

CHAPTER 2

RELATED CONCEPTS, THEORY, AND LITERATURE

This research was conducted toward studying sustainable tourism planning and management through local administration organization. Therefore, the related concepts, theories and research were studied to support in this research. There were as follows:

2.1 Sustainable development

- 2.1.1 Concept of sustainable development
- 2.1.2 Concept of Sufficiency Economy
- 2.1.3 Framework of Thailand's national plan

2.2 Sustainable tourism

- 2.2.1 Concept of sustainable tourism
- 2.2.2 Indicators for sustainable tourism
- 2.2.3 Carrying capacity
- 2.2.4 Community based tourism with sustainable tourism

2.3 Planning for local sustainable tourism development

- 2.3.1 Tourism Impacts to local community
- 2.3.2 Components of tourism development
- 2.3.3 Planning process
- 2.3.4 Tourism planning and development levels
- 2.3.5 Actions of local authority toward sustainable tourism
- 2.3.6 Participation

2.4 Related research

2.5 Tambon Cherngtalay Local Administration Organization (CTLAO)

2.6 Framework of study

2.1 Sustainable development

2.1.1 Concept of sustainable development

Sustainable development was defined in the 1987. It was published on the title of “Our Common Future” which prepared by the World Commission on Environment and Development (WCED) for the United Nations quoted in Inskip (1998) as “meets the needs of the present without compromising the ability of future generations to meet their own needs”. The report has observed that environment and development were the world’s seriously problems. It was concluded that successful long-term economic should be managed by utilizing the environment resources sustainability.

Hence, Bramwell and Lane (1993) quoted in Fennell and Dowling (2003) stated that the five fundamental principles of sustainability are as follows:

- The idea of holistic planning and strategy making;
- The importance of preserving essential ecological processes;
- The need to protect both human heritage and biodiversity;
- The need to foster long-term sustainable productivity for future generations;
- and
- The goal of achieving a better of equity amongst the nations.

It was agree with the United Nations report of the world summit on sustainable development (2002). As the United Nations conference on Environment and Development had accelerated the awareness of the goals, the present plan of implementation will be held on the achievement. In conclusion, it was committed that sustainable development is actual responsible actions and measures at all levels and to enhance international collaboration, taking into account the Rio principles including the common principle. However, it was set apart responsibilities as in principles of the Rio Declaration on Environment and Development. As well as, these will be promoted of the integration of the three components of sustainable development include economic development, social development, and environmental protection to interdependent and strengthen requirements for sustainable development. Moreover, the outcomes of the summit should be implemented and recognized of the benefits allocation particularly women, youth,

children and sensitive groups. Furthermore, the implementation should be associated with all relevant stakeholders to achieve the extensive goals of sustainable development especially between governments and major groups. As reflected that collaborations are the key to follow sustainable development in a globalizing world. Strong government in each country and at the international level is fundamental for sustainable development. In addition, environmental, social, economic policies, democratic organization which response to the needs of the people, the law, anti-corruption measures, equality of gender, and facilitate environment for investment are the significance for sustainable development at domestic level. As a globalization, external factors have become critical determining to the success or failure of developing countries in their national efforts. The gap between developed and developing countries continued need for a forceful international economic environment which supportive the international collaboration particularly in the part of finance, transferred technology, debt, trade, and efficient participation of developing countries in global decision-making. Absolutely, peace, security, stability and respect for human rights and fundamental needs including the right to develop and respect for cultural diversity are essential to achieve sustainable development and it was ensured that sustainable development share the benefits out thoroughly.

2.1.2 Concept of Sufficiency Economy

Isarangkun Na Ayuthaya (2006) stated as it is a great honor to be able to concentrate on His Majesty the King Bhumibol Adulyadej's principle of sufficiency economy which is significant for Thailand's development. Since 1950 of his coronation, H.M. the King Bhumibol uttered the Oath of Accession to the Throne as "We shall reign with righteousness, for the benefits and happiness of the Siamese people".

Moreover, it is shown that the goals of His Majesty were emphasizing on people-centered for sustainable development. His Majesty the King found the ways to empower people and their communities to become sustainability. As well as to reach the goals of development. The significant goal is human resources development through development objectives according to the United Nations, which includes an increase in new serviced oriented with freedom and enhance awareness to people. Those were agreeing with declaration of His

Majesty the King including self-reliance, knowledge, and cautiousness and suitable moral for the Thai people.

In 1974, His Majesty the King stated his “Sufficiency Economy Philosophy” (SEF) as consistent approach to development. Sufficiency means moderation, reasonableness and resilience. Knowledge should be applied with cautiousness and suitable moral, these are important for sufficiency enhancement. He found that the approach of development can not be “one-size-fits-all”. Although there existed the problems of poverty, health and infrastructure. Therefore, the individual solutions could depend on different physical and social situations. Moreover, the first implementations of the philosophy as a guideline principle was integrate into the national economic and social plan in 1999. Nevertheless, Thai has applied the philosophy as a point for daily which it was applied from communities to organizations. Moreover, philosophy of sufficiency economy according to His Majesty has been providing for long-term development.

