

# SUSTAINABLE CREATIVE COMMUNITY-BASED TOURISM DEVELOPMENT AT HUAY SATYAI SUBDISTRICT, HUAHIN DISTRICT, PRACHUAP KIRI KHAN PROVINCE, THAILAND

**Nipharat Saiprasert, Rajamangala University of Technology Rattanakosin  
Thailand**

## ABSTRACT

*Baan Palau is a community located in the remote area in the western part of Thailand. It is outstanding in Karen ethnic culture. Tourists are interested in traveling to visit the community but the community does not have tourism management. The community therefore wanted to use Community-based Tourism (CBT) as a tool for community development but still lacking knowledge and good management practices. Faculty of Hospitality and Tourism Industry, Rajamangala University of Technology Rattanakosin is an educational institution having academic knowledge of tourism. We collaborated with the community, used community context surveys and semi-structured interviews to explore and find cultural capital for CBT, used participatory action research (PAR) techniques to design and develop management approaches for CBT and using the tourist satisfaction questionnaire to assess the development by analyzing descriptive statistical data. It was found that the Baan Pala-u community had social capital suitable for the development of creative community-based ethnic tourism especially cultural tourism resources that are blended with the area surrounded by rich natural conditions and people in the community are ready for participate in CBT. Tourist attractions can be chosen, travel routes and tourist activities are designed appropriately. Creative CBT itineraries are also designed by choosing hand-woven cotton with a loom as an important topic and the Karen Cultural Learning Center as the main tourist attraction. Finally, the community is able to arrange tour services for experimental tourists by themselves. It reflects that this research can create experiences and increase the readiness of people in the community to effectively manage Creative CBT in terms of sustainability. This is a good practice being an example for the neighboring ethnic communities to use as the guidelines to develop their own communities with Creative CBT management.*

**Keywords:** Tourism Development, Technology

## INTRODUCTION

Tourism is an effective industry developing economy and society. For Thailand, Thai Government spends lots of tourism promotion to welcome world tourists and generate the nation and local income affecting all related development in the country following the competency and competition strategy of Thailand Economic and Social Development Plan. Natural and cultural resources become the most important factors for developing Tourism industry in Thailand which increasing employment, occupation, income distribution and investment to related business (Sangcheay, 2007). Tourism is growing while negative impacts are also affecting to tourist attraction and its environment. Social and ecosystem built up more attention because all tourist activities are the causes of impact and local change. There is a clearly contrast between conserve and develop leading to a new concept of tourism resources and environment responsibility including reduce at least impact to local life and culture called Sustainable Tourism performs balancing of conservation and development.

One of the most interesting tourism types is Cultural Tourism which is the travelling pattern attending in culture attraction and observing local festival to understand the culture of local community and increasing new experience for tourist by local participation enhancing tourist consciousness to conserve local environment and culture under well local sustainable management (Chittangvattana, 2005). Tourist interest is increasing by Thailand's cultural tourism trend because tourist attractions and cultural heritages in Thailand are unique and well growing responding by government policy to use cultural tourism as a tool for solving poverty of the farmer who is the most population in Thailand agriculture sector. Cultural Tourism is more supported and promoted so it is necessary to enhance local people's awareness and understand the local culture identities including valuable knowledge and local wisdom. Thai culture research is becoming "the must" study case for preparing Thailand readiness to join the ASEAN Economic Community.

Present tourism development focuses on participation of local people and stakeholders in natural and environmental management for constructing the local sufficiency by making self-decision and determining their own development direction, conforms to the concept of Community-based Tourism which is based on the idea of all local people owning their local resources and being the tourism stakeholders. History, festival, ceremony, way of life, and local products are become the principal factors for appropriate managing in local tourism giving onto sustainable management (Sarobol, 2003), in the same time, tourism is used for developing quality of the local life, raising local incomes, reducing outsider support and becoming a strength community, going to the goal of sustainable local resources reservation for long (Songpornvanich, 2007).

National Economy and Society Development Committee defines the meaning of Creative Economy that is the concept of economy driven based on integration of knowledge, education, creativity and intellectual property conforms with culture, wisdom, technology and innovation for developing industries by using creativity to add value in products and services together with promoting and developing potential creative business, infrastructure and environment, creative entrepreneurs and researchers studying creative economy and cultural capital. Rajamangala University of Technology Rattanakosin (RMUTR) had engaged in Thailand Creative Industry Development by Faculty of Architect and Design responds in media, creating work and design while Poh Chang School of Fine Arts responds in creative arts and Faculty of Hospitality and Tourism Industry (FOHTI) responds in cultural and natural heritages. FOHTI submitted the plan of Sustainable Community-based Tourism Development to RMUTR to start action first in Huay Satyai Subdistrict, Huahin District, Prachuap Kiri Khan Province, Thailand. Interesting Karen tribal culture community is continuing their traditional way of life among the green natural forest of Kaeng Krachan National Park which has become the high potential area for developing tourism using community cultural and natural heritages supporting Sustainable Creative Community-based Tourism. In fact, the local people are lack of knowledge and understanding in Creative Community-based Tourism, this research will guide them by integrates tourism academic knowledge from FOHTI with Huay Satyai local wisdoms being able to manage Creative Community-based Tourism by themselves, hoping that they can keep going on raising their local sustainably life quality.

## RESEARCH OBJECTIVES

The objectives of this research are (i) survey and searching for local cultural capital, then (ii) design and develop the Creative Community-based Tourism and (iii) evaluate the development of Creative Community-based Tourism of Baan Palau Karen Village, Huay Satyai Subdistrict, Huahin District, Prachuap Kiri Khan Province, Thailand. These objectives would become the 3 stages of survey, development and evaluation of the research process.

## STUDY CONCEPTS

### Community-Based Tourism (CBT)

Responsible Ecological Social Tour (REST) was the pilot project of tourism in Thailand which based on local resources emphasizing community as the center of the implementation called Community-based Tourism (CBT) means the tourism is considering the eternity of environment, social and culture. The tourism is planned, managed and owned by the community to engage local learning for tourists which the tourism implement will not be the principal income of the community (Chiang Mai University, 1998).

Highlight of CBT is the community participation that consists of many types such as selling the local products, performing the traditional shows, conducting a tour in the village and providing the local accommodation in the types of resort, camp ground and homestay. Local economy could be raised up and local culture could be conserved by local identities CBT. CBT needs well managing with local participation constructing fairly local income sharing (Keawsuriya, 2001) and let tourists have consciously idea to conserve tourism resources long lasting benefit to the community. CBT is stressed on community center should be implemented by the concept of (i) based on community needs, (ii) focus on local participation, (iii) run by local enterprises, (iv) continues the sustainable of local economy, society, culture and environment, (v) uses the local regulation, (vi) provides learning process between local people and tourists, (vii) clean, safe and reasonable expenditure for both local people and tourists, (viii) local income from CBT supports the community development and environment conservation, (ix) CBT is not the principle local incomes and (x) local organization can fix any tourism impacts and ready to stop when overloaded carrying capacity (Thongma, 2008).

First thing that the local community has to concern before starting CBT is to evaluate the possibility of CBT management using SWOT analysis technique in participatory action meeting to find strengths, weaknesses, opportunities and threats of the community, then, invites all stakeholders considering the community SWOT or asks for the academic supports from educational institutions and arranges the site visit to learn how to manage CBT in the success community. After local self-acceptance and site visits are finished, community tourism management evaluation should be performed for making a decision to develop CBT (Chiang Mai University, 2005). CBT management is to combine the knowledge of the academy and the aesthetic arts for implementing the hospitality services to create tourist satisfaction. Local community will be the coordinator to join the government sectors accompanied with private sectors raising the local economy and creating sustainable local incomes (Panvilai, and Chonmaitree, 2007).

### Cultural Tourism

Tourism is a recreation pattern during leisure time related to travelling (Kanchanakit, 2001) differs from recreation that doing at home or nearby but tourism need travelling (Porananon, 1998) and it is said that travelling creates Tourism (Markchaeng, 1991) which consisting 3 solutions are (i) The travelling is temporary, (ii) Traveler is willing to travel and (iii) The travelling is not for carrying on an occupation or getting any income (Varakulvit, 2003). Tourism is an activity related to hospitality service making convenient travel (Pond, 1993), constructing impressions and satisfaction for tourists (Mill, 1990). Tourism is also a social and economic systematic activity consisting of 3 elements which are attraction, service and marketing are combined into tourism hospitality servicing for tourist (Vongvanich, 2003) and supporting by several tourism business (Chuchat, 2003) that shows the relation of tourist,

tourist attraction provider, tourism business, community in tourist destination and government officer (Sujarinpong, 2006). Important sector of tourism is tourism resources which attract travelers visiting the place where there is a tourist attraction, tourist activities and local culture (Bunyapak, 1994). There are 3 types of tourism resources which are (i) nature (ii) ancient and religious places and (iii) cultural art, festival and activity (Veerayangkun, 1989). Tourism resources have 4 elements which are (i) attraction (ii) amenities (iii) accessibility (Collier and Harraway, 1997) and local amenities (Chittangwattana, 2005). Culture is a well-developed situation that is created by humans and adapted from nature for learning from each other. It can be emotion, feeling and behavior pattern carrying on to next generation (Eiewsiwong, 1998), being in human live and always change (Nakornsunthparp, 1998) harmony with surrounding environment and accepted in one community (Srisantisuk, 1993). Culture can be tangible resources and intangible resources (Phongsapit, 1998) which used for attracting tourist to visit those cultural places encourage the local culture being conserved and developed, then, Cultural Tourism is operated for learning the other and understanding oneself (Kasetsiri, 1997). Cultural Tourism lets tourists visit local cultural festivals or events that are operated by local people which show local identities, local participation, local interpretation and intend to let tourists get a valuable experience in a different social environment (Vongvanich, 2003). There are 9 characteristics of Culture Tourism (Namvong, 2009) that are: (i) culture conservation, (ii) less impact to environment, (iii) attract tourist, (iv) giving new knowledge and experience, (v) local participation, (vi) green concept business, (vii) appropriated tourist activities, (viii) under area carrying capacity and (ix) well tourist safety. Community-based Tourism concept should be used for operating Local Cultural Tourism (Vipatbavornwong, 2000).

