3)	0.74	
- Systematic waste management is developed because of CBT. (environment 4)	0.83	
- Tourists/ visitors do not encourage environmental damage. (environment 5)	0.70	
- With CBT, public awareness of environmental protection is increased. (environment 6)	0.80	

Figure 4.23 Model of sustainable livelihoods through CBT

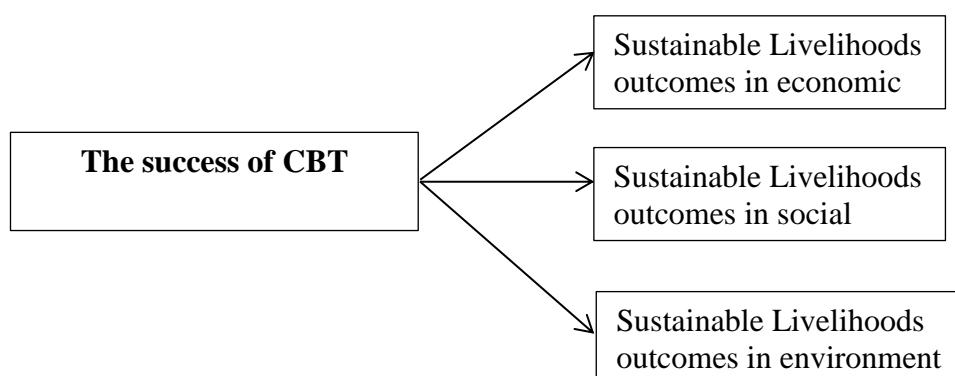


Table 4.10 Correlation matrix

	The success of CBT	sustainable livelihoods in economic	sustainable livelihoods in social	sustainable livelihoods in environment
The success of CBT	1.0			
sustainable livelihoods in economic	0.85	1.0		
sustainable livelihoods in social	0.83	0.73	1.0	
sustainable livelihoods in environment	0.74	0.58	0.72	1.0

Regression analysis conducted in the model (see Figure 4.23). From this model, the success of CBT were independent variables and sustainable livelihoods in economic was dependent variable. The first analyzed, the success of CBT variable explained a substantial variance in the dependent variable, sustainable livelihoods in economic 73 percent. It noted from Table 4.10 that the success of CBT displayed a significant, positive linkage with sustainable livelihoods outcome in economic with a beta coefficient of 0.85 ($p < 0.001$). This implied that the success of CBT had a great influence to sustainable livelihoods in economic. The second the success of CBT variable explained a substantial variance in the dependent variable, sustainable livelihoods in social. It revealed that the model significantly explains the variance of

sustainable livelihoods in social 68 percent. The beta coefficient of this model was 0.83 ($p < 0.000$). It appears that the success of CBT had a great impact on the sustainable livelihoods in social.

Finally, the success of CBT was independent variable and a sustainable livelihoods outcome in environment was dependent variable. In term of relationship between them, the variance is explained 55 percent. The success of CBT significantly predicted sustainable livelihoods outcomes in environment with standardized coefficient of 0.74 ($p < 0.000$).

Figure 4.24 Regression analysis-model

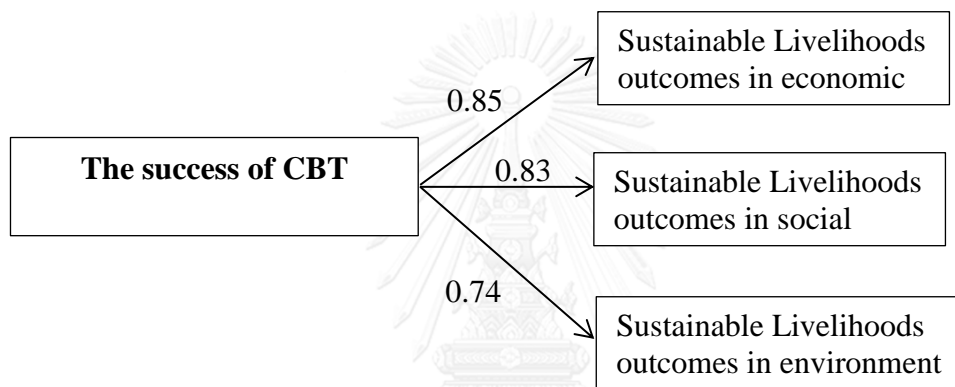


Table 4.11 Results of regression analysis

Dependent variable	Independent variable	R ²	Beta	P-value
sustainable livelihoods in economic	the success of CBT	0.73	0.85	0.000
sustainable livelihoods in social	the success of CBT	0.68	0.83	0.000
sustainable livelihoods in environment	the success of CBT	0.55	0.74	0.000