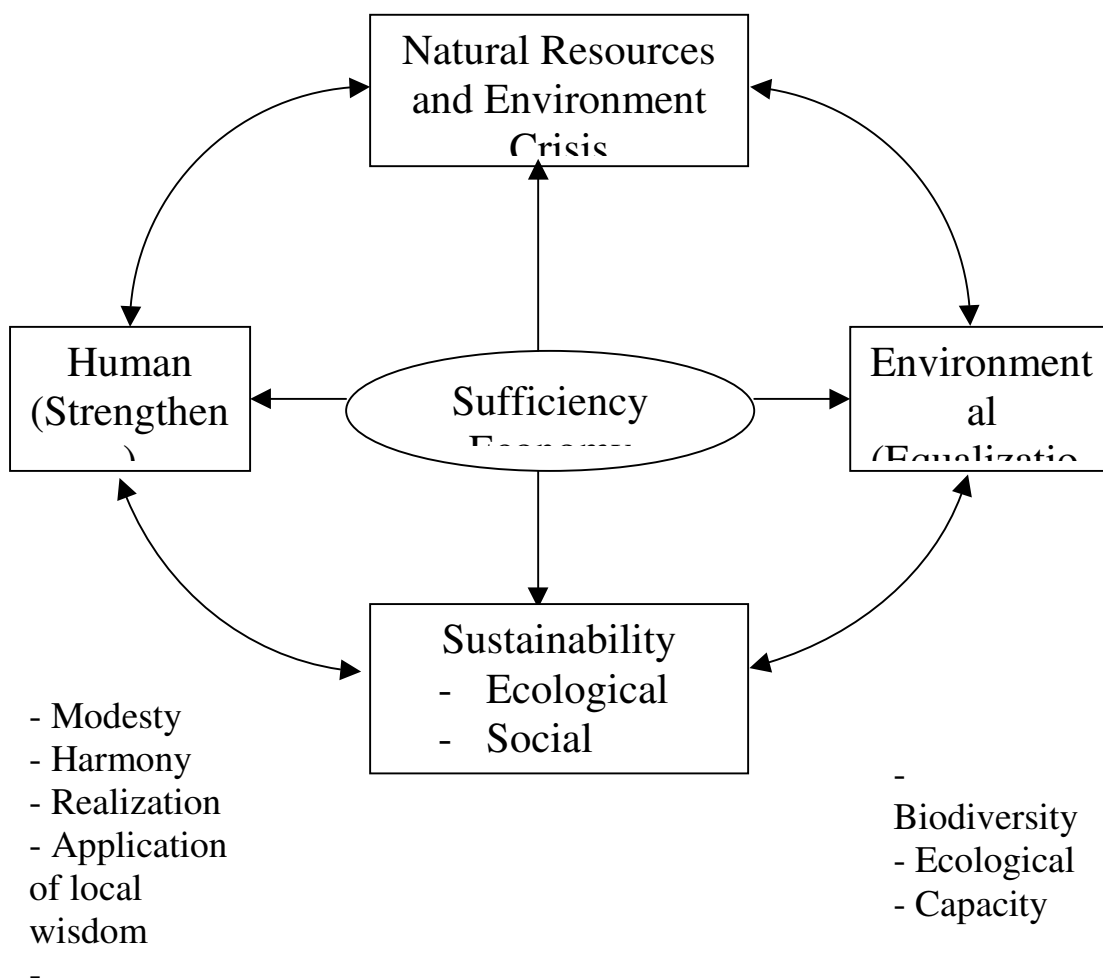
In addition, Thailand is a developing country, people’ livelihoods depend on agriculture. Therefore, His Majesty the King refers agriculture as believing that agriculture is the basis of life, because it is the source of food product and raw material which were needed for various industries. It is important to note that the main factor of agriculture production is natural. Thus, it is essential for us to develop and conserve the bountifulness. In order to increase productivity and to promote the well-being of the world population as well.

Suwan (2006) stated that sufficiency economy is an approach toward sustainability; the significance has emphasized on problems solving at subordinate scale. It could be defined as solving from the cause of problem which start from family to community level. Those are approach for implementation by applying the local wisdom. His Majesty has applied “Human Ecology” theory to manage both environmental and socio-economic crises. Moreover, he concerned about “Sufficiency Economy Philosophy” was used for crisis management by balancing of the environmental and human needs at the meantime which defined 2 components as follows:

- 1) Environmental component; His Majesty has focused on equalizing the nature through biodiversity and ecological complexity. His approach divided the area into four parts, at a ratio is 30:30:30:10 used for water, rice field, agriculture and accommodation.

2) Human component; His Majesty the King has focused on strengthening human awareness to modest, estimate own ability or strength, harmony, recognize own responsibility both in public and environment, adapt the local wisdom, and help each other (Figure 2.1).

Figure 2.1 “Sufficiency Economy” toward ecological and social sustainability



Source: Suwan (2006)

Moreover, there are many reasons to ensure sufficiency economy principle could be created society to sustainability which are as follows:

- 1) It is not only a framework but it can be easily put into concrete practice;

- 2) It is focusing on holistic approaches by equalizing overall components within the system;
- 3) The framework is base on natural adaptation with knowledge and perception which were called local wisdom; and
- 4) The procedure is not against nature, rather it is within social capability

2.1.3 Framework of Thailand national plan

However, Thailand has presented a sustainable development plan of implementation in the 9th National Plan from 2002 to 2006. The significance of this plan is to equalize the position of people, society, economy and environment. In addition, sufficiency economy principle according to H.M. King Bhumibol is applied to framework, as well. Furthermore, the “middle path” according to Buddhism teaching is implemented to direct Thailand in the direction of achieving sustainability.

There were comprised of four approaches of sustainable development. Aspect of the strategy emphasized on natural resource and environmental management. The strategy has specified to increase national competency, human resources development and social protection, and enhance sustainability of rural and urban development by participation of all social segments. Furthermore, these strategies has determined as follows:

- 1) The development of natural resources and environment to sustainability by emphasize on conservation, restoration and sustainable consumption on natural resources including waste water management, forest and coastal conservation and restoration, recovery of natural resources, and resolution of pollution problems. In of the above, they require participation from local community and other social stakeholders to achieve the development;

- 2) Economic development for sustainability, it focused on maintenance of steady economy and economic consumption was responded to the needs and quality of life;

- 3) Social development for sustainability, the significance was eliminating poverty and different social classes. This method was used for participation enhancement of all social sectors and also generate collaboration with industry sector to supply fine product and meet the necessary needs to consumers, necessary needs of people with minimal negative impact on the environment; and

- 4) Promotion of social participation for sustainable development through organized public hearings for all stakeholders. As well as provide people a responsibility to participate on natural resources, environment, economy and social development.