New concept for Cultural Tourism that called “Cultural-based Tourism” consisting of 7 patterns of Cultural Tourism (Intharapasan and Tantinipankul, 2015) those are (i) Historical Tourism, (ii) Traditional Tourism, (iii) Living Culture Tourism, (iv) Ethnic Tourism, (v) Religious or Pilgrimage Tourism, (vi) Culinary Heritage Tourism and (vii) Cultural Health Tourism. Cultural Tourism is a kind of Creative Tourism trying to engage visitors and hosts with active participation to build up real experience for understanding specific cultural features of a place. Creative Tourism is tourism which offers visitors the opportunities to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken (Richards and Raymond, 2000). This is the changing of Cultural Tourism from using tangible cultural resources to more understanding in intangible cultural resources. In the past, tourists used to be interested in high culture visiting castles, art collections or museums while new generation tourists are likely interested in everyday culture visiting local restaurants, fresh markets and local life that they could participate in the real local life and need more time in the destination. In the case of Creative Tourists, they are active to participate in local culture during visiting their destination. While cultural tourists want to observe ceramic factories, creative tourists need to make a ceramic cup by themselves. Then, Creative Cultural Tourism becomes a new world tourism helping tourists understand the value of diversity in several cultures.

## Sustainable Tourism

Sustainable Tourism has the same concept as Sustainable Development focuses on both development and conservation that will not impact resources and environment involving the long-lasting benefit to economy, social and environment. Thus, Sustainable Tourism is the new well tourism management having appropriate activities and implementing size, and paying responsibility of tourism resources for preventing any problems and having impacts in at least and giving priority to make more tourist understanding than satisfaction. Thailand Authority of Tourism uses the World Tourism Organization (WTO) concept of Sustainable Development Tourism as an all types of tourism management in Thailand. The concept consists of (i) tourism activities would be long lasting, (ii) tourist visiting is continuously, (iii) tourism resources

always attract tourists, (iv) local businesses derive profit from tourism and develop their appropriated services and (v) local environment, social and culture should be at least impact from tourism.

Sustainable Tourism is defining 6 characters as (i) visiting could take in all types of tourist attractions, (ii) focuses on local value and identities, (iii) responding on tourism resources and its environment, (iv) touch and learning activities create value tourist experiences, (v) create long profit for local tourism businesses and (vi) create local community benefit and feedback to local tourism resources and environment (Chittangwattana, 2005). The important of Sustainable Tourism on problem solving and economy raising are (i) create domestic cycling income and balancing international trade, (ii) create many economic activities and local hiring, (iii) create the tourist attraction development, (iv) create the ongoing tourist related industries, (v) create the resources and culture conservation. Finally, Environment Quality and Sustainability, Local Participation & Quality of Life and Quality of Tourism Experience are the 3 principal goals of Sustainable Tourism for developing and giving benefit to the local community.

### **Creative Tourism**

Creative Tourism is a new travel paradigm and new present tourism trend transferring form the first tourism era of Sun-Sea-Sex Tourism into Cultural Tourism adding environment impact responsibility and sustainable touring in local community called Sustainable Tourism and the new tourism trend of Creative Tourism. Creative Tourism is a tour pattern of Cultural Tourism focusing on sustainable management and engaging visitors with the hosts to get valuable experience in the local community in terms of active participation in understanding the specific culture of the place. UNESCO presented the Creative Cities Network involving in Creative Industries in 2004 as the international cooperation of public, private and community sectors to submit the Creative City which operating one of seven identities in the following of (i) Literature, (ii) Crafts and Folk art, (iii) Design, (iv) Music, (v) Gastronomy, (vi) Cinema and (vii) Media Arts. UNESCO constructs the Creative City Network and creates new tourism opportunities that tourists could be a part of in the culture of those Creative Cities in both tangible and intangible cultures, tourists would get their own experiences in the network. The new tourism presented by UNESCO engaged authentic experience to activate understanding of the specific cultural features of a place. The word *Creative Tourism* was created by Crispin Raymond and Greg Richards from Raymond's daughter telling of her inspiration when travelling in Thailand, Indonesia and Australia in 1999-2000. She impresses joining in traditional massage course in Thailand, taking vegetarian food cooking course in Indonesia and was trained to be a farmer in sheep and livestock farm or Jillaroo in Australia, then Creative Tourism was defined as the tourism which offer visitors the opportunities to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken (Richards and Raymond, 2000). Creative Tourism characteristic consists of (i) engagement between visitors and hosts (ii) cross-culture learning exchange (iii) deep understanding in local culture (iv) participatory experience (v) exchange information and transfer experience (vi) being participants not only observers (vii) self-creating tourist ability (viii) truly production and tourists experience (ix) remember, impress and understand (x) touring in specific propose. Creative Tourism moves tourists' attention from Tangible Cultural Resources to Intangible Cultural Resources. Tourists are generally attending to visit architectures, museums, monuments, beaches or mountains which now changes into paying attention to images, identities and way of life, atmosphere, storytelling and creative media. New generation tourists pay more attention to local restaurants, markets, houses and community life called Everyday Culture than High Culture of seeing castles, palaces or galleries and they prefer to touch the realm of the local charm and need more travelling time in the community. Greg Richards presented 2 basic types of Creative Tourism, the first type is creating Creative Tourism Activities lets tourists cook their local styles dinner by

themselves under hosts guiding and the second is using Creative Tourism as the background of travelling to let tourists understand the big story of a well-arranged festival. Community-based Tourism, Cultural Tourism, Sustainable Tourism and Creative Tourism are 3 necessary concepts used in this research.

## METHODOLOGY

### Selection of Study Area

Baan Palau village in Huasatyai Subdistrict, Huahin District, Prachuab Kiri Khan Province, Thailand, was chosen to be study area of this research for implementing Participatory Action Research to develop CBT. Baan Palau village consists of diversity of natural and cultural tourism attractions. There are waterfalls, caves, flora and fauna wildlife together with the way of life of the outstanding Karen ethnic group which can be used for developing CBT.



**FIGURE 1**

### BAAN PALAU VILLAGE, THE STUDY AREA ON THE LOCATION MAPS

*Note. Modified maps show (i) Thailand, (ii) Prachuab Kiri Khan province and (iii) Baan Palau locate*  
 Left: World map ( $10^{\circ}24'50''N$   $102^{\circ}44'51''E$ ) from Explore Google Earth. [app.goo.gl](https://www.google.com/earth/)  
 Middle and right: Map of Thailand from File:Thaland location map.svg, Original by NordNordWest, Modifications by Paul\_012

Baan Palau uses to be the study area for many tourism projects, local people is well understanding in tourism benefit but need to have more guideline for CBT management (Saiprasert, 2013). The better local tourism management may become Creative CBT management. The local knowledge and wisdoms would be transferred into Creative Tourism Activities which constructing learning opportunity for tourists to get more community understanding. The local needs of CBT development and the lack of ineffective management cause Baan Palau village becomes the appropriating area for developing Creative CBT.

### Research Conduction

Qualitative Research, Quantitative Research and Research and Development together with Participatory Action Research (PAR) are used in this research. The research spends 12 months to finish and is divided into 3 stages as follows:

Stage 1: Local Capital Supporting Creative Community-based Tourism Survey. The community context survey would be started to collect data and information relating to Karen culture, and then, estimate potential and feasibility of Baan Palau CBT development focus on

the cultural capital and local wisdom supporting Community-based Tourism, after that, the implementation of Karen Cultural Learning Center (KCL) would be formed.

Stage 2: Development of Baan Palau Creative Community-based Tourism. The knowledge management would be performed trying to make more understanding of Sustainable Creative Community-based Tourism to the local people and stakeholders, then, Community-based Tourism development would be ready to implement by the Baan Palau Community.

Stage 3: Assessment of Baan Palau Creative Community-based Tourism Development. Community-based tourism would be operated and the Baan Palau experimental tour would be conducted in Creative Community-based Tourism pattern. General information of the experimental tourists would be collected and satisfaction towards the tour management together with tourist recommendations for sustainable creative community-based tourism development in the Baan Palau community would also be accepted.

### **Sampling and Research Tools**

Semi-structured interview and in-depth interview are used in stage 1 for collecting local information from wise men and intellectual key men by non-probability sampling. 20 persons of local government officers, private business owners, local leaders and community academicians are interviewed by purposive and snowballing sampling.

Participatory Action Research (PAR) in focus group discussion together with brainstorming and participant observation are used in stage 2 for forming the CBT team developing Creative CBT which 15 persons of local stake holders and tourists who attend to participate in CBT chosen by accidental sampling.

Satisfaction Questionnaire is used in stage 3 for evaluating the experimental tour managed by local CBT team and 30 tourists (Siripit. 2016) try the questionnaire of 5 rating Likert scale (Taveerat. 1997). Experimental Thai tourists are purposive sampling chosen by accidental sampling.

### **Data and Data Source**

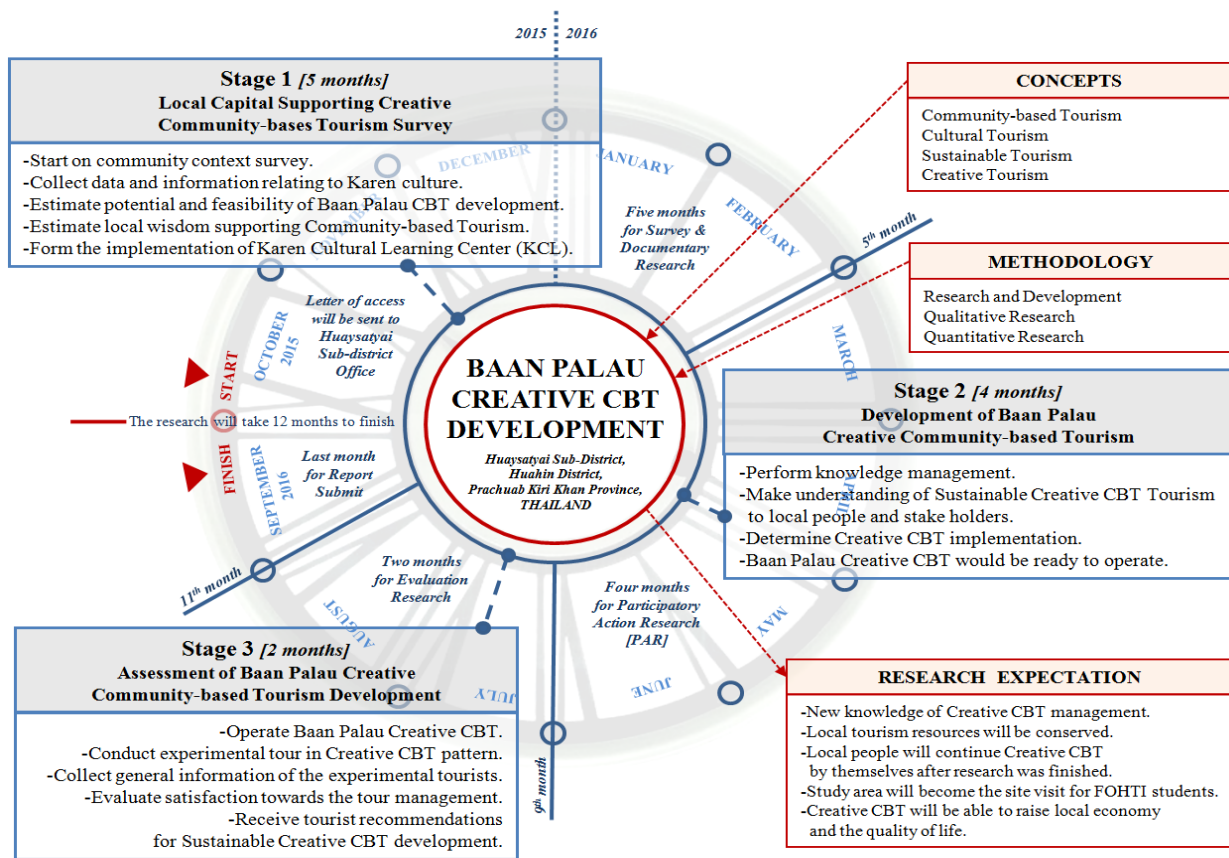
This research and development is Qualitative research combines with Quantitative research focusing on local participation in Creative Community-based Tourism from starting point of knowledge learning process, data analyzing, decision making, problems solving and tourism development heading to implement Sustainable Creative CBT.