Table 4.12 The livelihoods outcome at two communities

Sustainable livelihoods outcome	CBT communities	No.	\bar{X}	S.D	Sig.
sustainable livelihoods outcomes in economic	Ban Talae Nok	29	3.1940	.53409	0.00
sustainable livelihoods outcomes in social	Koh Yao Noi	30	4.3000	.56248	0.00
sustainable livelihoods outcomes in environment	Ban Talae Nok	29	3.8276	.16507	0.00
	Koh Yao Noi	30	4.2750	.41184	0.00
	Ban Talae Nok	29	4.0517	.33065	0.01
	Koh Yao Noi	30	4.4667	.51305	0.01

An independent samples t-test was conducted to compare the different of sustainable livelihoods outcomes in economic, social and environmental in Ban Talae Nok and Koh Yao Noi conditions. There was a significant difference in the scores for Ban Talae Nok (\bar{X} =3.19, SD=0.53) and Koh Yao Noi (\bar{X} =4.3, SD=0.56), in sustainable livelihoods outcomes in economic. In sustainable livelihoods outcomes in social for Ban Talae Nok (\bar{X} =3.82, SD=0.16) while Koh Yao Noi (\bar{X} =4.27, SD=0.41) and sustainable livelihoods outcomes in environment found that Ban Talae Nok (\bar{X} =4.05, SD=0.33), Koh Yao Noi (\bar{X} =4.46, SD=0.51). These results suggest that the different between really does have an hours slept. Specifically, our results suggest that there are different benefit outcomes even CBT has employed in the community. A possible explanation for the different outcomes between two communities can be concluded that the success of CBT in Koh Yao Noi community has greater outcomes compare to Ban Talae Nok in three aspects are economic, social and environment. From the demographic finding, it can be concluded that the experiences of CBT and community awareness maybe cause of difference in sustainable livelihoods outcome.

The two communities employed community-based tourism as the livelihood strategy almost same purposes. Ban Talae Nok and Koh Yao Noi communities brought CBT to solved environmental degradation in their community, and created many activities that related to rehabilitated environmental. Moreover, they also emphasized the CBT as a means of sustainable livelihoods enhancement and community economic, social and environment development. In terms of economic,

CBT's member arranged the homestay activities offered for tourists' accommodation to learn and share their experiences. The awards were guaranteed their successful of activities. In addition to contextual challenging in success of CBT, there are various challenges to create and operating in CBT. The most important of CBT's successful is the willingness of participants to corporate and work together for mutual benefit. (J. D. Johnson, Snepenger, & Akis, 1994; P. A. Johnson, 2010)

The interview of local residents in two cases were conducted to explore their willingness to CBT it found that, their willingness on tourism issue was depending on the benefit that they received. To explore that if they know what the purpose of activities and it direct to their need, the level of willingness was high. However, the unclear of CBT's objectives and activities, the level of willingness intended from medium to low.

In difference reasons of joining in CBT group, conflict may occur. Previous studied indicated that, conflicts were common with join ownership, as communities are not homogeneous bodies and consist of difference factions (Salafsty et al 1999, Flyman 2000, Gejuadhur & Motshubi 2000 cited in Halstead, 2003:17). Commonly, conflict in community is concerning on land issues, but in case studies found the common conflicts are from fair and equal income distribution and benefit from CBT. The interview found that people needed to promote and to develop community participation in order to tourism planning as the sustainable tourism resources used.

The evidence of direct benefit from the biodiversity to tourism in two cases are emerging of tourism conservation activities such as mangrove planting, rafting, in both of Ban Talae Nok and Koh Yao Noi. However, the other environmental friendly issues were recognized such as using banana leaf to rap food for lunch, avoiding plastic containers and recycling or reusing concepts were used.

