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Analyzing the Research Gap on Community Based Tourism in Thailand

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A b s t r a c t

This study aimed to synthesize the related research in the realm of community based tourism (CBT) in Thailand. It also explored the key gaps in knowledge for further studies. Secondary data both qualitative and quantitative were gathered between January and February 2017 from online academic databases and analyzed based on descriptive statistics and content analysis. The findings revealed that a total number of 240 published papers on CBT in Thailand have been identified. The researches were conducted mostly in 2015 and focused mainly on the local communities in the north of Thailand. Under the study of CBT, management and development as well as community participation were the major focus. In each period, the direction and an increasing number of the relevant studies are consistent with the growth of CBT and its dramatic increase in Thailand. The review findings suggest that further research is required on 1) CBT Marketing and visitor 2) CBT Hospitality and services 3) CBT Knowledge sharing 4) CBT Knowledge transfer 5) CBT Monitoring and assessment 6) CBT Management by lesson learned 7) CBT in Protected areas 8) CBT Initiatives throughout ASEAN countries and 9) Creative CBT.

Keywords: Community based tourism, Knowledge key gap, Research synthesis

บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อสังเคราะห์งานวิจัยด้านการท่องเที่ยวโดยชุมชนในประเทศไทยและวิเคราะห์ช่องว่างทางองค์ความรู้สำหรับงานวิจัยในอนาคต เก็บรวบรวมข้อมูลทุติยภูมิทั้งเชิงคุณภาพและเชิงปริมาณระหว่างเดือนมกราคมถึงกุมภาพันธ์ พ.ศ. 2560 จากฐานข้อมูลวิชาการออนไลน์วิเคราะห์ข้อมูลโดยใช้สถิติเชิงพรรณนาและการวิเคราะห์เนื้อหา ผลการศึกษาพบว่ามีงานวิจัยด้านการท่องเที่ยวโดยชุมชนในประเทศไทยที่ได้รับการตีพิมพ์และสามารถสืบค้นได้จำนวนทั้งหมด 240 เรื่อง งานวิจัยส่วนใหญ่ดำเนินการใน พ.ศ. 2558 และมุ่งเน้นศึกษาชุมชนท้องถิ่นในพื้นที่ภาคเหนือ ประเด็นทางการท่องเที่ยวโดยชุมชนที่ศึกษากันมากที่สุดคือ ด้านการจัดการและการพัฒนา รวมถึงการมีส่วนร่วมของชุมชน ทิศทางการศึกษาและจำนวนงานวิจัยที่เพิ่มขึ้นในแต่ละช่วงเวลา สอดคล้องกับการเติบโตและจำนวนที่เพิ่มขึ้นของชุมชนในประเทศไทยที่ทำการท่องเที่ยวโดยชุมชน งานวิจัยด้านการท่องเที่ยวโดยชุมชนในอนาคต ควรศึกษาประเด็นที่เกี่ยวข้องดังต่อไปนี้ 1) การตลาดและนักท่องเที่ยว 2) การต้อนรับและการบริการ 3) การแลกเปลี่ยนองค์ความรู้ 4) การถ่ายโอนองค์ความรู้ 5) การติดตามตรวจสอบและประเมินผล 6) การจัดการโดยการถอดบทเรียน 7) การท่องเที่ยวโดยชุมชนในพื้นที่คุ้มครอง 8) การท่องเที่ยวโดยชุมชนในกลุ่มประเทศอาเซียน และ 9) การท่องเที่ยวโดยชุมชนเชิงสร้างสรรค์