Primary data is used in the Field Research by survey, collect, record and estimate tourist attraction potential carrying Community-based Tourism in study area while secondary data is from the documentary research by searching for information, article, concept and the research related to Community-based Tourism.

### **Data Collecting, Analysis and Statistic**

Letter of access to the area is sent to the local leader and related local organization telling research detail and asking for data collecting permission. Qualitative data is collected by depth-interview and participant observation while Quantitative data is collected by using questionnaire and non-participant observation. Content Analysis is used for managing qualitative data in 3 steps as data reduction, data display and conclusion and verification while quantitative data is analyzed and processed by collecting and selecting complete questionnaires, checking and coding and processing all data with SPSS. Finally, frequency, percentage, mean, standard deviation, minimum and maximum are used as descriptive statistics for analyzing research data.

## Research Conceptual Framework



**FIGURE 2**  
**RESEARCH CONCEPTUAL FRAMEWORK**

Note. The figure consists of research concept, timeline, 3 stages of the study, expectation and methodology

## STUDY RESULTS

### Stage 1: Local Capital Supporting Creative Community-based Tourism Survey

#### Community Context Survey

This research project focuses on Creative Industries using social capital to create benefits in appropriate ways for the community which conforms to the Community-based Tourism concept. The target area is Baan Palau village, Huay Satyai Subdistrict, Huahin District, Prachuap Kiri Khan Province, Thailand, homed of approximately 1,200 people, mostly is Karen ethnic group, living in 250 households on 3 sq.km plain at the foothill surrounded by community forest, forest area under the responsibility of the paratrooper police and the national reserved forest area in Kaeng Krachan National Park (Winairat, 2012). Most of these people are engaged in agriculture, cultivating field crops, horticulture, vegetable gardens, fruit plantation, highland rice cultivation, cattle and goat raising, industrial and general contract work, and forest products collecting.

The Karen ethnic group of Baan Palau can be divided into the new Christian group and the old Buddhist group. They are different in belief but stay harmonized in the same community where tradition and culture are preserved and practiced continuously. This is one of the high



cultural potential communities in Thailand which are able to support Creative Cultural Tourism, causing tourists to experience the local life of the Karen people.

Tourists will be able to see traditional performances of Karen people, listen to the storytelling of Karen history and their ancestors' lifetime as well as rituals and beliefs. Tourists can touch the beauty of nature, feel the warm welcome from the locals and experience the traditional way of life that can be seen in today's society.



**FIGURE 3**  
**BAAN PALAU KAREN ETHNIC GROUP IN TRADITIONAL COSTUMES**

*Note. Palau Karen tribe, in nowadays, dress like other Thai people, traditional costumes (as in the photo) will be dress on the special events or for tourist activities.*

In terms of local wisdom, it was found that the fabric was woven with body loom in a unique pattern including beads stringing as jewelry which can be used as a point of interest in Karen Community-based Tourism. There are also other tourism resources such as Palau waterfall, Palau Noi waterfall, Khao Thung viewpoint, abundant vegetation in the mixed deciduous forest being the habitat for many wildlife, especially wild elephants. There is the Karen Cultural Learning Center which is the learning source for daily life of the Karen ethnic group with interesting culture and beliefs including unique dress and language.

There are various factors supporting Community-based Tourism in Baan Palau such as the community history, meaning of interesting village's name that tourists usually know the name of Palau from four things: *Palau* Karen ethnic group can attract the attention of tourists very well. Most importantly, the village is related to the monarchy, such as the Royal Bestowed House and being the location of two Royal Projects, namely Huay Satyai Agricultural Cooperative Limited and the Huay Satyai Thai-Denmark Dairy Cooperative Co., Ltd., together with the interesting cultural ways of Karen ethnic group in the surroundings of nature. There are two waterfalls, *Palau* waterfall and *Palau Noi* waterfall, in the area of Kaeng Krachan National Park together with *Palau* wild elephant that can be seen easily along the road to the village while durian, the king of fruit, becomes an important fruit of Huay Satyai Sub-district. Because of its good taste and well growing in this area, it can be registered as a geographical indicator fruit in the name of *Palau* durian.

Huay Satyai Subdistrict Administrative Organization is the main local government organization with direct responsibility to promote tourism in the community while the government policy focusing on tourism in all communities to generate income and quality of local life by participating in Community-based Tourism. Many educational institutions had managed academic projects in Baan Palau which helps local people having more knowledge and skills in Community-based Tourism management while local participations are shown in many patterns such as, Buddhist Karen leader and Christian Karen leader, together with Head of the village run administrative cooperation on tourism, volunteer village guards respond the tourist safety, female villagers respond cooking and weaving demonstration, local sages and wise men

respond the herbal use explanation, teenagers and elder respond the cultural performances and monastery, church, school, homestay group and private resort respond the tourist accommodation.

Tourism situation in Baan Palau is growing but lack of well management, showing some problems and obstacles, such as the discontinuity of the project to support tourism, local people are unable to create a way of truly self-reliance, participation in tourism has become an additional burden for families, and the illegal land use problem in unclear overlapping areas of the village and Kaeng Krachan National Park. Most of the activities are Cultural Tourism to visit and learn the way of life of Karen people but there are still not many tourists visiting the community. Tourists do not know about Community-based Tourism in Baan Palau because there is just a few and inconsistent publicity, despite the Huay Satyai Tourist Center being established but the operation is still inefficient. Thus, these local problems and obstacles would be fixed by using local creativities as the effective tools for developing the better Community-based Tourism administrative management.

### **The Cultural Capital and Local Wisdom Supporting Community-based Tourism**

In the past, Karen people lived in the jungle, their belongings should be easily taken when moving to the new settlement. Body loom is an outstanding weaving tool for Karen ladies that can be folded and weaved anywhere in the jungle. It is said that Karen ladies should weave the cotton with traditional body looms showing her identities of Karen. Nowadays, there are approximately 1,200 people in Baan Palau, but only 6 women and 3 descendant girls are able to weave cotton with traditional body looms. This particular number is telling that the traditional body loom weaving is one of many valuable Karen cultural heritages which should be preserved and passed on for the next generations.



**FIGURE 4**

#### **KAREN LADY IS WEAVING WITH BODY LOOM IN HER EVERY DAY LIFE**

*Note. Photo taken in the house of 1 of the 6 weavers left in the Karen village, traditional body loom is the local everyday life would be used as the main attraction for Baan Palau Creative CBT.*

The other interesting Karen cultural heritages such as Karen house that built from natural material as hard wood is used for the house structure and floor, bamboo for the wall and palm leaf for the roof which lasts for 2-3 years. Building the house should be started in the early morning, believing that the owner will get in trouble if not finished on the same day. There are many Karen ethnic subgroups in Thailand, each subgroup has their own language, the communication between them can be understood with a little bit of different accents. One of the interesting local wisdom is herb using. Karen lives normally in the remote jungle area, far away from the hospital, so they use herbal plants as the traditional medical treatment to cure disease and nourish their health. Respecting to the ancestors is necessary for Buddhist Karen, the ceremony was held on the full moon night which started in the evening until the morning on the

next day. The ceremonial man will pray the sermon at the dais transferring the luck to the participants. The most beautiful Karen ceremony is wedding ceremony, everyone dresses in colorful traditional Karen dressing and having fun with the groom passes the challenging game before entering the house to his bride. These valuable cultural capital and wisdom could support the Karen Cultural Community-based Tourism.



