

# DEMAND ANALYSIS FOR COMMUNITY TOURISM DEVELOPMENT IN KAPANG SUB-DISTRICT, THUNG SONG DISTRICT, NAKHON SI THAMMARAT, THAILAND

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## ABSTRACT

*This research aimed to study and compare opinions of tourists to the Community Tourism Development in Kapang Sub-District, Thung Song District, Nakhon Si Thammarat. The instrument used to collect data was a questionnaire from samples of 350 tourists. The results were analyzed with descriptive statistics (percentage, means, and standard deviation) and inferential statistics (t-test, One-way ANOVA and the differences between pairs, LSD) with statistical significance at 0.05.*

*The results of the study revealed that the Community Tourism Development in Kapang Sub-District, Thung Song District, Nakhon Si Thammarat is at the highest level. The Community Tourism Development in Kapang Sub-District should provide tourism activities at the highest level, followed by the purposes of being a tourism market, and providing tourism service respectively. In addition, the results from the comparison of the tourists' opinions found that there were statistically significant differences of the Community Tourism Development in Kapang Sub-District, with different gender, age, occupation, educational level, and amount of monthly income. There is difference at statistically significant level of 0.05.*

**Keywords:** Community Tourism Development, Kapang Sub-District

## INTRODUCTION

**Service Business:** It is the main driver of the economy and finances in most countries of the world. The level of development of a service business depends on the development of the business environment, the development of technology, and the digital literacy of the population (Rusavska et al., 2021). Tourism play such important role in service industry, local authenticity-seeking tourism has emerged to touch authentic experiences and interactions with locals (Coca-Stefaniak et al., 2017). Local tourism and community-based tourism often brings benefits to local communities, both financial and non-financial benefits, such as social and environmental development (Eom et al., 2019).

The government has formulated tourism strategies for the community by the Ministry of Tourism and Sports to support local organizations to set up policies, goals, plans and activities in tourism. Lately, community-based tourism has rapidly expanded and expected that it will be a potential tourism because it is "community participation model" tourism. It also supports the conservation of natural resources, and environment due to Thailand has many tourism resources. In addition, the government has a policy to support tourism to attract both Thai and foreign tourists in order to stimulate the economy. Previous research has found that destination image had significantly more influence on local tourists'

attitudes in comparison to its influence on their willingness to visit a destination (Govender, 2020). Also various factors effecting tourist satisfaction which has a significant impact on the word-of-mouth behavior and revisit intention of tourists such as community-based tourism efficiency (TaeyeonEom et al., 2019), tourists experience with locals and hosts (Coca-Stefaniak et al., 2017), and The researcher had the opportunity to experience the villagers' way of life and tourist attractions in the Kapang community; therefore, the problems in tourism management about services, public relations, and how to adjust the natural landscape to be beautiful.

Therefore, the researcher is interested in studying and development of the community tourism in Kapang sub-district, Thung Song district, Nakhon Si Thammarat, to use the results of the study as a guideline for planning tourism development, and raise the level of tourism management highly. It can generate income for the community to a good quality of life in the future along with the conservation of the environment and tourism resources for further sustainability.

## **LITERATURE REVIEW**

### **Concepts and Theories on Tourism Management**

Management process is the working process step by step. It relates with personal coordination and other resources in order to work towards the goals of the organization. It is necessary to decide in advance what, where, when, and by whom. Management relies on four key management activities as follow: planning, organization, command and control in accordance with the procedures (Suksriwong, 2007; Martin & Matthew, 1998; Drucker, 2005). In addition, to reduce the uncertainty, it gives the organization the confidence to work and having the effective work. Personal coordination whowork inharmoniously will not be successful, but the good working process will get more effective work (Raphankham, 2008; Peuchthonglang et al., 2020).

Tourism development is a management process from all stakeholders to promote and to develop the potential of better places for tourists, and to meet the needs of tourists which must be based on non-impact to local people and tourist attractions (Phayakhawichian, 1996).