This study also investigated the role of stakeholders by asked respondents to identify the relevant organizations or institutions who involved with CBT and what their roles in CBT supports. It allows us to discuss in more depth what challenges should be addressed to meet sustainability and integration requirements in CBT management. Finally, it can be summarized all stakeholders and their roles presented in Table 4.13.

Table 4.13 The tourism stakeholder participation in North Andaman Coast Region

Stakeholders	Role
Local residents	careful planning, awareness, local guides, tourism product
Government Organizations Ministry of Tourism and Sports, Tourism Authority of Thailand, Provincial Office, Local Administration (Tambon Administrative Organization: TAO), Thailand Research Fund (TRF)	Strategies planning, development control, legislative control and provide adequate budget efficiency, training roles.
Private Organizations Hotel and accommodation services	Business-oriented roles with interest in economic benefit (In this finding it shows that private organizations have to get the benefit of their own interest and meet community need) By using common natural resources for tourism, private organizations gave their hand to join
Non Government Organizations and International Organizations; North Andaman Tsunami Relief (NART), The North Andaman Community Tourism Network N-ACT, International Union for	Facilitation, administration, marketing, training and management role

Conservation of Nature
(IUCN), Thailand
Environmental Institute
(TEI)

Furthermore, the levels of stakeholder were presently involved in CBT development in Koh Yao Noi: at the government level was the Ministry of Tourism and Sports, which determined the tourism policy and Tourism Authority of Thailand (TAT) response to promote tourism campaigning and marketing in country.

According to the interviewed, there were close relationship between residents and all stakeholders. For example, in Koh Yao Noi tourism community, they worked closely with Tambon Administration Organization (TAO) of Koh Yao Noi because some of CBT club members are the TAO member. Beside, other communities, Ban Talae Nok had almost same stakeholders like local organizations and government agencies. In case of Ban Talae Nok, there was uniqueness due to the social conditions.

To this end, the stakeholders were recognized to take part and resolve in community problems and promote CBT as a mean of community development and quality of living improvement. In this case, CBT was taken into account of natural conservation, area protection. It can conclude that community members and stakeholders need to participate in CBT because they believed that CBT is the way to meet sustainability in economic, social and environmental aspects.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

The Andaman coastal area was seen as an attractive destination for visitors and tourists. There are many attractions such as beautiful marine, coral reef and cultural. This area had strong potential, and it had capacity to create tourism opportunities especially the low-impact tourism like community-based tourism. This chapter have taken a close look at two concepts which are crucial for CBT; the success of CBT and sustainable livelihoods. The main idea of this research was to study the relationship between CBT and sustainable livelihoods, two case studies of CBT community in the Andaman coastal of Thailand are selected. The two concepts of CBT and sustainable livelihood are illustrated the results in previous chapter. The main finding and answer of the research questions are discussed in this chapter. And explore what this thesis contributes to the existing body of knowledge, its limitations and possibilities for future research.

According to the vital of CBT in community development, environmental conservation and economic enhancement, it needs to address the outcome of CBT when community employed in their place. The objectives of this study were examine the relationship between the success of CBT and sustainable livelihoods dimensions, and identify how the success of CBT leading to sustainable livelihoods. The results of the study is summarized to find out on the overview of livelihood strategy activities and priorities, socio-economic impacts of tourism on local livelihood, role of different tourism stakeholders to the sustainable local livelihoods and the influence of CBT to sustainable livelihoods. To accomplish that goal it was necessary to reach some prerequisite goals. I explored the concept of sustainable livelihoods by using the sustainable livelihood for tourism (SLFT) approach and the concept of CBT to identify the relationship between them during the literature reviewed. Focusing on CBT, I employed the CBT's success factors to identify the success of CBT that impact to sustainable livelihoods outcomes (economic, social and environment). The model developed to provide the possibility that CBT and sustainable livelihoods

outcomes could be measure as variable components of construct, and determined hypothesizes. Once these fundamental steps achieved, this research was able to go forward, and this chapter reports the conclusions and recommendations that resulted from this study.