**FIGURE 5**  
**KAREN TRADITIONAL WEDDING CEREMONY**

*Note. This colorful ceremony is not often organized, but can demonstrate for*

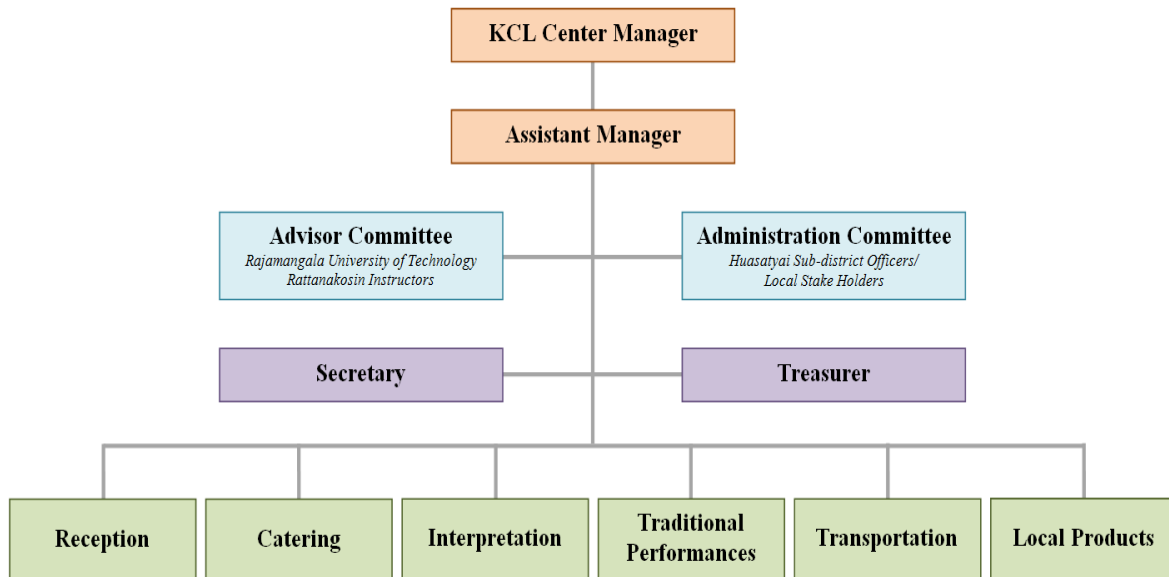
### **Development of Karen Cultural Learning Center (KCL)**

Karen Cultural Learning Center was established under the local needs on the land of the first Head of the Karen village being a place for performing cultural exchange activities and learning the Palau Karen way of life. The Center would serve as a learning center and exchanging knowledge between tourists and the local, coordinating with educational institutions running students and academics works together with being the site visit for other communities who want to share their idea of tourism and being a cultural attraction contained in Baan Palau Community-based Tourism itinerary.

There are five interesting parts in the KCL Center compounds:

1. The Royal bestowed house; the house was bestowed by King Bhumipol being a constantly living house for the first Head of the Karen village as a sample for every Karen tribe.
2. Karen model house; this is the demonstrating house for tourists learning how Karen people built their houses. Tourists could try weaving with traditional body looms.
3. Local products sell boxes; Karen clothes, vegetable, fruits, beads, necklace and bamboo toys are sold for tourists in the temporary sale boxes.
4. Exhibition house; the house was modified from a cow house showing pictures of the past and other items in Karen culture.
5. Traditional performances ground; the dirt ground under the shade of many big tree canopy using for performing traditional dances, play folk music and sing the Karen songs.

KCL Center developing plan was constructed by the committee and advising by the instructors from Department of Tourism, Faculty of Hospitality and Tourism Industry, Rajamangala University of Technology Rattanakosin. The KCL Center buildings and landscape renovation was the first local participating activity then, administration chart was constructed showing the head of KCL Center and his assistants together with 6 positions of Reception, Catering, Interpretation, Traditional Performances, Transportation and Local Products, after that Finance and PR were added to finish the administration chart. The operating time opening to the public and regulations were also determined, both for the local operating and tourist visiting. The KCL Center would be the center of all activities of the local community and digests principal information for visitors as the first door before entering the real Karen Culture.



**FIGURE 6**  
**KAREN CULTURAL LEARNING CENTER ORGANIZATION CHART**

**Potential and Feasibility Estimation of Baan Palau CBT Development**

KCL Center members and local stakeholders participated in the meeting for share their ideas of Baan Palau CBT development, using SWOT Analysis shown in the following table.

<b>BAAN PALAU COMMUNITY-BASED TOURISM SWOT ANALYSIS</b>	
<b>Strengths [S]</b>	<b>Local Actions using the Strengths</b>
1. There are potential and capability formal village leader and spiritual leaders in the community. 2. The beauty of Karen Culture is always attracting the visitors. 3. Storytelling of Karen history, festivals and ceremonies are interesting for visitors. 4. Local handicrafts are continuously produce; cotton weaving with body loom, bamboo utensils and beads stringing. 5. Diversity of culture and nature attractions is in the community area connecting to the outer attractions in the Sub-district area. 6. Traditional way of Karen life could be seen in the present day.	1. Formal village leader and spiritual leaders should coordinate for cooperating with all sectors for running Community-based Tourism. 2. The community should continue Karen culture for long. 3. The local storytelling should be rewritten and rearranged for appropriating to all kind of tourists. 4. All local products should be designed for tourist use and into a smaller size for being souvenirs. 5. The community should construct the tour network linking inner and outer community attractions. 6. Traditional way of Karen life should be reserved which not only for tourists but for the Karen generation also.
<b>Weaknesses [W]</b>	<b>Local Actions against the Weakness</b>
1. Local people are less of wakeful in tourism. 2. Local people have a little knowledge making their incomes from tourism and hospitality service skill. 3. Many tourist attractions need to be systematic renovated. 4. Access to some attractions is not convenient as trekking to Palau Noi waterfall. 5. Local tourism public relation is not effective. 6. The local people have not a same time after earn their living to join in Community-based Tourism activities.	1. Tourism knowledge management should be performed for instructing tourism idea to the local. 2. Local people who participated in Community-based Tourism should be trained handing by educational institutions. 3. All community tourist attractions should be focus on cleaning while some of them are left as it is in normally times. 4. The road development should be put in Sub-district office year plan. 5. Local tourism PR should be redesigned and ask for supporting from the Sub-district office. 6. Any meeting should held in the evening after work time and other tour activities are depend.

<b>Opportunities [O]</b>	<b>Local Actions using the Opportunities</b>
<ol style="list-style-type: none"> <li>1. There are government projects supporting the ethnic group development.</li> <li>2. Several projects run by educational institutions and related organizations are helping any local needs.</li> <li>3. Government focuses on tourism to raise the living quality of local people.</li> <li>4. Tourism is extended, new tourist attractions are found and tourists are ready to travel also.</li> </ol>	<ol style="list-style-type: none"> <li>1. Local people should follow every government projects, especially relating to the ethnic group.</li> <li>2. The local people should participate in educational institutions projects those benefits to the community.</li> <li>3. Local people should engage the Community-based Tourism for help raising the living quality.</li> <li>4. Local people and stake holders who relating in community tourism should have self-preparing in Community-based Tourism participation.</li> </ol>
<b>Threats [T]</b>	<b>Local Actions against the Threats</b>
<ol style="list-style-type: none"> <li>1. There are some conflicts in the case of overlapping area between local people and national park rangers.</li> <li>2. It is lack of tourist attractions developing fund because of the unstable economy.</li> <li>3. Unpredictable natural disaster happens every year.</li> <li>4. Basic infrastructure is not provided in fully community area.</li> <li>5. The young generation does not understand the Community-based Tourism.</li> </ol>	<ol style="list-style-type: none"> <li>1. The community should sign MOU with the national park in case of overlap land using under the national park regulation.</li> <li>2. The community should use sufficiency economy idea while search for developing fund from related organizations.</li> <li>3. Local people should have safety readiness and local organization should have fast damage fixing.</li> <li>4. The village leader and Sub-district community representatives asking for the basic infrastructure development plan from the Sub-district committee.</li> <li>5. The community should design the tour for young tourists experiencing the local with creative tourist activities.</li> </ol>

Baan Palau village potential development focuses on Karen Culture having their identities and continuing traditional way of life which attract tourists who need to touch the real Karen life. KCL Center will take the duty of welcoming and guiding tourists learning Karen Culture. After SWOT Analysis, it is found that the hospitality skill of the locals should be trained and many tourist attractions should be added with creativity which would be conducted in Stage 2.

## **Stage 2: Development of Baan Palau Creative Community-based Tourism**

### **Understanding of Sustainable Creative Community-based Tourism Development**

Sustainable Creative Community-based Tourism Development of Baan Palau Karen Ethnic Group is an extension of the existing Community-based Tourism Management and bringing the traditional body loom weaving as the main tourist activity because of the local worry in a few weavers left in the community that should be preserved for the next generations. Other activities were also added related to the needs of tourists on the existing local cultural heritages that the community has been encouraged to create management ideas according to the needs of the people in the community itself who wanted the identity of body loom weaving to become part of Community-based Tourism that experiences tourists to learn Karen culture including natural environment and way of life. The Community-based Tourism is managed by the community for the community and the community owns the operation emphasizing new activities with local creativities that is consistent with the local way of life as much as possible by bringing out the potential of both natural and cultural tourism along with integrating local wisdom and creating awareness of conserving nature and the environment by providing Sustainable Creative Community-based Tourism as a tool to help preserve local culture.

### **The Implementation of Tourism Development by the Baan Palau Community**

KCL Center defined the Baan Palau Community-based Tourism areas connecting the tourist areas located in and outside Huay Satyai Subdistrict. Tourists can start their travelling by

visiting the Huay Satyai Subdistrict attractions before entering Baan Palau village or travelling in Baan Palau village first, then visiting Huay Satyai Subdistrict attractions depending on their need and visiting time. Every Baan Palau visit should be started at KCL Center, then Baan Palau village, Baan Palau Noi village and Palau Noi waterfall are alternatives to visits that tourists can choose.

Baan Palau village consists of 5 Creative Community-based Tourism attractions.

1. KCL Center is the first place to visit focused on learning introduction of Karen culture before seeing the real everyday life in the village.
2. Baan Palau village 1 is focused on in-house visiting and observing Karen daily life.
3. Baan Palau village 2 is focused on the village surrounding for admiring the nature of the forests and creeks.
4. Baan Palau Noi village is the old Karen style sub village located in the jungle where voluntarism can be performed appropriately.
5. Palau Noi waterfall is located in the remote area of Keang Krachan National Park which starts trekking from Baan Palau Noi as an ecotourism route.