คำสำคัญ: การท่องเที่ยวโดยชุมชน, ช่องว่างทางองค์ความรู้, การสังเคราะห์งานวิจัย

Introduction

Community Based Tourism (CBT) is gaining prestige all over the world as an alternative to mass tourism (López-Guzmán et al. 2011; Dangi & Jamal 2016). Weaver (2010: 206) observed that CBT was initially referred to in the early 1980s as the sine qua non of alternative tourism. In Thailand, the first use of the term CBT emerged in 1994, by the Responsible Ecological Social Tours Project (REST), under the Thailand Volunteer Service (TVS) (Suansri & Yeejaw-haw 2013: 9). Currently, there are a total of 299 communities managing tourism by themselves nationwide. Twenty-five of them are classified as having a high level of CBT readiness (Satarat 2010: 6). Given the vast plethora of definitions and descriptions of CBT, its principle concept emphasizes on local community engagement in the planning and development of the tourism industry. Everyone in the community or village is the owner and stakeholder of natural, traditional and cultural resources. A major proportion of the benefits remains within the community. Such concept helps not only to reduce negative

impacts caused by tourism but also to bring into positive outcomes as far as into the respect and the awareness of natural and cultural heritages' importance (Sinth et al. 2002; Emphandhu & Polpiwat 2006; Okazaki 2008; Butler et al. 2012; Ellis & Sheridan 2014; Lindström & Larson 2016; Novelli et al. 2017).

Since CBT is accepted as a tool that leads to sustainable development of local communities in terms of environment, socio-cultural and economic, this concept is included in both national and international policies. Academically, there are constantly even more increasingly researches regarding CBT. Such studies possess variation of problematic, fields, methodologies and research designs. To prolong efficiently the future research that will attribute more some missing aspects on CBT, there should be syntheses of prior study. According to the literature scan of recent research relating to CBT in Thailand, only a few syntheses have been investigated (Rocharungsat 2012: 88-101). This clearly indicates that the lack of gathering, syntheses, and integration, as significant characteristics of the CBT-based knowledge has remained. As cited in Rocharungsat (2005: 15),

we need a new way of thinking about old problems, that is, old solutions do not work in the present economy to make community tourism possible. There are gaps that still need to be filled in community research. Hence this study provides a review and a synthesis of the information from CBT literature and identifies key gaps in knowledge that future research needs to address.

Methods

This research synthesis used quantitative and qualitative secondary data. The former was analyzed through frequency and percentage. For the latter, content analysis was conducted under four main components of sustainable management in tourism comprising (Emphandhu 2008; Chairuang et al. 2015):

1) Tourism resources - environment protection management, value of related nature, ways of life, tradition, culture and history, recreation opportunity spectrum (tourism zoning), sustainability of tourism resources, low impact. **2) Management** - cooperation of every related stakeholder, the emphasis on local communities' participation in management and/or process, monitoring, enhancement of skills for personals in organization, law and regulations, equal benefit distribution. **3) Services/facility** - security and quality of service, accommodation, transportations, food and tourist activities in areas, nature interpretation, infrastructures in harmony with environment. **4) Marketing/visitor** - types and characteristics of tourists, tourists' deserved experiences and desire, guideline and ethics for tourists,

market mix and components.

This study synthesized data from many collected researches covering master thesis and doctoral dissertation, research funded by the Thailand Research Fund (TRF), others full-text research and articles in academic journals. For the literature search, all researches were acquired from the online academic databases which include Thai Library Integrated System (Thailis), e-library of the Thailand Research Fund (TRF), Thai Journals Online (ThaiJO), Thai-Journal Citation Index Centre (TCI), ProQuest Dissertations & Theses Global, ScienceDirect eJournals and Google scholar during January-February 2017. “Community based tourism” and “Thailand” were used as the keyword and search term. Based on the abstracts, the papers were assessed and full texts were referred to when necessary. Concerning a research tool, a document analysis form was served in this study.

Results and Discussion

1. Number and percentage of research publications

1.1 The literature search of CBT research publications in Thailand against the databases and scope mentioned above resulted in 240 records. As shown in the table 1, the number of publications has increased significantly from 1 in 2000 to 34 in 2014 and 41 in 2015. The peak of publishing activity is pointed in 2015.

