



## **TOURISM DEVELOPMENT GUIDELINES OF THA CHANG COMMUNITY, KAO TAN SUB-DISTRICT, THA CHANG DISTRICT, SURAT THANI PROVINCE**

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### **Abstract**

The research aimed to study 1) the tourism management of Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province 2) the tourism development of Tha Chang Community, Khao Tan Sub-district, Tha Chang District, Surat Thani Province. This research adopted a mixed methodology of both quantitative and qualitative research, the samples were 370 tourists who visited Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province, and data was collected by using questionnaires through an accidental sampling. Moreover, Data were analyzed as percentages and mean, while purposive sampling methods were conducted to interview people engaged in community tourism management, then data were analyzed through content analysis and data organizing.

The research findings showed that 1) the tourists had a high level of opinion on the overall tourism management of the Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province. When considering each aspect it was found to be on a high level in all areas which were natural resources, culture, and learning had the same level of opinion value, then followed by community management, respectively 2) tourism development guidelines were found that all the sectors involved with the community must cooperate in the tourism development as per the 4 components of community-based tourism management to be as complete as possible, as well as raising awareness and perception of preserving tourism resources to continuity remain with the community.

**Keywords:** Tha Chang community Tourism Management

### **Introduction**

Community-based tourism is one of the alternative forms of tourism that has been increasingly popular since community tourism is a kind of tourism that generates jobs and income for the community, and also allows people in the community to play an important role in community management, and It has also become a tool to strengthen community management of natural resources and culture through the process of community participation by letting the community participate in determining the direction of development and benefit from tourism in line with the Sustainable and Creative Community Tourism Development Action Plan 2018-2022. Moreover, the government has set goals to improve the potential and

skills of human resources in the community to be knowledgeable and able to manage tourism in the community sustainably under the concept of community-based tourism management conforming to self-sufficiency. Besides, enhancing the quality of community-based tourism within the capacity of the community and increasing the number and strength of community-based tourism networks, in line with the 20-year National Strategic Development Plan, which has set a desire to diversify income and reduce national inequality through community-based tourism (Savings Bank Research Center, 2019).

Southern Thailand is another region with a variety of tourism resources because it is an area with superior marine and coastal resources. There are many potential land attractions scattered throughout the region, both natural attractions and cultural attractions, which can develop a connection of tourist routes by grouping tourism such as ecotourism, wellness and spa tourism, historical and cultural tourism, and community-based tourism (Office of the Civil Service Commission, 2019). Nevertheless, one of the most favored provinces among tourists is Surat Thani, as it has one of the most beautiful natural attractions in the region and is an ancient prehistoric city, which is very important in the economy, society, and culture. Therefore, Surat Thani Province has many interesting types of tourism, such as marine tourism, natural tourism, and community-based tourism. Besides, community-based tourism in Surat Thani Province is another interesting option, and presently many communities are turning their attention to developing their area into a community tourist attraction as an alternative to tourists. Therefore, one of the communities of Surat Thani province is Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province, which is supported by the Tourism and Sports Bureau as one of the province's nine experiential attractions to share the experience of community-based tourism with the new generation of tourists and explore new community lifestyles. (Tourism and Sports Office, 2022). Moreover, the community is considered rich in terms of natural resources such as mangroves, hot springs, and large cockle farms. Furthermore, the community has a fishery way of life, and its products, such as cold-pressed coconut oil and herbal compress, represent the signature of the community that attracts tourists to visit Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.

According to the aforementioned information, the community has unique local natural and cultural resources that are interesting and can be developed into effective community-based tourism. Thus, researchers are interested in studying the components of community-based tourism management so that relevant personnel can apply the obtained information as a reference and be beneficial for future community-based tourism development.

### **Objectives**

1. To study the components of tourism management in Tha Chang community, Kao Tan sub-district, Tha Chang district, Surat Thani Province.
2. To propose guidelines for the tourism development of Tha Chang community, Kao Tan sub-district, Tha Chang district, Surat Thani Province.