There are both natural and cultural aspects in the Baan Palau community that can be created as interesting points that focus on creative tourism activities by using local wisdom. 5 tourist attraction groups of the community were determined and added the creative tourism activities in each attractions as follows:

<b>Table 2</b>				
<b>CREATIVE TOURIST ACTIVITIES ADDED IN BAAN PALAU CULTURAL ATTRACTIONS</b>				
<b>No.</b>	<b>Attractions</b>	<b>Tourist Activities</b>	<b>Creative Tourism Activities</b>	<b>Remark</b>
<b>1</b>	<b>Karen Cultural Learning Center</b>			
	Royal bestowed House	-Listen to the explanation about the house.	++Listen more storytelling about Royal project.	-
	Karen Model House	-Take a rest on the house. -Try weaving with the body loom.	++Use the house for tourist accommodation.	-
	Ceremony dais	-See and listen to the explanation in day time.	++Participate the ceremony in night time.	Only on ceremony time.
	Karen Exhibition House	-See pictures and old stuff of Karen culture.	++Listen more storytelling ++Try to setting the animal trap.	-
	Karen Cultural Performance Ground	-Observe the performances.	++Participate in one special show.	Dancing with the local.
<b>2</b>	<b>Baan Palau 1</b>			
	Christian Church	-Look around the Church.	++Participate in the service.	Only on Sunday.
	Sample Karen House	-Visit the house.	++Talk with the owner.	Translator needed.
	Weaving Center	-Try weaving under the local suggestion. -Buy Karen shirts and local cloths products.	++Dress the Karen costume and photos taking.	-
	Mixed Agriculture Group	-Visit and buy the vegetable products	++Self pick & packing fresh vegetables and be cooked a menu added in lunch or dinner.	-
	Cotton Body Loom Weaving House	-Observe body loom weaving by the local. -Buy Karen shirts and local cloths products.	++Talk with the weaver.	Translator needed.
<b>3</b>	<b>Baan Palau 2</b>			
	Kao Tham Palau	-Pay respect to the Buddha	++Volunteered clean the	Cleaning is a big

	Monastery	image. -Make a merit to the monks.	monastery toilet.	merit for Buddhist believes.
	Palau Weir	-Take a rest at the weir.	++Night fishing with Karen bamboo rod.	Only on waxing moon.
	Kao Thung Viewpoint	-Hiking to the viewpoint see the panorama view of the national park.	++Pick the nature mushrooms. ++Reforest by seed string shot.	-
	Aunty Chuan Fruit Garden	-Visit and buy seasoning fruits.	++Self picking some fruit from its tree and taste the fruit in the garden.	Depend on fruit season.
	Goat Feeding House	-Visit the goat farm. -Taste the goat milk.	++Feed the goat with acacia leafs and milk in the bottle.	-
<b>4</b>	<b>Baan Palau Noi</b>			
	Traditional Karen House	-Visit and look around the house.	++Listen to the traditional believes of the house.	Translator needed.
	Christian Church	-Visit and look around the Church.	++Participate in the service.	Only on Sunday.
	Palau Noi Check Dam	-Take a rest at the check dam.	++Construct new check dam or renovate it.	Not in the rainy season.
	Highland Rice Field	-Observe the local working in the field or just see the green of the rice field.	++Grow the rice together with the local.	Depend on season.
	Karen Everyday Life Demonstration	-Observe the honey collecting. -Observe rice seeds breaking with mortar by stepping on wooden beam. -Play snuffbox bean throwing with the local.	++Taste the fresh honey. ++Self stepping on wooden beam. ++Set the team and contest with the local.	Depend on season for honey collecting.
<b>5</b>	<b>Palau Noi Waterfall</b>			
	Palau Noi Waterfall	-Visit the beauty of the waterfall. -Stay overnight under the camping shelter.	++Fresh herbal use learning. ++Self cooking dinner in Karen style.	Only 4-16 persons.

*Note. The local people think about their everyday life activities (column 2-3) that would support the CBT, after that create more idea for Creative Tourist Activities (column 4) performed in Creative CBT.*

All attractions in Baan Palau can be visited almost a year but in the rainy season of September to November may not be a good time to visit Baan Palau Noi and Palau Noi waterfall because of the difficulty of access.

The main problem when operate the tour, the local people cannot determine the appropriate price in any tour itineraries. Then, community services expenditures table was constructed together with Creative CBT services form was also designed by KCL Center committee who took a participatory meeting for agreed-finishing the Creative CBT table and form. The local people who participated in the tour, KCL Center members and local stakeholders understood the expenditure table and easily used Creative CBT services form, then, Baan Palau Creative CBT services were ready to operate, the table and form are as in the following figure.

**Table 3**  
**BAAN PALAU CREATIVE COMMUNITY-BASED TOURISM FEES**  
(Fee/pax in THB)

NUMBER OF TOURIST	VILLAGER GUARD/DAY	MINIBUS		INTERPRETER		ATTRACTIONS					FOOD&BEVERAGE			TRADITIONAL DANCE			ACCOMMODATIONS				
		Half day	Full day	Half day	Full day	Cultural Center	Baan Palau 1	Baan Palau 2	Baan Palau noi	Palau noi waterfall	Breakfast	Lunch	Dinner	Small show	Medium show	Big show	Homestay	4 persons tent	Jungle shelter	Monastery/School/Church	Private resort
1	200	200	400	200	400	50	100	100	100	-	50	100	100	400	1,000	2,000	200	100	-	Donation	Depend
2	100	100	200	100	200	50	100	100	100	-	-	100	100	200	500	1,000	200	50	-	Donation	Depend
3	67	67	134	67	134	50	100	100	100	-	50	100	100	134	334	667	200	34	-	Donation	Depend
4	50	50	100	50	100	50	100	100	100	200	50	100	100	100	250	500	200	25	50	Donation	Depend
5	40	40	80	40	80	50	100	100	100	200	50	100	100	80	200	400	200	40	40	Donation	Depend
6	34	34	67	34	67	50	100	100	100	200	50	100	100	67	167	334	200	34	34	Donation	Depend
7	29	29	58	29	58	50	100	100	100	200	50	100	100	58	143	286	200	29	29	Donation	Depend
8	25	25	50	25	50	50	100	100	100	200	50	100	100	50	125	250	200	25	25	Donation	Depend
9	45	45	89	45	89	50	100	100	100	200	50	100	100	45	112	224	200	34	45	Donation	Depend
10	40	40	80	40	80	50	100	100	100	200	50	100	100	40	100	200	200	30	40	Donation	Depend
11	37	37	73	37	73	50	100	100	100	200	50	100	100	37	91	182	200	28	37	Donation	Depend
12	34	34	67	34	67	50	100	100	100	200	50	100	100	34	84	168	200	25	34	Donation	Depend
13	31	31	62	31	62	50	100	100	100	200	50	100	100	31	77	154	200	31	31	Donation	Depend
14	29	29	58	29	58	50	100	100	100	200	50	100	100	29	72	144	200	29	29	Donation	Depend
15	27	27	54	27	54	50	100	100	100	200	50	100	100	27	67	134	200	27	27	Donation	Depend
16	25	25	50	25	50	50	100	100	100	200	50	100	100	25	63	126	200	25	25	Donation	Depend
17	36	36	71	36	71	50	100	100	100	-	50	100	100	24	59	118	200	30	-	Donation	Depend
18	34	34	67	34	67	50	100	100	100	-	50	100	100	23	56	112	200	28	-	Donation	Depend
19	32	32	64	32	64	50	100	100	100	-	50	100	100	22	53	106	200	27	-	Donation	Depend
20	30	30	60	30	60	50	100	100	100	-	50	100	100	20	50	100	200	25	-	Donation	Depend
21	29	29	58	29	58	50	100	100	100	-	50	100	100	20	48	96	200	29	-	Donation	Depend
22	28	28	55	28	55	50	100	100	100	-	50	100	100	19	46	92	200	28	-	Donation	Depend
23	27	27	53	27	53	50	100	100	100	-	50	100	100	18	44	88	200	27	-	Donation	Depend
24	25	25	50	25	50	50	100	100	100	-	50	100	100	17	42	84	200	25	-	Donation	Depend
25	36	32	64	32	64	50	100	100	100	-	50	100	100	16	40	80	200	28	-	Donation	Depend
26	34	31	62	31	62	50	100	100	100	-	50	100	100	16	39	78	200	27	-	Donation	Depend
27	32	30	60	30	60	50	100	100	100	-	50	100	100	15	38	76	200	26	-	Donation	Depend
28	30	29	58	29	58	50	100	100	100	-	50	100	100	15	36	72	200	25	-	Donation	Depend
29	29	28	56	28	56	50	100	100	100	-	50	100	100	14	35	70	200	28	-	Donation	Depend
30	28	27	54	27	54	50	100	100	100	-	50	100	100	14	34	68	200	27	-	Donation	Depend
31	27	26	52	26	52	50	100	100	100	-	50	100	100	13	33	66	200	26	-	Donation	Depend
32	25	25	50	25	50	50	100	100	100	-	50	100	100	13	32	64	200	25	-	Donation	Depend
33	36	31	61	31	61	50	100	100	100	-	50	100	100	13	31	62	200	28	-	Donation	Depend
34	34	30	59	30	59	50	100	100	100	-	50	100	100	12	30	60	200	27	-	Donation	Depend
35	32	29	58	29	58	50	100	100	100	-	50	100	100	12	29	58	200	26	-	Donation	Depend
36	30	28	56	28	56	50	100	100	100	-	50	100	100	12	28	56	200	25	-	Donation	Depend
37	29	27	55	27	55	50	100	100	100	-	50	100	100	11	28	56	200	28	-	Donation	Depend
38	28	27	53	27	53	50	100	100	100	-	50	100	100	11	27	54	200	27	-	Donation	Depend
39	27	26	52	26	52	50	100	100	100	-	50	100	100	11	26	52	200	26	-	Donation	Depend
40	25	25	50	25	50	50	100	100	100	-	50	100	100	10	25	50	200	25	-	Donation	Depend

- NOTE:**
- Number of tourist is not over 40 person/group and 320 person/day.
  - Palau Noi waterfall visiting must take overnight at the waterfall and tourist is 4 person/time at lease and not over 16 person/time.
  - Village Guardian is the volunteer duty under the sub-district office.
  - Minibuses are private truck belongs to the member of Pakuryo Cultural Conservation Community-based Tourism Club.
  - Half day is morning or afternoon time and full day is approximately 8 hours.
  - Interpreters are the Karen wise men of village sages.
  - Karen Cultural Learning Center is the Karen tribe folk museum.
  - Baan Palau 1 is the Karen village visiting in the first half village area.
  - Baan Palau 2 is the Karen village visiting in the second half village area.
  - Baan Palau Noi is the small group of Karen houses before entering to the waterfall.
  - Palau Noi Waterfall is 3 cascades waterfall, 6 km one way trek in the deep jungle and stay overnight in tent or temporary camp shelter.
  - Breakfast is cooked by villager except staying in homestay or private resort, breakfast is included.
  - Lunch and dinner is cooked by villager that can be chosen in Thai, Karen or mixing style.
  - Small Traditional show is around half an hour while medium is 1 hour and big is 2 hours.
  - Homestay is stay overnight in Karen house.
  - Tent is for tourist who likes the camping style.
  - Jungle shelter is for Palua Noi waterfall visiting only, temporary build from forest plants.
  - Tourist can stay overnight in monastery, school or church and donate for electricity, water supply and cleaning.
  - Private resort is available for alternative stay.
  - 32 Thai Baht is 1 US dollar.