Moreover, the framework toward natural resources and environment for sustainability were as follows:

- 1) Value added to economic by utilization of natural resource;
- 2) Protect and revive natural resource for sustainable development; and
- 3) Maintain quality of environmental

In addition, there were four successfully achieved performances:

- 1) Participation of people were identified as a guideline which accepted by the Cabinet on September 16, 2003;
- 2) The government stated an “environmental friendly” (Green Government Procedure) policy which includes product and service;
- 3) Promotion of bio-diesel and ethanol fuel to be for vehicles; and
- 4) Integration of economic development which impacted on natural resources and environment into GDP calculation which was called “Green GDP”, so that it could be used as an instrument for decision making policy.

Moreover, the sustainable development strategies and directions were declared in the National Policy and Plan to promote and conserve for the environment which start from 1997 and will run until 2016. Because there were largely of natural resources and environmental problems exist at the local level. Therefore, plans and policies were managed by many local levels. (NESDB, 2003).

2.2 Sustainable tourism

2.2.1 Concept of sustainable tourism

A famous definition of principles and guidelines of sustainable tourism which stated in Weaver (2001) was developed by Tourism Concern (1991) in alliance with the Worldwide Fund for nature (WWF). There were ten sustainability principles shown in (Figure 2.2)

Figure 2.2 Principles for sustainable tourism

1. Using Resources Sustainably

The conservation and sustainable use of resources-natural, social and cultural-is crucial and

makes long-term business sense.

2. Reducing Over-Consumption and Waste

Reduction of over-consumption and waste avoiding the cost of restoring long-term environmental damage and contributes to the quality of tourism.

Figure 2.2 (Continued)**3. Maintaining Diversity**

Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry.

4. Integrating Tourism into Planning

Tourism development which is integrated into a national and local strategic planning framework, and which undertakes EIAs, increases the long-term viability of tourism.

5. Supporting Local Economies

Tourism that supports a wide range of local economic activities, and which takes environment costs/values into account, both protects those economies and avoids environmental damage.

6. Involving Local Communities

The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.

7. Consulting Stakeholders and the Public

Consultation between the tourism industry and local communities, organizations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.

8. Training staff

Staff training which integrates sustainable tourism into work practice, along with recruitment of local personnel at all levels, improves the quality of the tourism product.

9. Marketing Tourism Responsibly

Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environment of destination areas and enhances customers satisfaction.

10. Undertaking Research

Ongoing research and monitoring by the industry using effective data collection and analysis is essential in solving problems and bringing benefits to destinations, the industry and consumers.

Source: The Encyclopedia of Ecotourism (2001)

According to Fennell and Dowling (2003) stated the initial achievement strategies between tourism and sustainability appeared when Globe '90 conference held in British Columbia, Canada. At this point, significance of the environment which concerned in tourism industry and tourism development planned unsuccessfully were argued by agent which from tourism industry, government, non-governmental organizations (NGOs) and the academy. The conference gave suggestions on the goal of sustainable tourism. Those were as follows:

- 1) To increase awareness and understanding of environmental and economic impacts that from tourism;
- 2) To support fairness and development;
- 3) To develop host community's quality of life;
- 4) To supply high quality of experience to the visitor;
- 5) To retain the value of the original pristine environment

Meanwhile, the definition of sustainable tourism development was defined as "meeting the needs of present tourist and host region while protecting and enhancing opportunity for the future".

Furthermore, Mason (2005) suggested for achievement toward sustainable tourism which must be regarded as follows;

- 1) How tourist value and use natural environments;
- 2) How communities are enhanced through tourism;
- 3) Identification of tourism's social and ecological impacts; and
- 4) Management of these impacts

WTO (2004) defined the concept of sustainable tourism and it has been recognized by the United Nations, the World Tourism Organization (WTO), various national, regional and also local authorities. Sustainable tourism indicates that the tourist destinations' natural, historic and cultural resources are conserved for the present and along to the future, as well. The WTO has integrated all of the sustainable approach and sustainable development principles used for tourism planning and development. Therefore, WTO defined sustainable tourism as sustainable tourism development should meets the needs of present tourists, host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in economic, social and aesthetic needs can be fulfilled while

maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

Moreover, sustainable tourism development principles were detailed as follows:

- 1) The natural, historical, cultural and other resources for tourism are conserved for continuous use in the future, while still bringing benefits to the present society;
- 2) Tourism development is planned and managed so that it does not generate serious environment or socio-cultural problems in the tourism area;
- 3) The overall environmental quality of the tourism area is maintained and improved where needed;
- 4) A high level of tourist satisfaction is maintained so that the tourist destinations will retain their marketability and popularity; and
- 5) The benefits of tourism are widely spread throughout the society

Nevertheless, sustainable tourism will succeed by planning, development and management of the tourism sector. Sustainable tourism development was defined by the WTO concept and framework as sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should:

- 1) Make optimal use of environment resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity;
- 2) Respect the socio-cultural authenticity of host communities, conserve their build and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; and
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.

Sustainable tourism development requires the participation of all relevant stakeholders, as well as a strong political leadership to ensure powerful participation and harmony. Achieving for sustainable tourism is a continuous process and requires steady monitoring of impacts, introduction of the necessary preventive, and corrective the measurement whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability principles and promoting sustainable tourism practices amongst them.

2.2.2 Indicators for sustainable tourism

Sustainable tourism core indicators are common applicable to most tourism destinations and supplementary specific indicators that can be applied for dissimilar tourism environments. As well as, it is significant to develop appropriated set of indicators by considering own situation. Moreover, indicators can be changed in different tourism sites in the local areas.