### **Literature Review**

The components of community-based tourism management (Community-Based Tourism Institute, 2017) described the components of community tourism management in 4 areas: 1) Natural resources and culture, whereby the community has a rich natural resource base and a production method that relies on sustainable use of natural resources, along with its

unique local culture and traditions. 2) A community organization is a community with a social system of mutual understanding and people with wisdom or various knowledge and skills. In addition, the community feels owned and participates in the development process. 3) Community management must have rules and regulations for managing the environment, culture, and tourism. There must be organizations or mechanisms to manage tourism, which can be connected to the development of the community as a whole. Plus, there is a justified allocation of benefits and funds that contribute to the economic and social development of the community. 4) Learning, the characteristic of tourism activities, can improve people's perception and awareness of different lifestyles and cultures with a management system to create a learning process between the locals and visitors, as well as raise the consciousness of conserving natural resources and culture for both locals and visitors.

In relevant studies, Jiraporn Kaewmanee (2014) studied community-based tourism management under the philosophy of a sufficiency economy in Ban Hua Khao Chin Community, Pak Tho District, Ratchaburi Province. It was found that the level of community tourism management was very high in all aspects according to the concept of self-sufficiency economy of the Ban Hua Khao Hin community, classified into natural resources and culture, which had the highest average score followed by learning, while management was the lowest aspect. Also, there were community-based tourism management guidelines based on the Ban Hua Khao Chin Community's philosophy of a sufficiency economy. If there was cooperation in managing and setting the plans between the public, private, and community sectors and leaders, it would effectively advance and develop community-based tourism. Additionally, the community had voluntarily integrated professional groups with a wide range of groups that received numerous awards. However, if the relevant agencies have budgetary support for community professional integration to enable the development of labor skills and expand a large number of exportable goods, and if the relevant agencies support making the signposts, it will promote and make the outsiders known.

Pimlapat Pongsakornrunsilp (2014) studied sustainable community tourism management in Ban Khok Krai, Pang Ng Province. It was found that Ban Khok Krai Community Tourism Group operated as a community enterprise that provided tour services to both Thai and foreign tourists with outstanding tourism activities including hot mud and hot sand spas, watching red land crabs, collecting clams, and kayaking. Community Tourism Group Ban Khok Krai has participated in the Phang Nga Provincial Community Tourism Network, which focused on promoting and driving sustainable growth in communities that perform tourism activities. However, tourism potential was the main component of sustainable community tourism at Ban Khok Krai Community Tourism Group. There was a sustainable mindset in the sense of having a good conscience about conserving natural resources and the sustainability of tourism resources rather than focusing on benefits. In terms of income, it aimed to use tourism as a tool to protect natural resources and the environment, along with maintaining community cultural capital. Also, this included community leaders who provided opportunities for community members to engage directly and indirectly in tourism activities, so this was an important reason why community tourism groups were supported by the majority of community members.

Kanyaphat Wutthiya (2016) studied the guidelines for marketing development at Huatake Old Market, Ladkrabang District, Bangkok, involving local communities for

sustainable tourism. It was found that tourist attractions should be further developed to provide greater convenience. In addition, the marketing mix factors that tourists valued were the distribution channel, which was another important factor to facilitate the tourists' travel, together with the convenience of using various services within the tourist destinations.

Jisuthi Sertsri (2014) studied the sustainable tourism guidelines in the Klong Khon community, Samut Songkhram Province, and found that more publicity should be encouraged to ensure an increase in regular tourists. Therefore, relevant departments and those involved at the provincial level should expedite and heavily promote public relations, which should be publicized regularly. Besides, training or community-based tourism promotion programs should be conducted since this kind of tourism depends on natural resources that conform to the community's cultural lifestyle. Hence, relevant agencies and sectors should provide support and guidelines aligned with the provincial tourism strategy and associated with the national tourism development plans.

### **Research Variables**

1. The Independent Variables consisted of 4 components of community-based tourism management (Community-Based Tourism Institution, 2017) described as follows: 1) Natural Resources and Culture Component 2) Community Component 3) Management Component 4) Learning Component.