The sampling groups being used in this research were local people who participate with CBT's processes and activities such as land managers, entrepreneurs, services and product providers, and employees. The two selected CBT communities in the Andaman coastal of Thailand namely Ban Talae Nok, Ranong province and Koh Yao Noi, Phang Nga province. The participants of this study were inhabitants of community who participate in CBT's processes and activities. They earned income and get benefit from CBT both of direct and indirect ways. All 59 respondents were determined by using G*power program, and the questionnaire were distributed for two communities equally.

General Characteristics of the sampling groups were as follows; the sampling groups being used in this research had a total of 59 persons, 31 persons or 52.54 percent were female and 29 persons or 47.46 percent were male. Based on the data, male in Koh Yao Noi had greater number than Ban Talae Nok, while the number female who participated CBT at Ban Talae Nok ok had greater Koh Yao Noi. It can conclude that gender is not the obstacle to involve in CBT activities. Nearly half of the participants were between 45-54 of age (44.07%), where 35-44 years old accounts for 28.81% and 25-34 years old accounts for 8.47%. The proportion of the participants who were 18-24 years old (10.17%) was higher than those who was 55-60 years old (3.39%). The elderly respondents, who was over 60 years old and older accounts for 5.08%. Due to the education levels, all of the respondents had at least primary school education. Out of 59 participants, 47.46% indicated that they completed a secondary school, while 44.07% of them achieved primary school and 6.78% of them achieved Vocational/ High Vocational school education. Moreover, only 1.69% had a Bachelor's degree.

According to the first objective "to examine the relationship between the success of CBT and sustainable livelihoods dimensions" it found that the relationship of the success of CBT to sustainable livelihoods in economic was 73%, to sustainable livelihoods in social was 68% and to sustainable livelihoods in environment was 55%.

It indicates that when community employed CBT as a livelihood strategy, the success factors of CBT was needed. The success of CBT leads community meet the sustainable livelihoods, but the failure of CBT management might leads community to unsustainable livelihoods. The result of analysis from previous chapter showed that the success of CBT significantly contributed to the sustainable livelihoods outcome in economic, social and environment.

For the second objective of this research; to identify how the success of CBT leading to sustainable livelihoods, it can concluded that the two communities employed community-based tourism as the livelihood strategy in almost same purposes. Ban Talae Nok and Koh Yao Noi communities employed CBT for environmental protection and rehabilitation. They created many activities that related to rehabilitated environmental. Moreover, they also emphasized the CBT as a means of sustainable livelihoods enhancement and community economic, social and environment development. In terms of economic, CBT's member arranged the homestay activities offered for tourists accommodation to learned and shared their experiences. The awards were guaranteed their successful of activities. In addition to contextual challenging in successful of CBT, there are various challenges to create and operating in CBT. The most important of CBT's successful is the willingness of participants to corporate and work together for mutual benefit.

Tourism stakeholders had contributed the success in community tourism, because the support of stakeholders will help communities meet their need easier. In two case studies, found that they have similar stakeholders who got involved in tourism development at community level. From the interviews, the key informants pointed out important stakeholders follow; Government Organizations Ministry of Tourism and Sports, Tourism Authority of Thailand, Provincial Office, Local Administration (Sub district Administrative Organization: SAO), Thailand Research Fund (TRF), Private Organizations, Hotel and accommodation services, Non Government Organizations and International Organizations; North Andaman Tsunami Relief (NART), The North Andaman Community Tourism Network N-ACT, International Union for Conservation of Nature (IUCN), Thailand Environmental Institute (TEI). The CBT group needs to reach out to different actors in the community, and build awareness of the benefits of CBT to the whole community

culture, society, environment and economy. This can be achieved by initiating more joint activities and inviting stakeholders to join in. CBT in Ban Talae Nok had a good chance of success. Next, partners must follow up and implement the draft plan.

5.2 Conclusions

The livelihood strategy is referred to the mean of household survival. Ellis (2000) divided livelihood strategies into two categories were natural resource based activities and non-natural resource based activities. However, the principles of tourism may not be the same as for primary industries which the SLA has traditionally focused on and been developed for. Shen (2009) argued that the principle of tourism needs to be obtained, and the relationship between tourism, primary industries, and the SLA needs to be carefully examined.