Figure 2.3 Core indicators for sustainable tourism

Indicator	Specific measures
Site Protection	Category of site protection according to IUCN index
Stress	Tourist numbers visiting site (per annum/peak month)
Use intensity	Intensity of use in peak period (persons/hectare)
Social impact	Ratio of tourist to local (peak period and overtime)
Development control	Existence of environmental review procedure or formal controls over development of site and use densities
Waste management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructure capacity on site, such as water supply)
Planning process	Existence of organized regional plan for tourist destination region (including tourism component)
Critical ecosystems	Number of rare or endangered species
Consumer satisfaction	Level of satisfaction by visitors (survey-based)
Local satisfaction	Level of satisfaction locals (survey-based)
Tourism contribution to local economy	Proportion of total economic activity generated by tourism to local economy
Composite indices	
Carrying capacity	Composite early warning measure of key factors affecting the ability of the site to support different levels of tourism
Site stress	Composite measure of levels of impact on the site (its natural/cultural

	attributes due to tourism and other sector cumulative stress)
Attractiveness	Qualitative measure of those site attributes that make it attractive to tourism and can change over time

Source: World Tourism Organization (1996)

Figure 2.4 Supplementary indicators of sustainable tourism

Issue	Indicators	Suggested Measured
Coastal Zones		
Ecological destruction	Amount degraded	- % in degraded condition
Beach degradation	Levels of erosion	- % of beach eroded
Fish stocks depletion	Reduction in catch	- effort to catch fish - fish counts for key species
Overcrowding	Use intensity	- persons per metre of accessible beach
Disruption	Species counts	- number of species - change in species mix
Diminished water quality	Pollution levels	- fecal coliform and heavy metals sightings
Lack of safety	Crime levels Accident levels	- number of crime report - water related accidents as a % of tourist population
Mountains		
Loss of flora and fauna	Reproductive success of indicator species Continuing presence of wildlife at traditionally occupied sites	- species counts - changes in mix of species - number of road kills of specified - visual inspection and photographic record
Erosion	Extent of erosion caused by tourists Rate of continuing erosion	- % of surface in eroded state - visual inspection and photographic record
Lack of access of key sites	Length of vehicle line-ups	- number of hour spent in vehicle - cost of entry/lowest average local wage

Lack of solitude	Consumer satisfaction	- number of people at peak period (accessible area only) - questionnaires on whether solitude objectives met
Loss of aesthetic qualities	Site attraction	- visibility of human presence (e.g., litter counts)
Diminished water quality	Pollution counts	- measures of fecal coliform, heavy metal

Figure 2.4 (Continued)

Issue	Indicators	Suggested Measured
Managed wildlife		
Parks		
Poor species health groups	Reproductive rate of key species Species diversify change in mix of animal species	- monitoring of numbers of animal - species counts - key species population counts
Overcrowding	Use intensity	- number of visitors - ratio of people/game animals (peak period)
Human encroachment	Human population in park and surrounding area Activities of people in park and surrounding area	- number of people within 10km of boundary - % of park area affected by unauthorized human activity (squatting, wood cutting) - % of surrounding land being used for human purposes such as agriculture
Poaching reported	Level of poaching in park	- number of incidents of poaching - reduction of effected flora and fauna assets
Lack of safety	Human/animal interaction	- number of human/animal contacts reported involving human injury - crimes against tourists
Urban environment		
Lack of safety	Crime levels types of crimes	- number of crimes reported

	committed	
	Traffic safety	- traffic injuries as a % of population
uncleanliness	Site attraction	- counts of levels of waste on site
Crowding at key urban attributes	Use intensity	- traffic congestion - length of wait

Figure 2.4 (Continued)

Issue	Indicators	Suggested Measured
Health threats	Air pollution measurements	- air pollution indices - number of days exceeding specified pollutant standards
	Drinking water quality	- availability of clean water (e.g. can tap water be consumed on site)
	Type and extent of communicable diseases	- statistics on disease prevalence
	Noise levels	- records on decibel count at key locations
Cultural Sites-Built Heritage		
Site degradation	Restoration costs	- estimated costs to maintain/restore site per annum
	Levels of pollutants affecting site	- acidity of precipitation
	Measures of behavior disruptive to site	- traffic vibration - number of incidents of vandalism reported
Determining tourism capacity	Use intensity	
Lack of safety	Crime rate and type	- number and type of crimes against tourists reported
Unique Ecological Site		
Ecosystem degradation	Number and mix of species	- species count
	Continued presence of key species in traditionally occupied areas	- count of members of key species - number of tourist sightings of

Species	Reproductive success of key species	key - areas of species occupation (flora and fauna)
	Site degradation	- primary of species as a % of total plant cover
	Changes in flora	
	Mix and concentration	- number of outfitters/guides using site - number of boats using site - % of area negatively affected

Figure 2.4 (Continued)

Issue	Indicators	Suggested Measured
Cultural Sites		
Violation of social and cultural norms	Languages spoken by locals	- % of community speaking a non-local language
Displacement of members of local population	Social impact	- average net income of tourists/average net income of local population - number of retail establishment/number of establishment serving local needs - % of local establishments open year-round
	Local satisfaction	- number and type of complaints by locals
Small islands		
Currency leakage	Measures of capital flight	- % of exchange leakage from total tourism revenues
High levels of foreign ownership	Value of foreign ownership	- % of foreign ownership of tourism establishments
Lack of jobs for local population	Local jobs created through tourism	- % of jobs supported by tourism - % of seasonal jobs
Fresh water shortage	Fresh water availability	- volume of water used by tourists/local population on per capita basis - cost to supply water - cost to supply water of tourists - estimates of capacity
Electricity shortage	Electricity availability	- number of brown outs - restriction on use

Sewage disposal	Sewage treatment facilities	- changes in cost for electricity use - volume of sewage treated/total volume of sewage - level of treatment
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Source: World Tourism Organization (1998)

2.2.3 Carrying Capacity

WTO (1998) has stated guidelines for carrying capacity according to the propose of WTO as the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction.