1.2 Geographically, by respecting the TAT five-region division system for tourism purposes, most researches were conducted in the north (39.58%), followed by the southern

sea (18.33%), the central (15.42%) and the north-east of Thailand (12.92%) respectively. Relatively few studies were undertaken in the east (5.42%). Likewise, there were 8.33% of research that alters multiple case study covering more than one region until every region throughout Thailand (figure 1). These results correspond to the number of CBT communities mostly disseminated in the north of Thailand (Suansri 2017: 58).

1.3 After categorizing according to the document's types of research, articles in academic journals were mostly found 50%, subsidiary 27% of research reports issued by scholars from diverse institutes and lastly 23% comprising master thesis and doctoral dissertations of which are partly from foreign universities (figure 2). Among thesis, regarding topics are carried out in many study programs such as Community Development, Resource Management, Tourism Management, Recreation and tourism management, Community Planning, Management Science, Public and Private Sectors Management, Public Administration etc. This implies that CBT is multidisciplinary and has a lot of dimensions linking with many sciences.

1.4 Sorting by components of sustainable management in tourism, it is found that management was clearly the most commonly raised issue in the CBT research (70%), followed distantly by tourism resources (17%). And, importantly, very few studies addressed actual tourism market (9%) and services aspect (4%) (figure 3).

2. Research characteristics and study points

According to the analysis on study theme regarding gathered CBT researches, there are generally two characteristics of research outline. The first one is aimed to conceive CBT in communities that have potential for tourism and based on the concept that CBT could contribute as a tool for empowerment and sustainable development in community. Participatory action research (PAR) is used as the main methodology which focuses commonly on case study. Meanwhile, the other one gets through the study of diverse dimensions in CTB communities by using various research designs.

This following section is the analysis on CBT study points classified upon 4 elements of sustainable tourism's management and considered by keywords, titles and research objectives.

1) Management – Principally, researches are classified within this group. According to the term of management, it covers widely and is the main basic approach in whichever process. Once a community enquires to run CBT project, management is accentuated as the first point. Many researches regarding management can be divided into subsidiary points as followed; 1.1) Management and development 1.2) Community participation 1.3) CBT Network 1.4) Actors' role and development 1.5) Key success factors for CBT management 1.6) Assessment of CBT management performance 1.7) Knowledge management 1.8) The use of Geographic Information System (GIS) in CBT management and 1.9) Integration of others concepts in CBT development process such as sufficiency economy philosophy

and creative tourism. **2) Tourism resources** – Most of studies regard resources management for sustainability as well as the potential of natural and cultural resources including local wisdoms and social capital. Carrying capacity, impact and conflict management of environmental are aimed to be conceived in this part. **3) Marketing / visitor** – There are not quite many such studies in marketing concept that mostly focuses on marketing managements, planning, network, marketing mix and online marketing, and furthermore in the development on products, souvenirs and media printing etc. Similarly, a small number of studies on tourists aim mainly to discover their desire, motivation, perception and satisfaction by comparing those between domestic and international tourists. In addition, there are some study points on the interaction between tourists and local people who play the roles of host/guest, their power approach and tourists requirement on tourism authenticity. **4) Services / facility** – The profound studies emphasizing this topic are very few issued. Those which can be found concern logistic management, the development on diverse aspects such as tourism and natural trails, tourism interpretation, websites and suitable patterns of recreation activities.

3. Evolution of CBT research

In order to explore the evolution of CBT research in Thailand, the found documents during 2000-2016 will be brought to analyze within 4 parts according to time division: before 2000, between 2000-2005, between 2006-2010 and

between 2011-2016. The research found on each period will be separately explained upon 4 components of sustainable tourism management and constantly followed by the policy data and tourism situation of each period in parallel with different developments on CBT in Thailand. Moreover, the explanation will be illustrated and compared with the discourse on CBT 4.0 (Suansri 2017) influenced by the Thailand 4.0 policy, a new economic model of the actual government (figure 4).