The success of CBT as a sustainable livelihood strategy in Andaman coastal communities depend on community members working together, and accepting CBT as a tool to tackle shared challenges. The group of CBT needs to reach out to identify the actors in community. The awareness of the benefits of CBT to the whole community should be focus on society, culture, environment and economy. Emphasis on the household level, CBT can bring better quality of living by provide the additional income to family. However, the initiating of activities and the full participation of stakeholders should be considered. CBT in Ban Talae Nok was initiated only a year before the tsunami. After that incident, it was continued with assistance of the NGO North Andaman Tsunami Relief (NATR) that CBT became a significant activity for the community. Focusing on CBT at Ban Talae Nok, it is developed as a holistic community development strategy, managed cooperatively by the Ban Talae Nok CBT Group with the goals of creating and spreading income, conserving culture and stimulating local participation and unity, conservation and creating opportunities for exchange between villagers and guests.

In the case of Ban Talae Nok, tourism used to be run by the local that encouraged by outer support like NGOs, academics, local organizations. CBT development made local people has quality of living and better livelihoods. Moreover local people aware of the benefits from CBT, they play their rights to protect community resources such as environment in both of land and sea. The infrastructure like transportation system is developed but not for the tourism development reason.

The CBT committee had establish some rules for visitors to follow community way of living such as respecting local customs and culture, do not littering and do not taking shell and coral from the beach. Presently almost 10 families provide homestay for tourists and visitors. They offer visitors the enjoyable of activities such as Muslim cultural exchange with host families and local people in community. A boat trip through the mangroves, snorkeling, cooking class and handmade herbal soap are provided to tourists. Unfortunately, the jungle trekking is not available anymore due to the cost of maintenance and number of tourists is not much as before. In terms of economic aspect, the Andaman Discoveries team and the Tourism Authority of Thailand community give their hand to help community in marketing support, and the visiting of tourists would provide additional income to local community and enhance environmental work in the community. However, CBT club in Ban Talae Nok ok has experienced some distance and misunderstandings with other stakeholders in the community. This has made it difficult for the CBT Club to access resources through local government channels. Now is an ideal time to bring stakeholders together to learn, discuss and plan for a sustainable future. Ban Talae Nok community should be aware of the standard of CBT that community has to keep that standard and develop or initiate new activities which enhance the capacity of community and charming the tourists to festinate the way of living and revisit in the future. To this end, it can be confirmed that the success of CBT can bring community to meet the sustainable livelihoods in various aspects especially in three dimensions are economic, social and environment.

The CBT in Koh Yao Noi where located at Phang Nga bay is a famous tourist destination. CBT started in 1990s as a means to prevent the degradation of marine ecosystem. Before that, in 1980s the illegal and large scale of fishery came to Phang Nga bay, and it cause of a degradation of the coral reefs due to the illegal fishing methods such as electric shocks and inappropriate drag nets. The fish stock dramatically decrease and it made a trouble to local fishery because they cannot catch enough fish to make a living. Four years later, people in community set the Koh Yao Noi small fishing group in 1984 to combat the illegal fishing activities. The group tried to gain awareness among people in community by promoting the importance of marine ecosystem. Their voice is louder because of the Andaman Network, which

included other districts in the Phang Nga, Phuket and Krabi provinces work together. The purpose of this network was to communicate to the Thai government and suggested the solution for local fishery. However, in 1990s the small fishers group gained assistance from the Responsible Ecological Social Tours project by the Thailand Volunteer Service (TVS-REST) to develop the community-based tourism program with the goal to share their struggles with Thai society and demand law enforcement (Breugel, 2013). The project has satisfaction of great success and the island was visited by many journalists, academics and cultural tourists. Due to the popularity of Koh Yao Noi, in 2001 the law enforcement in Phang Nga bay became free of illegal fishing activities. Later on the community established the Koh Yao Noi Community-based Ecotourism Club, and they added the goals of the club that exchange knowledge with guests about the fisherman way of living and created the tourism pattern that was sensitive towards Muslim culture, to support local conservation work and provide additional income to the host families. There are many activities that initiated for the guests by community.