2. The Dependent Variables were the guidelines for tourism development of Tha Chang community, Kao Tan sub-district, Tha Chang district, Surat Thani province.

### **Research Methodology**

#### **Population and Sample**

In this study, the samples were divided into the following two groups:

1. Quantitative Research: the samples were tourists who visited Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province, the sample size was determined by applying Taro Yamana's formula, and the margin of error was 0.05 (Marayad Yothongyot and Pranee Sawasdisan, n.d). According to the formula, the researchers collected data from 370 tourists who visited Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province through accidental sampling.

2. Qualitative research: the key informants were those engaged in tourism management of the Tha Chang community, while the data was collected from interviews with 15 people who participated in tourism management of Tha Chang Community, Kao Tan sub-district, Tha Chang District, Surat Thani Province.

#### **Research Instrument and Data Collection**

This was a mixture of quantitative and qualitative research and researchers applied the following instrument to collect data:

1. Quantitative Research: the instrument used for data collection was a questionnaire through an accidental sampling method with tourists who traveled to Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province. However, the questionnaire was divided into 3 parts as follows:

Part 1: The general information of the respondents consisted of gender, age, status, and level of education. The data were analyzed by frequency distribution and calculated as percentages.

Part 2: Tourism Management of Tha Chang Community, Kao Tan Sub-district, Tha

Chang District, Surat Thani Province by using the theory of 4 components of community-based tourism management (Community-Based Tourism Institution, 2017) which were 1) Natural Resources and Culture 2) Community Organization 3) Management 4) Learning. In addition, Data were analyzed by  $\bar{X}$

Part 3: Recommendations and analyze the data by summarizing the frequency distribution.

2. Qualitative Research: the instrument used to collect data was semi-structured interviews by purposive sampling method with people who engaged with Tha Chang community tourism by conducting a focus group discussion techniques, analyzing data by content analysis, data organizing, and then summarizing the data acquired from the questionnaire for the development of tourism of Tha Chang Community, Kao Tan Sub-district, Tha Chang District. Surat Thani Province. Also, the theory of community-based tourism management was adopted in 4 areas as follows: 1) Natural Resources and Culture 2) Community Organization 3) Management 4) Learning.

### Conclusion

**Objective 1: The components of tourism management of Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.**

**Table 1:** Tourism Management of Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.

Details	Mean ( $\bar{X}$ )	Level of Opinion
- Natural Resources and Culture	4.08	High
- Community Organization	4.02	High
- Management	4.07	High
- Learning	4.08	High
<b>Overall</b>	<b>4.06</b>	<b>High</b>

From Table 1, it can be seen that tourists who traveled to the Tha Chang community, Kao-Tan Sub-district, Tha Chang District, Surat Thani Province, had a high overall opinion level ( $\bar{X}$  =4.06). When considering the sub-issues found that tourists had a high level of opinion on natural resources and culture and learning (=4.08), followed by management at a high level ( $\bar{X}$  = 4.07) and at the very least community organizations at ( $\bar{X}$  =4.02), respectively, which can be described in detail according to the study points and presented in Table 2 as follows:

**Table 2:** Presents the details of the components of tourism management by Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.

Details	Mean( $\bar{X}$ )	Level of Opinion
<b>Natural Resources and Culture</b>		
- The community has rich natural tourism resources.	4.12	High
- The community has proper management of existing natural resources.	4.10	High
- The community has unique local culture and traditions.	4.05	High