3.1 Before the year 2000 – CBT has consequently emerged from the topic “Sustainable development” in Earth Summit in 1992 in Rio De Janero, Brazil. Since then until before the year 2000, no CBT research in Thailand was found by the actual search. However, CBT has already been generated in abroad. For instance, in Nepal, CBT was initiated in Sirubari in 1997 to tackle livelihood problems of locals (Thakur 2013: 17). Furthermore, in Peru, Casa Machiguenga in Manu national park and the Ese-Eja community of Infierno began to operate in 1998. Puerto Hondo, Ecuador opened CBT in 1996. Also in Thailand, Ban Nong Khao Community, Kanchanaburi province, was settled to manage CBT in 1998 (Goodwin and Santilli 2009: 24-27).

In regard of the tourism movement in Thailand during 1995-1996, national eco-tourism road map was established. The “community involvement” implements within the definition and the component of eco-tourism. In 1998, the government employed tourism as a dynamic tool to rescue the national economic crisis under the slogan “Amazing Thailand”. At the same time, REST organization proceeded the preparation

of communities to push forward CBT. This phase can be an equivalent of CBT 1.0 which pioneered the first CBT with a motivation to use tourism for revealing problem as well as for alternative development.

3.2 During 2000-2005 – There were quite few researches on CBT. In terms of management, the study raised local community's participation in management, planning and facilitating process as the point whereas the researches on resources referred to resource management for sustainability, community's potential and carrying capacity. One study related to marketing management. These relevant points are fundamental principle and the leading concept of CBT of which are mostly represented in form of case study. In 2005, the study of patterns and development of CBT network was just pioneered and revealed.

General tourism's situation depicts that, in 2002, the establishment of the Ministry of tourism and sports was set up. Apart from this, Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA was also found in 2003, with the objectives set in accordance with the government's policy to develop tourism in order to increase and distribute income to local communities (Sangsnit 2013: 214). At the same time, the Thailand Research Fund (TRF) supported CBT by community-based research. This phase is comparable to CBT 2.0 when tourism is initially employed as a tool for development. Communities are set to prepare and there are collective managements even if there would be tourists or not.

3.3 During 2006-2010 – The number of researches has remarkably increased especially in terms of management and resources. However, the mostly study points still remain as previous. In part of marketing, there are slightly some additional studies related to marketing plan and marketing network as well as those which link tourists' behavior. During this period, researches on service and facility begin to appear and raise recreation activities and tourism interpretation in CBT context as the study point.

The on-going CBT situation in 2006 was found that there was a settlement of Thailand Community Based Tourism Institute (CBT-I) under the collaboration between TRF and REST. The goal is to elaborate researches and to develop particularly CBT. As a result, this collaboration led to the large increase of researches amount as early stated. In 2007, there was a campaign “Thai Teaw Thai” launched by the government in which Thailand Tourism Awards for the best community for tourism was originated and until present year 2017, total 62 communities throughout the country get awarded. Between 2009 and 2010, Tourism Authority of Thailand (TAT) launched campaign “7 Greens” which covers “Green Community” under the concept “Travel with awareness of value and preserve community identity.” At the end of this phase, the concept corresponds quite closely to CBT 3.0 policy prospecting in regard of marketing, strategy adjustment for suiting different types of marketing groups. There are also development on appropriate tourism program and activities for target group markets.

3.4 During 2011-2016 – This timeline is considered as the golden age of CBT research. Its number has been tripled according to the former amount in previous years. CBT has then a clearer and more formal form. More than 100 pieces of researches implementing management still focus on model, planning and development. Nevertheless, new topics have marked also their points, for instance, the assessments of management, the study on best practice community, comparative study between communities and wider network creation. The study of role and potential development has been mentioned among relevant organization and personals in CBT process, together with the development on CBT management curriculum for training courses. CBT is perceived more in diverse dimensions for example the integration of sufficiency economy philosophy within CBT developing process, knowledge management and creative CBT. The study expands to multiple cases. According to resource, the number of studies has more accumulated. However, they state mainly the natural resources and cultural management for sustainability and give emphasis on more local wisdom and carrying capacity study. Also, the impact on nature, economy as well as society is sought for the research along with the management in the tourism impact and social capital. Concerning tourism marketing, quantitatively, the research has risen to the double rate from the second period. It means that among researchers, they have more interests in marketing topic. The new points of study in this term are online marketing, marketing mix, break-even point of CBT as well as the development