Baan Palau Creative CBT tour programs were created as the tour service form. It was created to record the tour operation so that tourists have to follow its instructions as shown in the example use in the following figure.

<p align="center"><b>Table 4</b>  <b>BAAN PALAU CREATIVE COMMUNITY-BASED TOURISM TOUR PROGRAMS</b></p> <p align="center">Customer:.....<i>ABC Company</i>.....Coordinator:.....<i>Mr.D</i>.....Contact:.....<i>081 395 XXXX</i>.....</p>								
Tour Program	First day of visiting		Second day of visiting		Third day of visiting		Time	Price THB
	Morning	Afternoon	Morning	Afternoon	Morning	Afternoon		
<input type="checkbox"/> A1	-	Karen Tribe Cultural Center	-	-	-	-	1/2 day	50
<input type="checkbox"/> A2	Karen Cultural Learning Center	-	-	-	-	-		
<input type="checkbox"/> B1	Karen Cultural Learning Center	Baan Palau 1	-	-	-	-	1 day	150
<input type="checkbox"/> B2	Karen Cultural Learning Center	Baan Palau 2	-	-	-	-		
<input type="checkbox"/> B3	Karen Cultural Learning Center	Baan Palau Noi	-	-	-	-		
<input type="checkbox"/> C1	-	Karen Cultural Learning Center	Baan Palau 1	-	-	-	2 half days	150
<input type="checkbox"/> C2	-	Karen Cultural Learning Center	Baan Palau 2	-	-	-		
<input type="checkbox"/> C3	-	Karen Cultural Learning Center	Baan Palau Noi	-	-	-		
<input type="checkbox"/> D1	-	Karen Cultural Learning Center	Baan Palau 1	Baan Palau 2	-	-	Half+1 day	250
<input type="checkbox"/> D2	-	Karen Cultural Learning Center	Baan Palau 1	Baan Palau Noi	-	-		
<input type="checkbox"/> D3	-	Karen Cultural Learning Center	Baan Palau 2	Baan Palau 1	-	-		
<input type="checkbox"/> D4	-	Karen Cultural Learning Center	Baan Palau 2	Baan Palau Noi	-	-		
<input type="checkbox"/> D5	-	Karen Cultural Learning Center	Baan Palau Noi	Baan Palau 1	-	-		
<input type="checkbox"/> D6	-	Karen Cultural Learning Center	Baan Palau Noi	Baan Palau 2	-	-		
<input type="checkbox"/> E1	Karen Cultural Learning Center	Baan Palau 1	Baan Palau 2	-	-	-	1 day+half	250
<input type="checkbox"/> E2	Karen Cultural Learning Center	Baan Palau 1	Baan Palau Noi	-	-	-		
<input type="checkbox"/> E3	Karen Cultural Learning Center	Baan Palau 2	Baan Palau 1	-	-	-		
<input type="checkbox"/> E4	Karen Cultural Learning Center	Baan Palau 2	Baan Palau Noi	-	-	-		
<input type="checkbox"/> E5	Karen Cultural Learning Center	Baan Palau Noi	Baan Palau 1	-	-	-		
<input type="checkbox"/> E6	Karen Cultural Learning Center	Baan Palau Noi	Baan Palau 2	-	-	-		
<input type="checkbox"/> E7	Karen Cultural Learning Center	Palau Noi Waterfall		-	-	-		
<input type="checkbox"/> F1	Karen Cultural Learning Center	Baan Palau 1	Baan Palau 2	Baan Palau Noi	-	-	2 days	350
<input type="checkbox"/> F2	Karen Cultural Learning Center	Baan Palau 1	Baan Palau Noi	Baan Palau 2	-	-		
<input type="checkbox"/> F3	Karen Cultural Learning Center	Baan Palau 2	Baan Palau 1	Baan Palau Noi	-	-		
<input type="checkbox"/> F4	Karen Cultural Learning Center	Baan Palau 2	Baan Palau Noi	Baan Palau 1	-	-		
<input checked="" type="checkbox"/> F5	Karen Cultural	Baan Palau Noi	Baan Palau 1	Baan Palau 2	-	-		

	Learning Center							
<input type="checkbox"/> F6	Karen Cultural Learning Center	Baan Palau Noi	Baan Palau 2	Baan Palau 1	-	-		
<input type="checkbox"/> F7	Karen Cultural Learning Center	Palau Noi Waterfall		Baan Palau 1	-	-		
<input type="checkbox"/> F8	Karen Cultural Learning Center	Palau Noi Waterfall		Baan Palau 2	-	-		
<input type="checkbox"/> F9	Karen Cultural Learning Center	Palau Noi Waterfall		Baan Palau Noi	-	-		
<input type="checkbox"/> G1	-	Karen Cultural Learning Center	Baan Palau 1	Baan Palau 2	Baan Palau Noi	-	Half+1 day+half	350
<input type="checkbox"/> G2	-	Karen Cultural Learning Center	Baan Palau 1	Baan Palau Noi	Baan Palau 2	-		
<input type="checkbox"/> G3	-	Karen Cultural Learning Center	Baan Palau 2	Baan Palau 1	Baan Palau Noi	-		
<input type="checkbox"/> G4	-	Karen Cultural Learning Center	Baan Palau 2	Baan Palau Noi	Baan Palau 1	-		
<input type="checkbox"/> G5	-	Karen Cultural Learning Center	Baan Palau 1	Palau Noi Waterfall		-		
<input type="checkbox"/> G6	-	Karen Cultural Learning Center	Baan Palau 2	Palau Noi Waterfall		-		
<input type="checkbox"/> G7	-	Karen Cultural Learning Center	Baan Palau Noi	Palau Noi Waterfall		-		
<input type="checkbox"/> H1	-	Karen Cultural Learning Center	Baan Palau 1	Palau Noi Waterfall		Baan Palau 2	Half+2 days	450
<input type="checkbox"/> H2	-	Karen Cultural Learning Center	Baan Palau 1	Palau Noi Waterfall		Baan Palau Noi		
<input type="checkbox"/> H3	-	Karen Cultural Learning Center	Baan Palau 2	Palau Noi Waterfall		Baan Palau 1		
<input type="checkbox"/> H4	-	Karen Cultural Learning Center	Baan Palau 2	Palau Noi Waterfall		Baan Palau Noi		
<input type="checkbox"/> H5	-	Karen Cultural Learning Center	Baan Palau Noi	Palau Noi Waterfall		Baan Palau 1		
<input type="checkbox"/> H6	-	Karen Cultural Learning Center	Baan Palau Noi	Palau Noi Waterfall		Baan Palau 2		
<input type="checkbox"/> J1	Karen Cultural Learning Center	Baan Palau 1	Baan Palau 2	Palau Noi Waterfall		-	2 days+half	450
<input type="checkbox"/> J2	Karen Cultural Learning Center	Baan Palau 1	Baan Palau Noi	Palau Noi Waterfall		-		
<input type="checkbox"/> J3	Karen Cultural Learning Center	Baan Palau 2	Baan Palau 1	Palau Noi Waterfall		-		
<input type="checkbox"/> J4	Karen Cultural Learning Center	Baan Palau 2	Baan Palau Noi	Palau Noi Waterfall		-		
<input type="checkbox"/> J5	Karen Cultural Learning Center	Palau Noi Waterfall	Baan Palau 1	Baan Palau 2		-		
<input type="checkbox"/> J6	Karen Cultural Learning Center	Palau Noi Waterfall	Baan Palau 2	Baan Palau 1		-		
<input type="checkbox"/> J7	Karen Cultural Learning Center	Palau Noi Waterfall	Baan Palau Noi	Baan Palau 1		-		
<input type="checkbox"/> J8	Karen Cultural Learning Center	Palau Noi Waterfall	Baan Palau Noi	Baan Palau 2		-		
<input type="checkbox"/> K1	Karen Cultural Learning Center	Baan Palau 1	Baan Palau 2	Palau Noi Waterfall		Baan Palau Noi	3 days	550
<input type="checkbox"/> K2	Karen Cultural Learning Center	Baan Palau 1	Baan Palau Noi	Palau Noi Waterfall		Baan Palau 2		
<input type="checkbox"/> K3	Karen Cultural Learning Center	Baan Palau 2	Baan Palau 1	Palau Noi Waterfall		Baan Palau Noi		
<input type="checkbox"/> K4	Karen Cultural Learning Center	Baan Palau 2	Baan Palau Noi	Palau Noi Waterfall		Baan Palau 1		
<input type="checkbox"/> K5	Karen Cultural Learning Center	Palau Noi Waterfall	Baan Palau Noi	Baan Palau 1		Baan Palau 2		
<input type="checkbox"/> K6	Karen Cultural Learning Center	Palau Noi Waterfall	Baan Palau Noi	Baan Palau 2		Baan Palau 1		
Breakfast	500 THB	<input checked="" type="checkbox"/> Karen menu 1 meal/meals	<input type="checkbox"/> Thai menu meal/meals	<input type="checkbox"/> Mixing menu meal/meals		<input type="checkbox"/> Self menu meal/meals	Signature	
Lunch	2,000 THB	<input checked="" type="checkbox"/> Karen menu 2 meal/meals	<input type="checkbox"/> Thai menu meal/meals	<input type="checkbox"/> Mixing menu meal/meals		<input type="checkbox"/> Self menu meal/meals	Signature	
Dinner	1,000 THB	<input checked="" type="checkbox"/> Karen menu 1 meal/meals	<input type="checkbox"/> Thai menu meal/meals	<input type="checkbox"/> Mixing menu meal/meals		<input type="checkbox"/> Self menu meal/meals	( Mr.Dan )	
Tradition al Dances	2,000 THB	<input type="checkbox"/> Small show / Time:	<input type="checkbox"/> Medium show / Time:	<input checked="" type="checkbox"/> Big show / Time: 6:30 pm		House No.: 1 and 2	-Coordinator-	
Accomm	2,000 THB	<input type="checkbox"/> 4 persons tent	<input type="checkbox"/> Jungle shelter	<input checked="" type="checkbox"/> Homestay 2 house/houses			Signature	

odation			set	set			( Miss Wan ) -Payee-
			<input type="checkbox"/> Monastery/School/Church	<input type="checkbox"/> Private resort	Total Expenditure		
Minibus	1,600 THB		<input checked="" type="checkbox"/> Number of Minibus 1	<input checked="" type="checkbox"/> for 2 day/days	Number of tourist	10 persons	
Interpreter	1,600 THB		<input checked="" type="checkbox"/> Number of Interpretator 1	<input checked="" type="checkbox"/> for 2 day/days	Administration fee	15,000 THB	Signature
Village Guard	800 THB		<input checked="" type="checkbox"/> Number of Village Guard 1	<input checked="" type="checkbox"/> for 2 day/days	CBT Club Fund (10% from AF)	1,500 THB	( Mr.Sak )
F5 Program	3,500 THB		Note: 3 customer cars park at KCL Center.		TOTAL	16,500 THB	-KCL Center Manager-

Tour pattern could be designed into 4 types of half day tour, full day tour not overnight, stay overnight at least 1 night in Baan Palau village and stay overnight at least 1 night in camping style at Palau Noi waterfall. Hospitality services are provided for 3 types of target tourists who prefer cultural tourism to ethnic groups, nature-lover tourism and styles mixing tourists, then determining number of tourists that the community can support, 2-40 people in a group, if there are more than 40 people, tourist will be separated and visit the same attraction in different time but not over 3 groups or 120 people. Determining the number of tourists in each group needs to be well managed to provide all tourists a valuable experience.