### **Concepts and Theories about Community-Based Tourism**

Community- based Tourism management process focus on local people plan and set a direction to meet community needs. It focuses on sustainability in terms of environment, culture, traditions, based on the idea that everyone in the community is the owner of the resource, and is a stakeholder in the existent local tourism as well as the way of life and community production methods or the cost of appropriate tourism management (Fennett, 1999; Suansri, 2003; Sarobol, 2003).

### **Concepts and Theories about the Learning Process of Community-Based Tourism**

Communities must understand the learning process of community-based tourism to introduce their communities correctly and interestingly to tourists, which consist of 5 components (Suansri, 2003) namely:

- 1) The human potential component
- 2) The area potential component
- 3) The management component
- 4) The participation component

- 5) The impact components of community tourism

## **Concepts and Theories about the Participation of Local People in Tourism Development**

Before participation can occur, there must be a need or joint problems of a group of people in a community or society. One society first set up the goal of development or doing activities together and bring benefits to the public in that society. There will be thinking, decision making, planning and action (Wiratnipawan, 2004; Peuchthonglang et al., 2021). The division of duties according to the aptitude and appropriateness of each person, checking and following up on the performance to get improvement and eventually development for social acceptance leading to sustainable development (Kangsarak, 2001).

## **Concepts and Theories about Sustainable Tourism**

Development and promotion of local tourism focus on the goals of development and use of resources for maximum benefit (Srivaddhanasan, 2011). It should consider the most value maintaining its uniqueness for a long time (Srivaddhanasan, 2011). In addition, the cooperation of all stakeholders both in managing people's payments and the environment, and how to reduce conflict and work together to solve problems (Poonpipat, 2002).

## **General information about Kapang Sub-District, Thung Song District, Nakhon Si Thammarat Province, Thailand**

Kapang Sub-District Municipality is located in Thung Song District, Nakhon Si Thammarat Province which is in the southwest. The total area is 52,431 rai or 83.86 squarekilometers. The majority of the population is engaged in agriculture such as rubber plantation and orchard 60 percent, animal husbandry 3%, trade 5%, and general labor 10%. Most of the terrain is hilly plains which is suitable for gardening especially rubber plantations and orchards and lowland areas. Village area no. 3,4,5,6 (in the past it was a farming area), but now the trench has been raised to plant rubber instead. The Kapang sub-district municipality has 2 seasons: summer and rainy season, especially in August, it starts to rain and increases steadily in the months of October to December

## **Related Research**

Laoakka (2007) studied the role of HuaKhwang Sub-District Municipality in the development of the participation of people in local development. The results of the research found that most of the people are male, aged between 31 – 50, education below bachelor's degree. They have employment and trade, respectively. People have opinions about the role of HuaKhwang Sub-District Municipality in developing people's participation in overall of local development. All aspects were at a high level. People of different ages had opinions about the role of the municipality in the development of the municipality, that is, the social aspect was not different, structure economic fundamentals, political and administrative, resource management, and the environment differ significantly at the 0.05 level, but people with different educational levels had no different opinions about the role of the municipality in the development of the municipality.

Lohapoontrakool (2010) studied about the community development and problem solving through community-based tourism development, a case study of Bang Nam Phueng Floating Market, PhraPradaeng District, SamutPrakan Province. It was found that Bang Nam Phueng Sub-District Administrative Organization could solve problems for the

community about agricultural products because it creates a career and income to the community. This is a result of external factors such as various forms of tourism promotion trends of the government that creates demand for tourism continually get along with the promotion of local tourist attractions, with internal factors, namely, most of the areas are traditional agricultural plantations. This is a government conservation area since 1977 and is located near Bangkok. Moreover, the Sub-District Administration Organization President allocated the budget for tourist attractions development continuously as well as expanding the tourist attractions development to connect with community development in various ways, such as transportation, public utilities, reviving traditions, etc. The management process achieves the four components of being an eco-tourism site: (1) tourism area, (2) management, (3) process activities, and (4) participation including public relations and building a network for tourist attractions development both in and outside the area found that they did well, but they still need to improve the community participation and should create a network of cooperation in developing more tourist attractions with neighboring sub-district areas.