of creative souvenir and media printing. Meanwhile, relating to tourists, behaviors are up close given to their perception, experiences and satisfaction. There are comparisons between domestic and international visitors. Besides, the study focuses on the interaction between tourists and local people in the role of host-guest and destination authenticity. The study about services gets extensively into management of logistics and development of website and web map service. By the way, the studies of marketing, visitors and services still seem very few according to the others.

The overall images of this timeline have interestingly mobilized. In 2011, DASTA found the Office of Community-Based Tourism. In 2012, ASEAN CBT standard were established with CBT-I as the main dynamism. There are more obviously provincial and regional CBT networks that are officially endorsed in northern and southern communities. In 2015, the royal Thai government declared the year of “Thainess” tourism. Such issue makes CBT more interested among Thai and international tourists. The lesson learned from CBT knowledge has been undertaken (Suansri 2017: 55). Considering literature search, it shows obviously the high number of researches in 2015 also. From 2016 to 2017, a new gimmick and economic model so called “Thailand 4.0” has been originated and generated Sustainable Community Based Tourism Strategic Plan (2016-2020) as well as the inauguration of ASEAN community. It is also commemorated as the year of international sustainable tourism for development. Hence, the actual CBT should become CBT

4.0 that gives importance to social media technology as a tool to attribute the marketing and develops the group for business organizations.

4. CBT in protected areas

The conceptual relationship among protected areas, local communities and tourism can be described as follow. Thanks to the richness of natural resources, protected areas in Thailand, especially national parks, have thus high potential in development tourism along with the concept of the sustainability. The income from tourism can be used in developing systems for support biodiversity conservation. Also, officers in the national parks can employ tourism as a tool to cooperate with local communities for the management and conservation of natural resources. Besides, tourism contributes to the community development by expanding the economic opportunities that create additional local income via employment, products sorting and services for tourists. Last but not least, local communities turn into the main tourist destination for those who search for experiences in particular ways of life and local traditions (Moisey 2002; Emphandhu & Polpiwat 2006; Boonratana 2010; Emphandhu & Songpornwanich 2013; Zong et al. 2017).

Hence, tourism is evidently perceived as a tool and strategy that attribute positive relation, soothe the conflict between governmental authority in protected areas and local communities, lead to the natural resources and biodiversity conservation and strengthen the economy, quality of life and

local pride as well. With all these aspects, tourism management in protected areas can be brought into sustainability as the basic principal. At the present, among total communities operating CBT, about forty of them have some relation to protected areas either using protected areas resources as tourism destination or forming collaboration and/or participate with the authority in tourism management (Emphandhu & Songpornwanich 2013: 96). In part of this found researches, the classification following types of areas and tourism resources use shows 67.92% of studies on CBT communities located in or adjacent to natural sites or protected areas. Important tourism resources are based on natural and cultural resources. 32.08% of researches aim to study communities using cultural resources as a principal of their tourism management. It composes way of life, local wisdom, customs, traditions, cultural heritage, visual arts, handicraft etc. It is obvious that even if the majority of researches opt to focus on communities in natural areas, only ten or so have brought the protected areas' principles and characteristics into investigation as a part.