Baan Palau Creative CBT tourist services was designed into 4 steps which begin with contact to Huay Satyai Tourist Information Center, choose tour itinerary and tourist activities, then, start the tour at KCL Center and visit Baan Palau village followed by the chosen tour itinerary. Detailed tourist services that tourists have to choose are Baan Palau community information to get the introduction of Karen culture, park tourist's vehicle at Huay Satyat Tourist Information Center and take the local minibus when travel in the community, let the local interpreter be along with tourists, choose the community attractions (KCL Center, Baan Palau 1, Baan Palau 2, Baan Palau Noi and Palau Noi waterfall), choose the meals and accommodations by style and number of them.

Community regulations have been created for publicizing the tourists before they start their travel. This will help create a basic understanding of how to behave the local when staying in the community. Tourists should respect the local people and ask for permission before doing unsure activities. Respect the advice or prohibitions of the local people and do not disgrace local beliefs that are different from that of tourists. Dress carefully and would never do any activities during the night time unless it is a community-scheduled activity. No need to bring any items to donate to the local people, just buy some local products that can help improve the quality of local life in the community.

The income generated by Creative CBT would be brought to KCL Center fund to allocate and share the benefits that 90% of the income would be paid to the participants in Creative CBT operation, 7% of the income would be the expenditures in KCL Center management and 3% of the income would be collected for a year and used for local public development. For example, there were 120 tourists per week, the tour would be operated 40 weeks in a year and average tourist expenditure would be 500.- THB per person, the local income would be 2.4 M.THB a year, then, 2.16 M.THB would be paid to local interpreters, local drivers, volunteer village guards, accommodation owners, cooks, actors and actresses including local business entrepreneurs, while 319,200.- THB would be paid for KCL Center expenditure and 72,000.- THB would be paid for local public development. These community incomes would benefit the local economy and raise the local life quality.

At the end of stage 2, KCL Center staffs are ready to operate Baan Palau Creative CBT and the local people together with stakeholders are ready to welcome tourists.

### Stage 3: Assessment of Baan Palau Creative Community-based Tourism Development

#### Experimental tour operated by KCL Center.

To test the readiness of the KCL Center members and let the local people experience CBT tour management, the experimental tours were arranged after finishing the tour preparing and all coordination were done. When the local people who related to the tours and stakeholders were ready to welcome tourists, 47 tourists were invited to participate in 3 experimental tours. The first experimental tour was operated for 10 officers of Siam Commercial Bank Public Company Limited, Bangkok, using the A1 of Baan Palau Creative CBT tour program (in Table 4) in the pattern of half day trip to visit the KCL Center in the afternoon. Mr. Sakda Panyaharn, the KCL Center manager, welcomed and acted as a local interpreter. After finishing the trip, participants' satisfaction with Baan Palau Creative CBT management was assessed.



**FIGURE 7**  
**THE EXPERIMENTAL TOURS IN BAAN PALAU VILLAGE**

The second experimental tour was operated for 7 lecturers and staff member from the Faculty of Hospitality and Tourism Industry (FOHTI), Rajamangala University of Technology Rattanakosin (RMUTR) who have professional knowledge in the tourism industry using the B3 of Baan Palau Creative CBT tour program (in Table 4) in the pattern of 1 day trip to visit KCL Center in the morning and visit Baan Palau Noi in the afternoon. Mr. Sakda Panyaharn, the KCL Center manager, welcomed and acted as a local interpreter at KCL Center and members of KCL Center took a tour of Baan Palau Noi. These lecturers have a good understanding of tourism management and jointly assessed the satisfaction with Baan Palau Creative CBT management and took lessons verification with the KCL Center members after finishing the tour.

The third experimental tour was operated for 30 students of Tourism Department, FOHTI, RMUTR who enrolled in the course of Trekking Tourism Management using the F9 of Baan Palau Creative CBT tour program (in Table 4) in the pattern of 2 days trip, visit KCL Center in the first day morning, start trekking to Palau Noi waterfall in the afternoon, then, stay overnight camping in the jungle at the waterfall, heading out the jungle in the second day morning and visit Baan Palau Noi village in the afternoon. Mr. Sakda Panyahan and KCL Center members interpreted and took care of the tourists along the tour. This is a trekking tour combined with learning the Karen culture trip, after which students were asked to jointly assess their satisfaction with Baan Palau Creative CBT management.

After that, researchers and members of KCL Center had a meeting to discuss, analyze and verify the lessons on the experimental tours to check for the problems to improve and consider various recommendations of tourists in each schedule.

### **Satisfaction towards the Management of Baan Palau Creative CBT**

The sample was 47 tourists in the experimental group, including 10 Thai tourists, 7 academicians and 30 students. Most of them were female (69.57%) with an average age of less than 20 years (65.22%). The education level was lower than a bachelor's degree (65.22%), most of them came from other localities (73.91%) and this is the first-time visiting Baan Palau village (82.61%).

The questionnaire of satisfaction of the 47 experimental tourists towards the Baan Palau Creative CBT management was assessed. It was found that tourists had the very high satisfaction with the KCL Center (4.89) and had the overall average satisfaction with Baan Palau

tourism resources at the very high level (4.62). The tourists' satisfaction in tourism activities were most satisfied with visiting seasonal orchards (5.00) and the overall average satisfaction in tourism activities by KCL Center was very high (4.58). For the assessment of satisfaction in the general conditions, KCL Center was most satisfied with the Karen Royal Bestowed House (4.96) and overall average in general conditions was very high (4.79). For the satisfaction assessment of the tour services of KCL Center. Tourists were most satisfied with the quality of communication of community interpreters (4.80) and the overall average of KCL Center tour services was very high (4.59). However, when using the satisfaction assessment results in each part to find the overall satisfaction, this is considered satisfactory in the development of Sustainable Creative CBT in the Baan Palau community showed a very high level of satisfaction (4.65).

## **Tourist Recommendations**

### **1. Recommendations on community tourism resources**

Baan Palau tourism resources should be appropriately improved to support Creative CBT by the using space in Huay Satyai Tourist Information Center should be improved and create a better atmosphere, especially the recruitment of the Center staff to have tourist information providing skill. Every building in KCL Center compounds should be renovated as well as the conservation of the Karen Royal Bestowed House because it is important to the history of the establishment of community related to the monarchy. The walking routes to visit the points of interest in Baan Palau village should be well organized, prepare the points of interest to be ready to accommodate the tourists visiting and add appropriate activities that tourists can participate in with the community. There should be a drinks and snacks kiosk or the KCL Center members should be prepared for tourists when they came out the Palau waterfall trekking route, including the development of toilets for tourists who are unable to use toilets in Karen style and should inform tourists in advance about the lack of electricity at Baan Palau Noi village. More arrangements should be made for overnight stays at Palau Noi waterfall in forested areas and there should be measures to prevent any impact and maintain the natural environment as appropriate.

### **2. Recommendations on CBT activities**

There are tourists who are interested in trying to weave cotton by hand with a body loom but can only service a few tourists due to limited time while the Huay Satyai Tourist Information Center and KCL Center have incomplete media preparation. Listening to a lecture on knowledge about wild elephants at the Kaeng Krachan Forest Elephant Conservation Center is too much academic information, so more pictures and videos are needed. Regulations on participating in traditional ceremony activities should be informed to tourists. The woven fabrics could be purchased in the local houses making tourists understand the difficulty of production more, not just purchasing at the sale boxes only.

### **3. Recommendations about the KCL Center**

Various items are placing in KCL Center using space which should be arranged and displays in groups and clean up every buildings and spaces as a learning space or tourist service places. The residence of some members should be separated to find a new accommodation that is not in the Center area. KCL Center buildings should be renovated for more semi-permanent building. KCL Center members should pay more attention to displaying valuable items security. KCL Center surroundings should be seen as the local alike, including a playground should be added for children to dress up in tribal costumes, run and play.

### **4. Recommendations about the tour service**

It shows that the coordination of KCL Center members is not effective, causing a lack of preparation in some tourist attractions. The local people should be more trained to act as community interpreters other than Mr. Sakda Panyahan only. Local food and beverages should be paid attention to cleanliness, hygiene and add more options for tourists. Homestay and other accommodations in Baan Palau Noi may be developed for tourists who wish to experience more Karen life. Fabrics woven by body loom should be processed into various products and more publicity should be improved also.

Finally, the researchers used the recommendations from the experimental tourists in the last meeting with KCL Center members and local tourism stakeholders for launching the guideline to have a better understanding of Baan Palau Creative CBT management and express an effort to bring these valuable suggestions into further development. After the researcher has completed the research and left the area, the researcher continues to act as a consultant to the KCL Center and Baan Palau community in various ways to develop Creative CBT concerning to be SUSTAINABLE.

## CONCLUSION

During the survey and searching for local cultural capital, it was found that Baan Palau is rich in cultural attractions which are in Karen ethnic culture advantages for managing Creative CBT in the sustainable development concept. Social Change is going on in the community because the traditional body loom weaving becomes the local identity which should be conserved due to only 9 people left for producing local Karen clothes. Various local information and local support were ready to design and develop the Creative CBT under KCL Center operation together with well local people and stakeholders' participation. Local tour programs were created and then, the experimental tours were also operated following with tourist satisfy evaluation that all of the tourists enjoy the tour in very high level (4.65) showing the potential of the community and local people which are the important segments for develop the Creative Community-based Tourism in Baan Palau Karen village for long.