However, creating tourism carrying capacities are based on concept of maintaining development level and usage which there were no impacts on environmental, socio-cultural and economic. Carrying capacity is analyzed as a basic procedure which can be applied in tourism and recreation planning including wildlife management to success sustainable development by determining systematically higher development limits, visitor use and most favorable use of tourism resources. Determination of carrying capacities depends on many concerned factors. It will change through time and can be increased while taking assured procedures. Nevertheless, it is still a valuable technique as a planning guide for sustainable tourism.

There were primary significant measurements to evaluate the carrying capacity for tourist destinations. Which there were analyzed for their transportation facilities and services capacities used by tourists when travel to the destinations. Different locations and tourism types have unique development objectives particularly value on local perception of acceptable physical, socio-cultural, and environmental changing level. But some regular criteria are suitable for all places. There are described of the main factor in order to determine capacities in the following:

- 1) The original physical, socio-economic, and environment had quoted as development capacity and usage by tourist which can be succeed without impacts to physical, natural and man-made environment, and to generate socio-cultural, and economic problems to the local community. Moreover, there were still maintenance of appropriate balance and benefit gaining from development and conservation to local community. Permanent damage of physical

environment and economic problems or both are caused by exceeding levels of carrying capacity.

The criteria for determining of optimum capacities are as follows:

Physical

- 1) Acceptable level of visual impact and overcrowding;
- 2) Ecological systems are maintained to prevent damage;
- 3) Level of tourism generates conservation of wildlife and natural resources both lived on land and in marine without degradation;
- 4) Level of tourism generates conservation of archeological, historic and cultural monuments without degradation; and
- 5) Acceptable level of air, water and noise pollution

Economic

- 1) Level of tourism that provides optimum economic benefits without economic inflation;
- 2) Amount of economic benefits gaining to local communities; and
- 3) Level of tourism employment that goes well with human resources in the local communities

Socio-cultural

- 1) Level of tourism development without harmful the lifestyle and activities of local communities;
- 2) Level of tourism that can generate to conserve and renew desirable locations, arts, crafts, believing, ceremonies, customs and traditions; and
- 3) Level of tourism which satisfied the use of attraction and amenity of local residents

Infrastructure

- 1) Available sufficiency of transportation facilities and services;
- 2) Available sufficiency of utility facilities and services, water and electric supply, waste management, and telecommunications; and
- 3) Available sufficiency of other accommodation facilities and services include to public health and safety for employees in tourism

Meanwhile, it is important to consider the carrying capacity according to seasonality. The saturation level of usage can be measured during peak period or high season. Therefore, carrying capacity is calculated in peak period and seasonality over the year.

2.2.4 Community based tourism with sustainable tourism

As indicated in Table 2.1, there was proposed method to integrate principles of sustainable development to create sustainable tourism for present and future.

REST (1997) had stated that people are becoming awareness of natural resources, conservation and the importance to protect environment. This understanding has shown that the rural community is fundamental to creation and implementation of successful development. Thailand is democratic; people can propose their voice, idea and opinion to the public and can participate to play a role in the direction of development. For this reason, the local community is appropriate level for development because it is focuses on the strengths of the community.

In addition, community-Based Tourism (CBT) developed from Ecotourism and become Community-Base Sustainable Tourism (CBST). In Thailand, the Responsible Ecological Social Tours Project (REST) established this form of tourism by emphasizing on “tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life”. (REST, 1997 p.22)

Table 2.1 Tourism with holistic Development

Dimension	Sustainable Development	Sustainable Tourism
Economic	<ul style="list-style-type: none"> - Income from local production - Diversified local economy - Self-reliance 	<ul style="list-style-type: none"> - Raise funds for community development - Create jobs in tourism - Raise the income for local people
Social	<ul style="list-style-type: none"> - People-centered development - Social justice - Satisfying quality of life - Active community organizations 	<ul style="list-style-type: none"> - Raise the quality of life - Promote community pride - Divide roles fairly between women/men, elder/youth - Build community management

		organizations
Cultural	<ul style="list-style-type: none">- Formal and informal education- Local culture passed on to the next generation- Cultural preservation	<ul style="list-style-type: none">- Encourage respect for different cultures- Foster cultural exchange- Embed development in local culture

Table 2.1 (Continued)

Dimension	Sustainable Development	Sustainable Tourism
Environment	<ul style="list-style-type: none"> - Natural resources management - Rights - Environmental responsibility - Natural resources conservation 	<ul style="list-style-type: none"> - Study the carrying capacity of the area - Manage waste disposal - Raise awareness of the need for conservation
Political	<ul style="list-style-type: none"> - Community participation - Development in response to community needs - Democratization 	<ul style="list-style-type: none"> - Enable the participation of local people - Increase the power of the community over the outside - Ensure rights in natural resources management

Source: The Responsible Ecological Social Tours Project (1997)

There are principles concepts of CBT which lead the host community to generate the tourism to develop the community in the followings:

- Recognize, support, and promote ownership of tourism in community;
- Involve in community members from the beginning in every aspect;
- Promote community pride;
- Improve the quality of life;
- Ensure environmental sustainability;
- Preserve the unique characteristic and local cultural;
- Foster cross-cultural learning;
- Respect to cultural differences and self-respect;
- Distribute the benefits fairly to community members; and
- Contribute the budget to community projects

Meanwhile, host community should carry the capacity for tourism management through educate people to realize the importance of CBT as a tool for conservation. Which there were principles of CBT as follows:

Natural and Cultural resources

- 1) Natural resources are well preserved;
- 2) Local economy and production will depend on the sustainability use of natural resources; and
- 3) Custom and culture that is unique of the destination

Community Organizations

- 1) The community shares consciousness, norms and ideology;
- 2) The community was required the elders holding local traditional knowledge and local wisdom; and
- 3) The community has awareness of ownership and provides participation to the development

Management

- 1) The community has rules and regulations for environment, culture and tourism management;
- 2) A local organization is generating tourism management to local community development;
- 3) Distribution of benefits fairly; and
- 4) A percentage of benefits from tourism is contributed to a community fund for economic and social development in the community

Learning

- 1) Foster learning activities between hosts and guests;
- 2) Educate understanding of diverse cultures and ways of life; and
- 3) Increasing awareness of natural and cultural conservation between tourist and the local community

2.3 Planning for local sustainable tourism development

2.3.1 Tourism impacts to local community

Inskip (1991) stated that there are both benefits and problems of tourism for local communities as tourism has brought both benefits and problems to any places. If the development was well planned, developed, and managed, tourism can generate local jobs, income and opportunities to local tourism entrepreneurs. These can lead to an improved quality of life for local residents. Moreover, tax revenue from tourism can be used to develop community facilities and services. Tourism also helps develop infrastructure that can be utilized by residents. Local community can receive benefits from tourism if it is well planned, developed and managed. There are significant of benefits to be gained as follows:

1) New jobs are generated from tourism especially to the young people, women and indigenous people. Employment is not provided only in hotels, restaurants and other stakeholders, but also gives to supplying sectors such as agriculture, fisheries, crafts, and local manufactures. From a strictly economical point of view, jobs were generated by tourism may decrease the amount of the young moving out the community to find jobs elsewhere;

2) Local tourism encourages enterprise development which provides opportunities for local investment, jobs, income, profits and the development of previous entrepreneur;

3) Higher incomes which were generated from tourism can improve local quality of life of local residents. But if enterprises are owned and managed by locals, therefore profits remain in the community;

4) Local tax revenue which was generated from tourism can develop community facilities, services and infrastructure such as schools, medical clinics, libraries, sport and recreation facilities and roads;

5) Local employees of tourism learn new skills and technologies which will enhance the development of local human resources;

6) Infrastructures development such as roads, water supply, electric power, waste management and telecommunications. Because these can be used by local community. Therefore, community will receive benefits from improved infrastructures. As well as developing of infrastructure is obtained from tourism.

7) Local products are promoted such as agriculture and fisheries, arts, and handicrafts so they can stimulate local economic sectors. Meanwhile, development of tourist facilities can also support local construction industry, as well;

8) Tourism can generate development to new or improved retail, parks and recreation, cultural centre, theater which both tourists and local residents can enjoy;

9) Quality of environment can be improved because tourist would like to travel to clean and non-polluted destinations as well as development of land use and transportation;

10) Tourism can provide conservation of local natural areas, archaeological and locations which have historic sites, arts, crafts and cultural because these characteristics are tourist destinations. Therefore, they are need to regularly maintain and improvement for achievement and sustainability; and

11) Tourism can convince awareness of local resident for environment and culture. As well as boost a pride of their heritage.

Nevertheless, if there is not well planned, developed, and managed. The local community will be faced with problems of tourism in following:

1) Unplanned tourism development can lead traffic, road and pedestrian and extreme noisy levels problems. The least of which is inadequate parking;

2) Over consumption of vehicles by tourists, tour operators, and construction of facilities that cause air pollution;

3) Poor disposal, waste management plans lead to surface and underground water pollution and diseases;

4) Tourism destinations will become degraded and unattractive because inappropriate tourist facilities are built and the resultant trashing by tourists;

5) Local residents no longer have convenient access to famous tourist attractions;

6) Nature parks, archaeological, historic sites will be declined because of uncontrolled use by visitors;

7) Local heritage and characteristics culture will decline from excessive commercialization and development of local arts, crafts, and traditions; and

8) If tourism businesses are operated and managed from outsiders. There will be limited of economic benefits to local community. Moreover, there will be economic loss if most products used in tourism are imported from elsewhere

Moreover, United Nations (1999) has stated sustainable integrated in tourism planning as tourism can occurs positive and negative impacts. The costs and benefits of tourism can change over time in each destination. Nevertheless, it depends on tourism activities in local regional environment. If the costs and benefits are recognized, strengths and opportunities can be maximized. Moreover, weakness and threats can be minimized. There were benefits and costs of tourism in Table 2.2.

Table 2.2 Benefits and Costs of Tourism

	Benefits	Costs
Economic	<ul style="list-style-type: none"> - Tourism can generate local employment, both direct and indirect in tourism sector - Tourism stimulates profitable domestic industry for hospitality industry, food service, transportation facility, and handicraft - Tourism generates foreign money exchange into local economy - Increasing of tax revenues from tourists - Employment opportunities will be created in community to meet the needs of tourist - Increasing of local entrepreneur and create new tourist products - Improved infrastructure facilities through tourism attractions 	<ul style="list-style-type: none"> - Tourism job may be low paying and require few skill of employee - Attempting to gain profits or cover the costs of local business can cause inflation - If community becomes famous destination, it can cause inflated property values. This may be unfavorable for local resident - It will be the injection of income to community if tourism is seasonal - Health and security services has been increasing during tourist season at base on expense of local tax - It can be problems of available staff housing
Social	<ul style="list-style-type: none"> - The quality of life in community can be enhanced by economic diversification through tourism according to sustainable development principles - Local community can use recreation 	<ul style="list-style-type: none"> - The community will be responsible for waste, vandalism, and crime associated with tourism - Tourism can bring overcrowding