5. CBT research in cultural context

Cultural resources are basic and principal elements in CBT. This type of tourism aims to offer experiences on local ways of life in a community to visitors. Thus, in almost every research, there is always a reference to community's cultural context. The main study point regards in general the analysis on the potential of a community's culture as strength of CBT

resources. One of the interesting matters is the impact on culture resulted by tourism. Some scholars raise the point that most of CBT operators are not keen on this kind of impact as it is considered as an intangible element. In terms of Anthropology of tourism, the study on encounter and power inequality between host and guest is carried out. However, according to CBT context in Thailand, this encounter is based on understanding and learning rather than exploitation (Dolezal 2011, 2015). Moreover, there are examples demonstrating the connection between CBT and ethnic tourism (Patamajoroen 2011: 347-348). In this point, tourism is the phenomenon that brings about the meeting between subcultures of which meaning is interpreted as the encounter of people in different cultural backgrounds. The analysis emphasizes on cultural impacts particularly the adoption of visitors' culture that leads into changes in local cultures; for instance, clothing, language and career etc. In conclusion, cultural dimension is vital to CBT research since the first glimpse on potential until the last process given to the impact caused by tourism.

6. Research gaps in current knowledge

Considered by the concept that the success and the sustainability of community based tourism are necessarily comprised of 4 stated elements, the analysis of the research gap should then base on the elements of which researches or studies seem quite few and there are still unmentioned points. The application of CBT with new development and tourism

concept is brought into consideration. Besides, the topics that need to be addressed in order to drive CBT of Thailand to 4.0 concept will be inclusively presented in this part.

6.1 CBT Marketing and visitor – Previously, the CBT researches on marketing and tourists are less found though their essential components. If there was no marketing or tourists, CBT business could not actually run on. Hence, tourists are keys to every kind of tourism as they are implementer of tourism demand and marketing direction. In CBT domain, the study on types and characteristics of CBT tourists should be concerned and emphasized on behaviors both of Thai and international tourists in terms of their motivation, demand as well as deserved experiences. However, the study on tourists is not only to find supply in order to respond the tourists demand as the reason that they are customers but also to figure guidelines and ethics to raise their awareness of value and respect for nature and local culture. In marketing term, technology and social media should be investigated in order to contribute in diffusing and promoting destinations.

6.2 CBT Hospitality and services – Once again, according to this study, there was little focus on hospitality and service. To impress tourists and to conceive revisit and word to mouth, researchers should be keen on the study for the service quality development in accommodation, food, public utility, infrastructure and security provided for tourists during their stay in community. In the construction of tourists' amenities, the design in harmony with the environment, local architecture and

the use of local material are of immense value.

6.3 CBT Knowledge sharing – The other main concept of CBT which does not exist in other forms of tourism is host-guest interactions that are based on understanding and learning rather than exploitation. To date, there was a lack of the systematic study on tourism activities design that makes tourists, especially foreigner ones, learn and have understanding on local area, resource as well as different lifestyles and cultures.

6.4 CBT knowledge transfer – After proceeding literature search, an unmentioned topic is knowledge transfer to new generation. It is found that currently most of CBT runners are senior chefs whose ages are quite a lot. The problem is about the lack of descendants who will pursue and eventually no continuation. Thus, there should be some studies for the resolution that leads into effective knowledge management and knowledge transfer passed to the new generation in terms of management, CBT conceiving concept, natural and cultural resources including local wisdom. Such aimed point, CBT is a tool to build real sustainability for communities.

6.5 CBT Monitoring and assessment – Despite some mentioned monitoring topics, this is still significant and needs continuous process. Monitoring and assessment would contribute to the achievement of CBT in both community development and biodiversity conservation. This topic covers also the study of impact from tourism in regard of economic, social, community culture and nature. The purpose is to create sustainability of natural resources, equity in interest distribution and least impact.

6.6 CBT Management by lesson learned – From the review of the first part of this study, it is remarkably shown that most researches expect to discover ways and procedures to develop CBT in local communities by studying case by case. It is questioned that once a CBT is supposed to be created and the repeat of the same pattern is called, does such process mean that the CBT knowledge has not yet moved forward? To avoid the start from zero in a new community that eagers to drive CBT, the analysis and the synthesis of developing process for CBT from best practice should be set on phase in order to acquire the standard pattern that other communities could take to apply.