They created and managed tourism by combining the conservation of coastal natural resources at the same time. With the emphasis on Muslim local culture and way of life together with conservation practice, tourists who participate in the homestays will be able to enjoy and observe cooking together with the host family or even exchange recipes. They will also have a chance to observe and learn about the different ways of fishing and open-net-cage fish farming in the area. For the trips which manage by the club the ecotourism club has required the participants to use the biodegradable and eco-friendly food containers, such as banana leaf and/or reusable container such as binto, thermos. The club has also established the rules and regulations prohibiting collections of sea shells and corals. In addition, the club also offers a program to take tourists to visit mangrove forest and provide opportunity to help with mangrove restoration. Basic program consists of 3 days and 2 nights stay, however, if the tourists or groups wish to extend their stay, they can be accommodated.

However, the basis of CBT in Ban Talae Nok and Koh Yao Noi were beautiful natural resources and the scenic surrounds, the authenticity way of living. Largely as a result of CBT, there has been a boom in tourism in both communities and there have been a number of other changes that have altered community's appearance. The unplanned or inappropriate of CBT activities and management poses one of the greatest threats to the communities. Based on the assessment presented in previous chapter it was clear that the success of CBT leads community to meet the sustainable livelihoods.

5.3 Recommendation from this study

Based on the study of the relationship between CBT and sustainable livelihoods an action oriented strategy can be developed that:

- Determines the role of CBT that can become part of the bigger area in order to increase more sustainable livelihoods, opportunities for income generation and employment for local villagers.

- Determines ways that people can participate in CBT related activities to enhance the opportunity of sustainable livelihoods with attractions either in nearby other areas of the province.

- Provides appropriate scale and direction for CBT as sustainable livelihoods strategy and activities/businesses that match with the local needs, take into consideration of environmental development, social development and economic development. For the long run, it should match with the possible market for the area.

Because of the community has differentiation, tourism is not right for all communities and maybe inappropriate due to the social, environmental and cultural condition. It needs to assess the costs and benefits of CBT and it related activities and determine its future as it relates to tourism as a form of sustainable livelihoods/community development.

5.4 Recommendation for further study

The purpose of this research is aim at examine the relationship between success factors of CBT and sustainable livelihoods. Therefore, future study should first evaluate and identify more success factors that identify the relationship between CBT and sustainable livelihoods because until now it has a few studies on this topic and study about the failure of CBT and how people cope with the tourism impacts



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APPENDIX



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A: QUESTIONNAIRE



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY



Questionnaire

This questionnaire is part of the thesis entitle “Sustainable Livelihoods of Andaman Coastal Communities Thailand through Community-Based Tourism. All information collected will be held in complete confidence; in no circumstances will your name be associated with any specific response. Your honesty and cooperation is greatly appreciated. The questionnaire is divided into three sections; Section I Demographic Information, Section II The successful of Community-based tourism in the community and Section III The sustainable livelihoods outcomes in economic, social and environment.

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Section I

1. Gender

1. Male

2. Female

2. Age

< 18 yrs.

18 – 24 yrs.

25 – 34 yrs.

35 – 44 yrs.

45 – 55 yrs.

55 – 60 yrs.

>60 yrs.

3. Highest education attainment

1. Primary school

2. Secondary school

3. Vocational/ High Vocational School

4. Bachelor’s Degree

5. Master Degree

5. Other (Please specific).....

4. Major occupation

1. Farmer

2. Fisherman

3. Merchant

4. Tourism

5. Freelance

6. Employee

7. Government Officer 8. Other (Please specific).....

5. Minor occupation

1. () Farmer 2. () Fisherman 3. () Merchant
 4. () Tourism 5. () Freelance 6. () Employee
 7. () Government Officer 8. Other (Please specific).....

6. Monthly income from CBT

- () Below 5,000 Baht
 () 5,000 – 9,999 Baht
 () 10,000 – 14,999 Baht
 () 15,000 – 19,999 Baht
 () Over 20,000 Baht

7. Social status

1. () Subdistrict Headman 2. () Village headman
 3. () Assistant village headman 4. () TAO representative
 5. () Village Health Volunteer 6. () Village committee
 7. () Chair of tourism committee 8. () Member of tourism group
 9. () None 10. () Other (Please specify).....