Kunpalin (2013) studied on the management guidelines for sustainable development of floating market tourism in Thailand. It was found that factors related to the market tourist attractions development of Thailand in a sustainable manner, consisting of seven factors as follow (1) benefits; (2) the conservation of natural resources and cultural heritage; (3) attraction; (4) tourist facilities; (5) logistics system and access to tourist attractions; (6) the tourist attractions management; and (7) the cooperation of communities in tourist attractions. According to the concept of public administration, it is an integration among the participation of the government, local and private sectors with the goal of developing a sustainable Thai floating market tourist attraction.

Ployinsawang (2010) studied on the community participation and the impact of tourism development to KohLanta Island, Krabi province. It was found that tourism affects the way of life of the people in the KohLanta community both positively and negatively in terms of economy, society, culture and environment. However, people in the community are willing to let tourism come in because they thought that tourism had a better effect on their way of life. For the participation of community in development overall, it was at a low level. The community participation was the least in following up and evaluating while the activities participation was moderate. The local authorities gave the opportunity to community getting involved and developing the tourist places, but the problems in the community are the community still lacks knowledge and understanding of development and tourism management. In addition, there is still a lack of cooperation among people in the community, entrepreneurs and the government. Suggestions are namely, KohLanta Island should be publicized to be more known to tourists in order to encourage tourists to travel during the off season. Furthermore, all people in the community should be involved in the tourism development, so that development is as effective as possible.

Klayvichien, et al., (2007) studied about the development of elephant village tourist attractions in the South Isan. It was found that most of the problems were the lack of grazing areas. From the results of research studies, it has proposed three development guidelines to tourism villages in the south-eastern part: 1) Tourism resource development, 2) Tourism market development, and 3) tourism readiness development.

Waennak, et al., (2008) studied about the community participation in management of local tourist attractions: a case study of PhraNakhon Si Ayutthaya Historical Park. It was found that the community's participation in the management of the historical park PhraNakhon Si Ayutthaya as a whole is at a very low level. It is a top-down order management, so the community does not participate in management. Moreover, the government does not take into account the profits from tourists' travel, government sections are acting as the caretaker to only maintain. There is a policy only in terms of conservation

and to maintain is as the national treasure.

## RESEARCH METHODOLOGY

In this research, the researcher has established the research methodology and procedures as follows:

### Population and Sample

The population used in the study was Thai tourists who traveled to Kapang sub-district, Thung Song district, Nakhon Si Thammarat province. The exact number is unknown. Therefore, the sample was calculated by Cochran (1977) with a confidential level of 95 percent and an error of not more than 5 percent. A total of 350 people were sampled using an accidental sampling technique.