	<p>and facility which created from tourism</p> <ul style="list-style-type: none"> - Public spaces may be developed and enhanced through tourism activity - Tourism enhances local community's value and provides communication among different background of people 	<p>and traffic congestion which can cause inconvenience to community</p> <ul style="list-style-type: none"> - Foreigners bring their material and freedom to the young of host community. It can disrupt the traditional way of living - Tourism can cause of increasing crime rate and community structure may change
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Table 2.2 (Continued)

	Benefits	Costs
		<ul style="list-style-type: none"> - The changes of social and cultural environment - Organized tourist events may not valid representation of local cultural
Cultural	<ul style="list-style-type: none"> - Tourism can enhance local cultural awareness - Tourism can generate income to preserve the archaeological site - The sharing of cultural knowledge and experience gain benefit for host and tourist 	<ul style="list-style-type: none"> - The youth in community could imitate the speech and attire of tourist - Tourism development can cause loss and damage to historic site - Long-term cultural damage can cause cultural contamination beyond the acceptable level of host community
Environment	<ul style="list-style-type: none"> - Natural tourism encourages productive agriculture - Nature may be conserved for nature-based tourism - Improved of waste management can be achieved - Increasing of environmental awareness 	<ul style="list-style-type: none"> - It may occur negative impact on physical changes in the area - Rapid development and overcrowding can change physical environment and ecosystem of the area - It may occur waste management system - Sensitive area and habitat may be lost - It may occur degradation of parks from over-use and poor management - Excessive of waste - Pollution may occur - Wear and tear on infrastructure

Source: United Nations (1999)

2.3.2 Components of tourism planning

Tourism is comprised of several components which will be emphasized integrating to plan and develop to be achieving community development. There are described of community tourism planning components shown as follows:

1) The tourist market will be both international and domestic tourist including business travelers and may be a combination of two types of tourist. There are markets which target both general and special interests of tourists. Local residents which use tourist attractions, facilities, services and infrastructure must be considered as well in tourism development;

2) Tourist attractions and activities including nature, culture, and tradition activities. Many of these features can be improved as tourist attractions;

3) Accommodation, hotels, other facilities and related services should provide tourists where they can stay overnight. If there are not provide accommodation, tourists can visit only on day tour;

4) Other tourist facilities and services which are required for tourism development including tour and travel operation, restaurant or other type of eating establishments, handicrafts, souvenirs, specialty and convenience product outlet, financial services, tourist information, personal services, medical services, and customs and immigration;

5) A sufficient and functional transportation connections which tourists can easily access in and through tourism destinations. Necessary transportation facilities and services include aircraft, train and bus capacities, routes and schedules;

6) Other infrastructures which require a hygienic water supply, electric power, waste management and telecommunications to tourists' facilities. These facilities are provided by local authorities and service companies; and

7) Education institute is need for development and management in tourism in order to educate and train human resource working effectively. Moreover, marketing strategies, hospitality business include public and private sectors, legislation and regulations related in tourism, investment policies, economic, and environment and socio-cultural impacts monitoring.

Planning should be prepared for a specific time period and a framework for launching development targets and monitoring the process. Basically, the plan will be prepared in long-term of about 15 years, recommendation for development and action will be carried out for short or near term of first years of plan. Nevertheless, some authorities think about for short-term period of two or three years and recommendation be made for medium-term of five to ten years (Inskeep, 1991).

2.3.3 Planning process

However, Gunn and Var (2002) stated as the objective of tourism planning is a socio-economic benefit to society and to maintain tourism sustainability by both protecting the environment and local culture at the same time. Planning at any level should regard all these components: tourist attractions and activities, accommodation, other tourist facilities and services, transportation, other infrastructures and institutional.

Tourism planning will be conducted according to the systematic process as follows:

- 1) Studying the system include the written documentation of a reference report for any planning project;
- 2) Determine the objectives of tourism development
- 3) Survey and evaluation of significant components;
- 4) Analysis and synthesis of the survey's result;
- 5) Formulation of tourism policy and plan;
- 6) Formulation of other recommendation; and
- 7) Implementation and management

Hall and Richards (2000) stated sustainable tourism planning with community participation as there were comprised of fundamental approaches of planning. It can utilize a combination, these are flexible, comprehensive, integrated, environmental and sustainable, community-base and implemental which are as follows:

- 1) Continuous and flexible approach. The development of a plan should be formulated within a framework of achieving objectives and concepts of sustainable tourism;
- 2) Comprehensive approach. All components of tourism system as stated above must be considered in planning;
- 3) Integrated approach. The tourism sector is integrated into general development policies and plans. Moreover, local plans are integrated into national and regional tourism policies and plans;
- 4) Environment and sustainability approaches. Tourism is planned in an environmental way. Therefore nature and cultural heritage are conserved and quality of the

environmental area is maintained or improved. In addition, benefits from tourism are maintained for society and tourist satisfaction;

5) Community-based approach. Planning and development should be involved of local communities and provided benefits to indigenous people;

6) Implementation approach. Tourism planning can lead development to practical implementation. Planning must be applied to contemporary and creative concepts of development; and

7) Planning strategy approach. It is focused on more identification and resolution of situation changing immediately. It may be applied to framework of long-term policy and planning

2.3.4 Tourism planning and development levels

Tourism planning and development levels are carried out from macro or general level to local or more detail level. Macro levels are initially organized and followed with local level planning within framework according to macro levels. These are explained as follows:

1) International level. These levels involve with international transportation services, tour programming that operates among different countries, joint product development and major attractions and facilities, joint tourism marketing strategies and promotion programs and collaborative activities which were received from international level through organizations. For example, the World Tourism Organization (WTO) and its regional commissions, the International Civil Aviation Organization (ICAO), some United Nations agencies and regional commissions, the International Air Transport Association (IATA), the Pacific Asia Travel Association (PATA), the Caribbean Tourism Organization (CTO), the Tourism Council of the South Pacific (TCSP), the Sub-Committee on Tourism (SCOT) of the Association of Southeast Asian Nations (ASEAN), the Tourism Coordination Unit (TCU) of the Southern Africa Development Coordination Conference (SADCC), the World Travel and Tourism Council (WTTC) and International Hotels and Restaurant Association (IHRA). However, an intergovernment, the WTO is performed agency for United Nations which carried out related tourism projects;