6.7 CBT in Protected areas – CBT management in communities inside or adjacent protected areas is a big challenge. In this case, CBT does not merely function as a tool to develop the quality of life for people in the community but also one that conserves natural resources and biodiversity. To adjust CBT as efficient tool, there should be the investigation on the process that leads into collaboration and communication success between communities and park authority in regard of CBT management in protected areas.

6.8 CBT initiatives throughout ASEAN countries – ASEAN member countries realize highly the importance of tourism industry sectors including the communities as natural and/or cultural attractions that people in communities cooperate to conserve and to manage. For instance, in 2017, ASEAN community granted ASEAN Community Based Tourism Standard Award (2017-

2019) (Suansri 2017: 56). Lately, researches debut the study on network and partnership of CBT in communal, regional and national frames. The future researches should expand the study framework under ASEAN network's perspectives in accordance with the current national economic.

6.9 Creative Community Based Tourism (C-CBT) –

Creative tourism is a new paradigm and new direction in current tourism originally coined by Crispin Raymond and Greg Richards in 2000. Given to this concept, tourists are supposed to receive the development of their creative potential through participatory experience based activities that corresponds to the particularity of such and such touristic areas (Kaewsanga & Chamnongsri 2012: 96-97). It is seen that this creative tourism's definition is close to CBT. Likewise, it can be stated that the cultural exchange between tourists and hosts via active participation in related unique and characteristics of local communities is the goal. Tourists will receive the authenticity from tourism while the communities will get involved in the real management of touristic sites. This integration on CBT development is considered as the expansion of tourism products which increases value and move forward CBT and more new demand. Recently, there are some CBT researches but numbered quite few. To perceive a clearer image, more C-CBT studies should be supported in the future.

Conclusion and Recommendation

According to the gap analysis and synthesis of CBT researches in Thailand which can be sought in online database

during January-February 2017, there are in total 240 results in Thai, English and French. The most published amount of researches was found in 2015. Most studies are concentrated in communities in northern areas. Partly, some of researches in various areas throughout Thailand are in the record. The majority of the studies which is quite in huge amount regard CBT in terms of management emphasizing on development and community participation. Meanwhile, tourism resources, marketing and services researches are respectively seen in a very small proportion. The analysis of CBT researches divided into four time series shows that there are increasingly numbers of researches covering every component in great leap. In particular, the studies on management were found three times more numerous in the 4th period. Directions and number of researches correspond to tourism situation and its growth together with increasing communities operating CBT in Thailand. However, the number of the researches that follows the increase of CBT communities does not guarantee that CBT gains more quality or success as the matter of fact, most studies are still considered as the repeated topics. There are slightly new ideas but still quite small in proportion. In order to complete some missing knowledge and to drive forward CBT in Thailand with stability and sustainability, the upcoming CBT studies should emphasize significantly on the research gap derived from this synthesis. Also, the studies on foreign researches should be importantly addressed as contribution to larger perspectives.



Table 1 Total number of CBT research in Thailand publications over the years, searched from January-February 2017.

Years	Number of research publications	Percentage
2000	1	0.41
2001	1	0.41
2002	4	1.67
2003	2	0.83
2004	3	1.25
2005	4	1.67
2006	7	2.91
2007	9	3.75
2008	13	5.42
2009	13	5.42
2010	16	6.67
2011	28	11.67
2012	20	8.33
2013	25	10.42
2014	34	14.17
2015	41	17.08
2016	19	7.92
	240	100.00