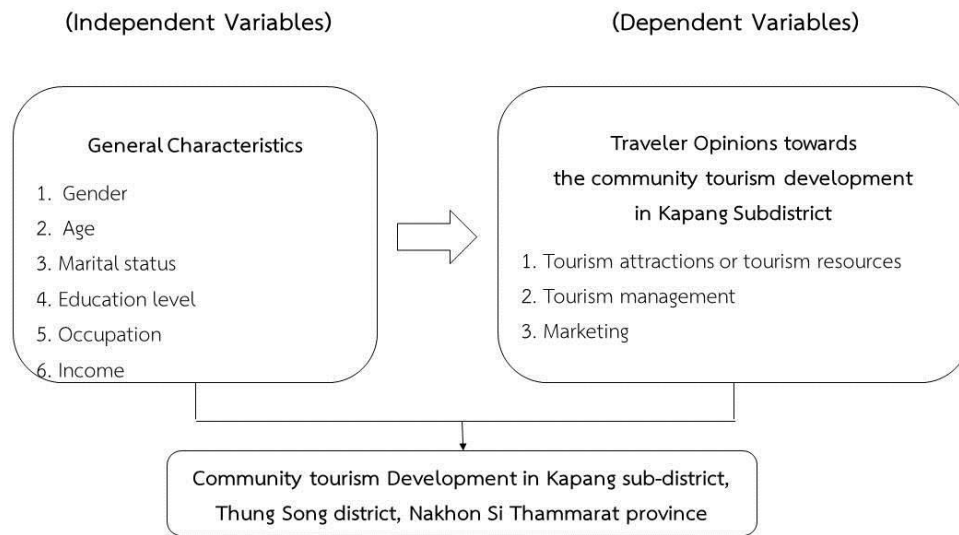
### Data Collection and Analysis

This research used data collection by using questionnaires as a research tool. The contents of the questionnaire were divided into 3 parts: Part 1: the general information characteristics of the respondents. It is a check list form with only one answer to choose from. Part 2: information about opinions towards tourist attractions in to Kapang sub-district, Thung Song district, Nakhon Si Thammarat province. It is divided into development of sources or tourism activities, tourism service, and tourism marketing. The questions were based on the Likelitz format. Part 3: the recommendations were open-ended questions. The questionnaire was then tested by using the questionnaire to experiment with people who were not a sample of 30 sets, and tested the reliability of the questionnaire, it found that Cronbach's alpha coefficient was 0.889, which was greater than 0.70. Reliability leads to further data collection.

### Data Analysis

Data were analyzed and processed with SPSS program to calculate descriptive statistical values such as mean, standard deviation. and calculating inferential statistic including t-test, One-way ANOVA and pair test by LSD method. The scoring criteria and their interpretation are shown in Table 1.

Scoring Criteria for Each Level		Interpretation Criteria for Mean Level	
Comment Level	Score	Interpret Comment Level	Average
Strongly disagree	4	Should be less developed	3.26 – 4.00
Disagree	3	Should be moderately developed	2.51 – 3.25
Agree	2	Should be developed a lot	1.76 – 2.50
Strongly agree	1	Should be developed as much as possible	1.00 – 1.75



**FIGURE 1  
THE RESEARCH CONCEPTUALFRAMEWORK  
RESULTS**

**General Information of the Sample**

From the study, it was found that a sample group of 350 tourists who had traveled to the community in Kapang sub-district, Thung Song district, Nakhon Si Thammarat, by random sampling. The most of the respondents were 199 women (58.86%), aged 20-30 (56.86%), bachelor's degree (52.86) and most of them are students (36.29%) with average monthly income of 10,000 - 20,000 baht/month (51.71%).

**A Study of Tourists' Opinions on Tourism Development**

The opinions of tourists towards the development of the three aspects (as shown in Table 2) found that it should be developed in the most level (Source or tourism activities, followed by tourism market development and tourism services development, respectively), with a mean 1.70 standard deviation 0.50

1) The development of tourism resources or activities is at the level that should be developed as much as possible ( $X=1.66, SD=41$ ). They suggested that there should be the resources development or tourism activities, providing tourism signs, maps and history of tourist attractions( $X=1.51,SD=54$ ),followed by a service- centertourist ( $X=1.53, SD=54$ ) and the development of routes to tourist attractions ( $X=1.63, SD=53$ ), respectively.

<b>Visitors' Opinions on the Tourism Development in Kapang</b>	$\bar{X}$	<b>S.D.</b>	<b>Opinion Level in Development</b>
Resource development /tourism activities	1.66	0.41	The most
Tourism Management Development	1.74	0.55	The most
Tourism market development	1.69	0.55	The most
Total	1.70	0.50	The most

2) Service development at the level that should be developed the most ( $X=1.74$ ,  $SD=55$ ). They suggested that there should be the commemorative products development or OTOP ( $X=1.67$ ,  $SD=53$ ) and should provide a communication service points namely, telephone, fax, Internet and Wi-Fi ( $X=1.75$ ,  $SD=58$ ) respectively.

3) The tourism market development is at the level that should be developed the most ( $X=1.69$ ,  $SD=0.55$ ). They suggested that there should be all aspects development, especially participating in tourism promotion activities with Government and private agencies such as the Thai Teaw Thai Fair ( $X=1.64$ ,  $SD=54$ ), the creation of a tourist attraction website ( $X=1.67$ ,  $SD=57$ ), and the dissemination of tourist attractions *via* radio, television etc. ( $X=1.6$ ,  $SD=57$ ), and linking Tourism routes to nearby attractions ( $X=1.75$ ,  $SD=53$ ) respectively.