- The community continues to preserve the local culture.	4.07	High
- The community clearly presents the image of the local's lifestyle.	4.08	High
<b>Overall</b>	<b>4.08</b>	<b>High</b>
<b>Community Organization</b>		
- The community is systematically managed internally.	4.01	High
- The community has wise men, or knowledgeable people, on a learning base within the community.	4.03	High
- The community owns and operates various tourism activities in the community.	4.02	High
- Community residents participate in various activities in the community.	4.01	High
<b>Overall</b>	<b>4.02</b>	<b>High</b>
<b>Management</b>		
- The community has rules and regulations for managing the environment, culture and tourism in the community.	4.10	High
- The community has safety management in tourist attractions/communities.	4.07	High
- The community has arranged to have a local guide for visitors.	4.05	High
- The community is well equipped with the proper process of tourism management.	4.03	High
- The community has a tourism management process that conforms to the lifestyle and culture of the community.	4.10	High
<b>Overall</b>	<b>4.07</b>	<b>High</b>
<b>Learning</b>		
- Basic learning in the community provides materials and equipment for tourists.	4.12	High
-Community activities can raise awareness of natural resources and cultural conservation.	4.01	High
- Basic learning in the community can build an understanding of the lifestyle and culture of the people in the community.	4.10	High
- Basic learning in the community is consistent with the lifestyle and culture of the people in the community.	4.08	High
<b>Overall</b>	<b>4.08</b>	<b>High</b>

**Objective 2: Tourism development guidelines of Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.**

According to the results of the components analysis of community-based tourism management, in the beginning, the people engaged with tourism attended the meeting, share ideas, and discuss to propose the guidelines for tourism development according to the

components of tourism management by the community. In order to propose the guidelines for tourism development of Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province, the researchers ordered the components of community-based tourism management according to priorities that tourists place first to last, as shown in Table 3.

**Table 3:** Tourism development guidelines of Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.

<b>Components of community-based tourism management</b>	<b>Tourism development guidelines of Tha Chang community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province</b>
Natural Resources and Culture	<ul style="list-style-type: none"> <li>- The communities and tourists should be encouraged to recognize the importance and preservation of natural resources and inherit local livelihoods, to impress the tourists and make a difference between tourist attractions.</li> <li>- The community should improve access to tourist attractions by providing convenient transportation routes within tourist attractions and connections to other attractions. Moreover, road signs and signage should be arranged in all tourist attractions and convey all meanings clearly.</li> <li>- The facilities for tourists should be developed such as adding more places to sell necessary products to tourists and providing enough public restrooms.</li> <li>- The community and tourist attractions should be kept clean such as providing more trash bins that are designed to match the vibes of the tourist attractions.</li> <li>- Government sectors should promote and educate communities on natural and cultural resource management.</li> </ul>
Learning	<ul style="list-style-type: none"> <li>- Communities should raise awareness of environmental and cultural conservation through community tourism activities.</li> <li>- Local tourism activities should be developed along with the local lifestyle, diversified, and provided with opportunities for tourists to participate in experiencing the way of local's life by showing a clear nature of the locals' way of life</li> <li>- The routes and tourism activities connected to nearby tourist attractions should be developed.</li> </ul>
	<ul style="list-style-type: none"> <li>- The community should manage the tourism process more systematically.</li> <li>- The community should develop a security system for tourists in tourist attractions, such as having community volunteers who keep an eye on safety, and prepare warning signs in tourist attractions, etc.</li> <li>- The community should have marketing plans to create sales</li> </ul>

	<p>channels and clear public relations.</p> <ul style="list-style-type: none"> <li>- The community should promote tourism publicity through various media to widely raise the awareness of tourists. In addition, interesting public relations media should be created through the use of photos, videos, and other forms of media of tourist attractions and activities taking place in the community which should always be kept up-to-date. Also, should increase the contact channels with tourists when they are interested in visiting the community tourism.</li> <li>- Production process should be developed to add the community's product value by creating a distinctive and conveying image of the community.</li> <li>- In terms of accommodation, for the tourists who are interested in experiencing the local lifestyle, there are homestays provided in the community which should be developed to push the community towards homestay standards to strengthen the confidence of interested tourists to stay.</li> <li>- Should be supported by the government and the private sector, and participate in promotional activities organized by various departments.</li> </ul>
<p>Community Organization</p>	<ul style="list-style-type: none"> <li>- Personnel should be trained by providing in-house training to advance specialized skills such as First Aid Training, Digital Media Development Training, and Interpreters Development for Tourism Enhancement and the number of tourism personnel should be increased sufficiently.</li> <li>- The knowledge of community wise men should be developed and taught to local youth in order to preserve wisdom for further inheritance.</li> <li>- The community should set up a committee to monitor and prevent the destruction of natural resources. Also, form a committee to systematically develop a database of natural resources in the community in various ways.</li> <li>- Management should be developed within the community by allowing people in the community who are interested in tourism to participate in the tourism process in the community.</li> </ul>