Figure 1 Location of CBT research in Thailand

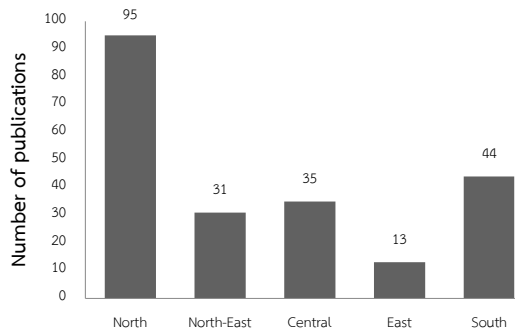


Figure 2 Document's types of CBT research in Thailand

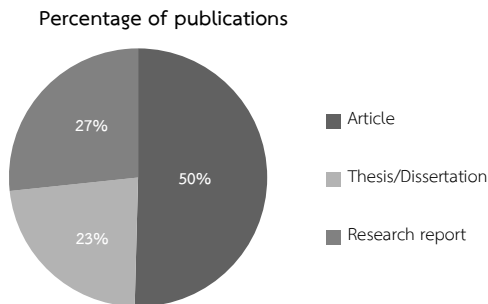


Figure 3 CBT research in Thailand classified by components of sustainable management in tourism

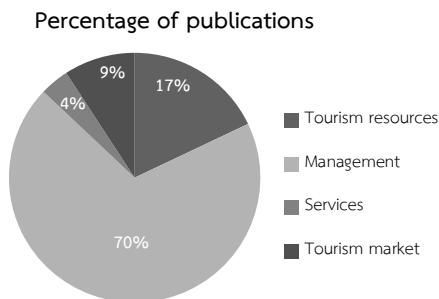
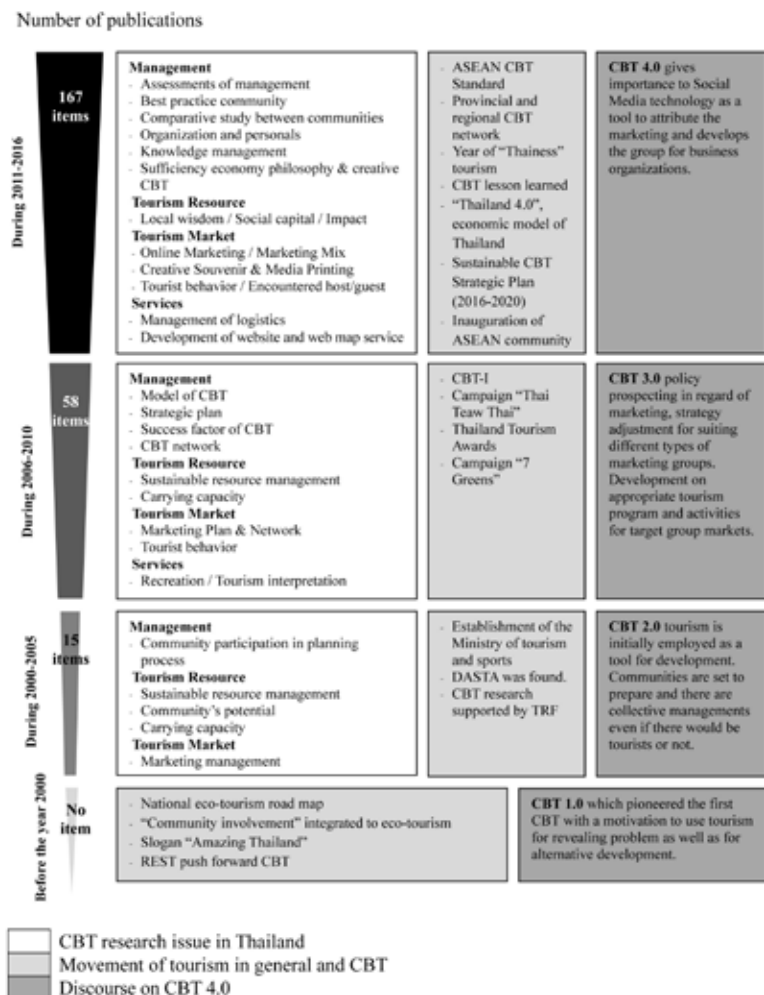


Figure 4 The evolution of CBT research in Thailand



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