### Hypothesis Testing

From hypothesis testing, it can be concluded that the relationship between personal factors consisted of sex, age, marital status, education level, occupation and average monthly income with opinions on tourism development. When personal factors were analyzed and compared with LSD method to find differences between the mean opinions, *i.e.*, age, education level, occupation and average monthly income. It was found that all individual factors have different opinions related to tourism development (Statistical significance level 0.05). According to the assumptions set (assumptions 1 - 6) as shown in Tables 3 and 4.

Table 3 SUMMARIZES THE RELATIONSHIP BETWEEN PERSONAL FACTORS AND OPINIONS ON TOURISM DEVELOPMENT IN KAPANG SUB-DISTRICT										
Personal Factors			Opinions on the tourism development in Kapang Sub-district							
Gender			*							
Age			*							
Marital status			*							
Education level			*							
Occupation			*							
Average monthly income			*							
Note: * Correlated - No relation										
(Analysis Double Comparison; LSD)										
Pairwise Comparison										
Fishers Least Significant Difference (LSD)										
Personal Factor	Age (years)		Education Level		Occupation					Income
	31- 40	41- 50	B.A.	<B.A.	Trade	Civil Servant	Private Employee	Student	Others	
Age (years)										
20 – 30	*	*	-	-	-	-	-	-	-	-
Education Level										
Secondary Ed.	-	-	*	*	-	-	-	-	-	-

Diploma	-	-	-	*	-	-	-	-	-	-
Occupation										
Agriculture	-	-	-	-	*	-	-	-	*	-
Trade	-	-	-	-	-	*	*	*	-	-
Student	-	-	-	-	-	-	-	-	*	-
Monthly Income										
Less 5,000	-	-	-	-	-	-	-	-	-	*
5001-10,000	-	-	-	-	-	-	-	-	-	*
<b>Note:</b> * There are different relations					- There are no different relations					

## DISCUSSION AND SUMMARY OF RESEARCH RESULTS

From the research results, it was found that tourists with different sex, age, occupation, education and monthly income have opinions towards the tourism development differently. It was consistent with the research of Samart (2002) said that the majority of tourists are female want to improve the cleanliness of tourist attractions more than male and in accordance with the research by Rattanasri (2010) that women are more interested in tourism than men. It was also found that Thai tourists of different ages have different opinions on tourism, with most of them being middle-aged, and different occupations and different education affect their different opinions. It was consistent with the research of (Thongpeng, 2011; Nilratkha, 2010), said that different levels of education have received news and ecotourism differently, but they are satisfied with the ecotourism activities for sustainable development indifferently because most of the respondents have a bachelor's degree who are a knowledgeable group and want to see the change. While different monthly income also affects opinions differently, it is consistent with the research of (Thongpeng, 2011), a study on the opinions of tourists towards cultural tourism management of WatSothon Wararam Worawihan, Chachoengsao Province, found that tourists with different monthly incomes have opinions on the cultural tourism management of WatSothon Wararam Worawihan differently at a statistically significant level 05.

### Suggestions for Applying the Research Results

Summary of recommendations guidelines for tourism development in Kapang Sub-district, Thung Song District, Nakhon Si Thammarat Province is divided into 5 issues as follows:

- 1) **Location:** Development of tourist resources to be outstanding and attractive, facilities development and adequately maintain cleanliness, some accommodations do not have facilities for the elderly and the disabled, and the price is too high.
- 2) **Travel:** Development of the public transport system within the sub-district including access routes to tourist attractions, and signs.
- 3) **Marketing:** Organization more tourism activities in a variety of public relations through various media sources.
- 4) **Budget:** The community lacks the budget for development.
- 5) **Leaders:** Community leaders lack skills in service, planning, and lack of continually responsible people.

### Suggestions for the Next Research Study

The researcher suggests that the next study should be on preparation methods to upgrade rural areas as a tourist city by preserving the identity and traditional rural lifestyle.



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