8. Involvement of CBT (You may answer more than one)

1. () Homestay 2. () Transportation provider
 3. () Local guide 4. () Food provider
 5. () Souvenir seller 6. () Other (Please specify).....

9. Duration of CBT involvement

1. () Less than 1 year
 2. () 1 – 3 years
 3. () 3 – 5 years
 4. () Over 5 years

Section II The successful of Community-based tourism in the community

Please place a tick in the box in front of factors that you think are contributing to the successful of community-based tourism in your community.

5 = Strongly agree 4 = Agree 3 = Undecided 2 = Disagree 1 = Strongly disagree

The successful of Community-based tourism

ITEMS	5	4	3	2	1
1. You have involved in making decision related to CBT development in your community.					
2. You can express opinions and share ideas and knowledge on to CBT development in your community.					
3. You are depending on network.					
4. You are aware of the positive and negative impact of CBT in your community.					
5. You are being able to manage own enterprises in your community.					
6. You are involving in tourism as entrepreneurs.					
7. You are understanding roles in tourism business.					
8. You have positive impact while minimizing negative impact.					
9. You are taking immediate actions to correct problems in your community.					
10. You are pooling resources in your community.					
11. CBT is setting aside at least part of the tourism income for community projects.					
12. You can exchange special talent, knowledge, know-how and skills to community members and tourists.					
13. You can spread of flyers and promotional materials.					
14. The CBT's benefit is sharing for the whole community.					
15. You can access to public facilities.					
16. You can access to additional budget.					
17. CBT leader encourages members to participate in decision-making.					
18. CBT leader energizes plans into action.					
19. CBT leader acts as the linkages between members and other stakeholders.					

20. CBT get help in marketing and promotion from partnership and outside support.					
21. The partnership and outside support give community provision of advice and support.					
22. The partnership and outside support promote you to have training and educational programs.					

Section III The sustainable livelihoods outcomes in economic, social and environment.

Please place a tick in the box in front of factors that you think are contributing to the sustainable livelihoods outcomes.

5 = Strongly agree 4 = Agree 3 = Undecided 2 = Disagree 1 = Strongly disagree

Sustainable livelihoods outcomes

ITEMS	5	4	3	2	1
Sustainable livelihoods outcome in economic					
1. CBT brings more economic benefits for our family.					
2. CBT makes a lot of livelihood options.					
3. CBT creates more number of employment opportunities to the community.					
4. Price of goods-essential goods (such as food and medicine) tends to be stable because of the growth of CBT.					
5. The community has better infrastructures (such as roads, electricity, water, public transport).					
6. Education and better medical services available in general since the development of CBT.					
7. I have more opportunities to obtain training for the development of CBT.					
8. With the development of CBT, it's making easier to obtain various information that valuable to my live.					

ITEMS	5	4	3	2	1
Sustainable livelihoods outcome in social					
1. CBT does not increase the rate of crime and drunk.					
2. CBT development does not affect the norms and values in our area so stay awake.					
3. Traditions and local culture have become less important because of CBT.					
4. CBT has increased the sense of mutual cooperation (solidarity) society.					
5. People from outside have immigrated to our community because of development of CBT and do not bother me.					
6. The tourist existences tend not to interfere.					
7. Emancipation of women is increasingly visible after the development of CBT.					
8. Increase rate of women participation in CBT after the development of CBT.					

ITEMS	5	4	3	2	1
Sustainable livelihoods outcome in environment					
1. The development of CBT in this area makes the surrounding landscape more interesting.					
2. CBT does not cause pollution of the local environment (water, soil and air).					
3. CBT increases awareness and creates sense of love and care for natural resource and environment among community members.					
4. Systematic waste management is developed because of CBT.					
5. Tourists/ visitors do not encourage environmental damage.					
6. With CBT, public awareness of environmental protection is increased.					

Thank you for your participation.

VITA

Rachakorn Wachirasirodom was born in Sukhothai province and raised in Bangkok Thailand. He graduated bachelor degree (2nd class honor), Community Management, Silpakorn University in 2006 and achieved the certification from Konrad Adenauer School for Young Politicians (KASYP), Konrad Adenauer Stiftung, Germany in 2011. Currently, he is working as lecturer at Faculty of Management Science, Silpakorn University.

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Experience:

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