**Discussion**

1. The community-based tourism management of Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province was found that tourists had a high level of all opinions of Tha Chang community tourism management, while natural resources and culture had the highest level of opinion. This is consistent with Jiraporn Kaewmanee (2014) on community-based tourism management under the philosophy of a sufficiency economy, Ban Hua Khao Chin Community, Pak Tho District, Ratchaburi Province. It was found that the level of community-based tourism management under the philosophy of a sufficiency economy, Ban



Hua Khao Chin Community had a high level in all aspects, while natural and cultural resources had the highest average scores. Furthermore, Tha Chang community-based tourism had a learning base within the community that was consistent with the lifestyle and culture of the people in the community such as a hot spring bath and mud spas, collecting cockles by sailing boat, and reforestation, etc. Moreover, Tha Chang community-based tourism also participated in the Surat Thani Community Tourism Network in line with Pimlapas Pongsakornrangsilp (2014) studied sustainable community tourism management in Ban Khok Krai, Pang Ng Province. It was found that Ban Khok Krai Community Tourism Group operates in the form of a community enterprise. The outstanding tourist activities include hot mud and hot sand spas, watching red land crabs, collecting clams, and Kayaking. Hence, Ban Khok Krai Community Tourism Group joined the Phang Nga Provincial Community Tourism Network which focused on the conservation of natural resources and the sustainability of tourism resources.

2. Tourism development guidelines of the Tha Chang community found that the community should improve access to tourist attractions by systematizing transportation routes within tourist attractions and providing convenient connections to other tourist destinations. In addition, road signs and signposts should be prepared at tourist attractions to cover all tourist attractions and clearly convey the meaning to facilitate more convenient access to tourist attractions. This corresponds to Kanyaphat Wutthiya (2016) studied the guidelines for marketing development at Huatake Old-Market, Ladkrabang District, Bangkok, involving local communities for sustainable tourism. It was found that it should be more convenient to access tourist destinations. Additionally, it was also consistent with Jiraporn Kaewmanee (2014) studied community-based tourism management under the philosophy of a sufficiency economy, Ban Hua Khao Chin Community, Pak Tho District, Ratchaburi Province found that guidelines of community-based tourism management under the philosophy of a sufficiency economy, Ban Hua Khao Chin Community, should be assisted by the contributed sectors to create road signs, and publicized more to the outside world. In addition, the community should develop tourism publicity through various media to raise the awareness of tourists and should increase the contact channels with tourists when they are interested in visiting the community tourism. This conforms with Jisuthi Sertsri (2014) studied the sustainable tourism guidelines in the Klong Khon Community, Samut Songkhram Province which found that more public relations should be promoted to achieve regular distribution of tourists, and the sectors or those involved should seriously encourage promoting public relations, and should be publicized frequently.

## **Recommendations**

### **1. Recommendations for the utilization of research findings.**

The researchers recommended for improvement and development of tourism as follows:

1. Local departments and external agencies should play a role in planning for developing tourist attractions aiming for the community to be sustainable by giving the community the opportunity to participate in every step of the various processes as much as possible according to the 4 components: 1) Natural resources and culture 2) Community organization 3) Management 4) Learning

2. Relevant sectors should support in guiding knowledge about public relations

channels and online marketing to promote tourism.

## **2. Suggestions for further study**

1. There should be a study on the development of creative tourist attractions in Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.

2. There should be a study on the development of public relations media and online marketing (Digital Marketing) to promote tourism in the Tha Chang Community, Kao Tan Sub-district, Tha Chang District, Surat Thani Province.

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