Many cases happened during the research process that were the points of interest of this study. Baan Palau local leaders who are political, spiritual and religious leaders have paid lots of attention in CBT management as the study of Sustainable CBT development in Baan Khokkrai, Phangnga province, Thailand (Pongsakornrangsilp, 2017) which found that the local participation and the local leaders supporting are the principal factors of sustainable development. KCL Center manages Creative CBT using local tourism resources in the community environment relating to the Karen everyday life as the study of Participation Factors in Sustainable Tourism Management in Bang Luang Market, Nakhon Pathom province, Thailand (Khemnoi, 2017) which found that Local Sustainable Tourism participation is significant related to local environment and the relationship between local people and their community. Karen Cultural Capital are extremely used in Baan Palau Creative CBT management that some of them should be immediately conserved like the traditional body loom weaving that is a local identity as the study of CBT management in Satingpra district, Songkla province, Thailand (Suphanit, 2017) which found that local environment and community identities conservation are the most important goals of Sustainable Creative CBT development. Tourism creates the local benefit, then, Baan Palau Karen people are pleased to participate in local tourism operation as the study of Local Tourism Participation at Samchuk 100 years old market, Suphan Buri province, Thailand by Dokboonnark, and Thongkhamnuch, (2017) which found that the local people are very pleased to pay attention in tourism participation. Baan Palau local people express their hope that the quality of local life would be raised by CBT management as the study of local potential for CBT management at Amphawa Floating Market, Samut Songkhram province, Thailand (Phunark, 2015) which found that CBT could raise the community incomes and local economy. Tourists on the experimental tour prefer to visit the

Royal Bestowed Karen house, because the house has a storytelling related to King Bhumipol which the community chooses the house as the important attraction as the study of Travel Business Management Using Economy Sufficiency in Northern Thailand (Onwhan, Vongpinphet, Suphaudomreuk, & Vongmeaungkan, 2012) which found that the local people will give more supporting when travel business operated the tour based on economy sufficiency which is the living guideline given by King Bhumipol. The experimental tour operated by KCL Center was evaluated on tourist satisfaction, which the result is as the study of Development of CBT related to External Factors in Mae Chao Yu Hua community, Nakhon Si Thammarat province, Thailand (Deephrom, Srirat, & Ritthimontree, 2017) that tour programs were designed, the experimental tour was operated and evaluated in very high satisfaction. This example tour would be the guideline for the locals to keep going on their local tour operation continuously.

Finally, this study shows that Baan Palau village is a Karen ethnic tribal community where traditional culture is conserved as the capital for developing Creative CBT under KCL Center operation. After CBT participatory action practice, Baan Palau Creative CBT could be arranged by the locals in many types as Cultural Tourism, Ecotourism and Ethnic Tourism because of the diversity of local attractions. It was found that tourists need to see, know, touch, hear, taste and feel the real locality when travelling in the community even if the local tourism management needs improving. These show that every local participatory operation would be going on supporting the development of Creative CBT based on sustainable concepts.

### Next Study Suggestion

Suggestion for applying the research results that the results of this research are generated from the operation in Baan Palau Karen community, data details may be different from the research which applied in other areas or other ethnic groups and there is lack of education in other dimensions, such as the marketing study. If more studies were done, it would help to develop more effective Creative Community-based Tourism in those study areas.

### ACKNOWLEDGEMENT

Author thanks to every instructor and staff in Faculty of Hospitality and Tourism Industry (FOHTI), Rajamangala University of Technology Rattanakosin (RMUTR), Thailand, facilitating and handling every part of this research. Thanks is given for RMUTR Tourism students and instructors participating as tourists in an experimental tour of Creative Cultural Community-based Tourism in Baan Palau village. Author appreciated all local people, wise men, local organization members, sub-district officers and all stakeholders handling all the time during study in the area till all research objectives were finished. Finally, the author is very pleased with the RMUTR providing research budget and RMUTR Research and Development Office director together with his officers supporting and giving convenient research operations at the time.

### REFERENCES

- Bunyapak, V. (1994). *Local Culture: Another Tourism Resource*. Bangkok: TAT.
- Chiang Mai University (1998). *Management Handbook: Community-based Tourism and Homestay*. Chiangmai: Nopburi.
- Chittangwattana, B. (2005). *Sustainable Tourism Development*. Bangkok: Press & Design
- Chuchat, C. (2003). *Tourism Industry*. Chiang Mai: Chiang Mai Rajabhat.
- Collier and Harraway (1997). *Principle of Tourism*. Auckland: Longman Paul Ltd.
- Deephrom, N. Srirat, P. & Ritthimontree, P. (2017, August 18). *Project to upgrade local research to develop a tourism program to create learning. Tourism and Interpretation Program for Participatory Learning, Mae Chao Yu Hua Community Tourism Network. Nakhon Si Thammarat*: Retrieved from <http://www.tnrr.in.th>

- Dokboonnark, N. & Thongkhamnuch, T. (2017, August 18). *Participation of communities in tourism management. Case study in the Hundred Years Sam Chuk district of Supan Buri*. Retrieved from <http://rlocal.kru.ac.th>
- Eiewsrivong, N. (1998). *Poverty Culture*. Bangkok: Amarin printing and publishing.
- Intharapasan, B. & Tantipankul, V. (2015). *Potential Study of Cultural Attractions in Thonburi Chaopraya Riverfront Old Town: Case study, Talad Plu-Pho Nimit Temple Area*. Bangkok: TRF.
- Kanchanakit, S. (2001). *Recreation and Tourism Industry*. Bangkok: Chulalongkorn.
- Kasetsiri, C. (1997). *Thai Way: Culture Tourism*. Bangkok: Amarin.
- Keawsuriya, R. (2001). *Tourism Resources*. Bangkok: TAT.
- Khemnoi, S. (2017, August 18). *Factors Affecting Participation in the Management of Sustainable Tourism A Case Study of Banglung Market, Amphoe Banglen, Nakhon Pathom Province*. Retrieved from [https://doi.nrct.go.th/ListDoi/listDetail?Resolve\\_Doi=10.14457/SU.the.2011.574](https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14457/SU.the.2011.574)
- Markchaeng, S. (1991). *Principles for Tour Guiding*. Bangkok: Odian Store.
- Mill, Robert Christie. (1990). *Tourism: The International Business*. New Jersey: Prentice-Hall International Edition.
- Nakornsunthiparp, S. (1998). *Open Behavior for Receiving Thai Culture Information Related to Standard Values of Bansomdejchaopraya Rajabhat University*. Bangkok: Thammasat.
- Namvong, P. (2009). *Study of Laihin Community Culture Tourism Development Guideline, Kho Ka district, Lampang province*. Chiang Mai: School of Tourism Development, Maejo.
- Onwhan, D. Vongpinphet, V. Suphandomreuk, S. & Vongmeaungkan, T. (2017, August 18). *Model of Community-Based Tourism Enterprises Management in Northern Thailand Using Philosophy of Sufficiency Economy*. Retrieved from <https://tds-research.mju.ac.th>
- Panvilai, S. & Chonmaitree, T. (2007). *Potential and Requirement for Community-based Tourism Planning and Management in Chiang Rai Province*. Bangkok: TRF.
- Phongsapit, A. (1998). *Religious and Ethnic Culture, Thai Society Analysis in Humanities View*. Bangkok: Chulalongkorn Press.
- Phunark, V. (2015). Citation: The Potentials of Amphawa Community in Managing Community-based Tourism of the Amphawa Floating Market. *Prince of Songkla University Academic Services Journal*, 26(1), 63-74. Retrieved from <http://journal.oas.psu.ac.th>
- Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. USA, New Jersey, Prentice-Hall.
- Pongsakornrangsilp, P. (2017, August 18). *Sustainable CBT development in Baan Khokkrai. Phangnga*. Retrieved from <https://he02.tci-thaijo.org>
- Porananon, P. (1998). *Tourism Development Planning*. Chiang Mai: Chiang Mai.
- Richards, G. & Raymond, C. (2000). *Creative tourism*. ATLAS News 23: 16.20.
- Saiprasert, N. (2013). *Sustainable Agrotourism Management Model based on Economy Sufficiency and Community Way of Life in Praburi River Basin*. Prachuab Kiri Khan: RMUTR.
- Sangcheay, T. (2007). *Tourism and Service Industry*. Nakorn Pathom: Silpakorn.
- Sarobol, S. (2003). *Community-based Tourism*. Bangkok: Research and Development Project of Community-based Tourism Network.
- Siripit, M. (2016). *Final Report: Sub Project 1, Potential Study of Gastronomy Tourist Route in Western Region of Thailand*. Bangkok: TRF.
- Srisantisuk S. (1993). *Social and Culture Change, Study Guideline for Analysis and Planning*. Khon Kaen: Khon Kaen.
- Songpornvanich, S. (2007). *Supplement Process on Community-based Tourism, Huaynamrin Mhong and Doi Luang Communities, Chiang Dao*. Chiang Mai: TRF.
- Sujarinpong, P. (2006). *Tour Guide. 1<sup>st</sup> edition*. Bangkok: Kasetsart.
- Suphanit, U. (2017, August 18). *Community-based Tourism Management, Case Study "Palm Paddy Sea" Cultural Way. Sa-Ting Phra District, Songkla Province*. Retrieved from <http://kb.psu.ac.th/psukb/handle/2016/15092>
- Taveerat, P. (1997). *Behavior and Social Science Research Methodology. 4<sup>th</sup> edition*. Bangkok: Srinakharinwirot.
- Thongma, V. (2008). *Travel Agency Administration based on Economy Sufficiency*. Chiang Mai: Maejo.
- Varakulvit, S. (2003). *Orientation to Tourism Industry*. Bangkok: Fuengfa printing.
- Veerayangkun, V. (1989). *Tourism Industry Management*. Bangkok: Kasetsart.
- Vipatbavornvong, C. (2000). *Tourism Development Vision in 5 years (2002-2007). Visit Thailand Year 2000, TAT 40 years, Freeze or Going Forward seminar document*. Bangkok: TAT.
- Vongvanich, W. (2003). *Tourism Geography*. Bangkok: Thammasat.
- Winairat, D. (2012). *Development of Local Cotton Woven with Traditional Body Loom Products for Promoting Karen Ethnic CBT*. Prachuab Kiri Khan: RMUTR.
- Yamane, Taro. (1970). *Statistic: Introductory Analysis*. New York: Harper and Row.