2) National level focuses on various components as follows:

- Tourism policies;
- A physical structure plan including identification of major tourist attractions, indication of regional tourism development, and international access and domestic transportation facilities and services;
- Consideration of other main infrastructures;
- Quantity, types, and quality of accommodation and facilities and services are required;
- Connections of tour routes within country and nearby regions;
- Tourism organization structure, government legislation and investment policies;
- Tourism marketing strategies and promotion programs;
- Education and training programs;
- Facility development and standards design;
- Consideration to socio-cultural, environment, economy impacts; and
- Implementation techniques of national level including period of development

3) Regional level is done for states or provinces. It is more specific than national level. Specific measurement at both levels is based depends on the size of country or region. Initial collaboration of education and training programs in tourism will be important. As well as tourist facility development and standards design may be prepared at the regional level;

4) Local or community level. Tourism planning at this level includes local areas of sub-region, cities, towns, villages, resorts, rural areas and some tourist attractions which are more specific than regional level. Local level carries out special tourism programs such as ecotourism and village or rural tourism. The local authority must consider regional and national policies and plans;

5) Site planning level refers to specific locations or buildings, commercial centers, recreation facilities, conservation and landscape areas, parking, and other facilities on

development sites. However, local level carries out site planning which based on a land use plan; and

6) Architectural, landscaping and engineering designed level. This is the most detailed level which includes zoning regulations. There were specified design of buildings, structures, landscaping, other development sites, buildings, and infrastructure engineering. These include feasibility studies, evaluation on environmental and socio-cultural impacts. In order to achieve for development, organization, and finance

In addition, to complete tourism plans, there must be concentrate on certain tourism aspects. To develop on special types of tourism, they need study and analyze on environment, socio-cultural, and economic impacts and marketing strategies.

Therefore, successful of tourism planning must integrate all of the above levels. It means that local development policies and planning must agree with regional level. Hence, regional level must agree with national level and it reflects to international policies and plans as well. (WTO, 1998).

2.3.5 An action of local authority toward sustainable tourism

Office of Tourism Development (2004) stated that in Thailand, the government restructured the management of tourism by establishing the Ministry of Tourism and Sports on October 3, 2002. It has stated the mission as development of tourism and sports sustainability through integrated management in order to enhance on human resource, and increase income to be the leader of regional and international level.

However, tourism is a national agenda which requires a combination of inter-ministry plans. It needs to be integrated of governmental authorities including local authority and private sectors. Nevertheless, expansion marketing strategies through intra-regional and inter-regional to drive Thailand to become the “Tourism Capital of Asia”. The Thai tourism development strategies between 2004 and 2006 were focused on competitiveness and repositioning based on sustainable tourism development.

In practice, there is proposed strategic implementation of tourism development by collaboration of hospitality industry and education institutions to generate a direction.

However, directly responsible stakeholders at local level including the Ministry of Tourism and Sports, Tourism Authority of Thailand (TAT), and Local Administration Organization. The duty of local administration organization is to protect tourism resources, cultural, local community, and hospitality industry. It agreed with Tosun (2000) that formulation and implementation in community participation need political, administrative, and financial control decentralization of central government to local government. However, UN (1981, p.15 quoting Tosun, 2000, p.618) as in many developing countries planning is a highly centralized activity. The planning organization has been established at national level and is under the direct management of national chief political executive. The effect of this can lead a limitation on community level in the planning and implementation process. Moreover, centralization has been approved for participation in planning process. It can enhance the vertical distance between planners and residents. It was argued that participation for tourism development may not cooperate to enhance the tourism development under the present control organization of developing countries. It also requires empowerment to indigenous local community through particular education programs, financial and fiscal instruments, and political decentralization. However, empowerment to local community needs strong political alternative, certain decision-making process, and collaboration with donor agency. Furthermore, Mathur (1995 stated in Tosun, 2000) as unorganized group might occur from participation in tourism development into policy-making process. Hence, it needs a legal structure to ensure and support the community participation correctly.

Inskeep (1998) stated as many aspects of tourism development and management were concerned with local authorities who pay responsibility for countries, districts, cities, towns, villages, rural areas and tourist destination areas. The rules of many countries are decentralization by focusing on more responsibility of local authorities. Therefore, the local development objectives will be achieved by the performances of these authorities. Moreover, it was shown that tourism got involve with community by participation of local community and local authority in tourism planning and development.

WTO (1998) suggested that advice of committee was required for preparation of tourism plan and should include community spokesman direction as well. Moreover, meetings should organize with local residents considering of local traditional and religious leaders give details of the tourism benefits and problems, tourism development discussion in their area, and

techniques which local community can participate and gain the benefits from tourism. There were techniques to gain benefits from tourism generated to local community. However, there were required a continuous monitoring of community involvement. These techniques need a determination for each local situation. However, general approaches that mentioned in WTO (1998, p.111) as follows:

1) Give priority to employment in the tourism enterprises being developed for local residents. This will usually require special training programmes for local people and, in some backward communities, may even require that remedial basic education in reading, writing, mathematics and hygiene be given in order for the students to be qualified to take the hotel, catering and tourism courses. Foreign language training may also be needed;

2) Assist local entrepreneurs to establish small-scale tourism enterprises through technical assistance and small business loans. After the tourism enterprises are started, they will need to be monitored and continued assistance provided if necessary;

3) Improve basic infrastructure, such as roads, water supply, electric power and waste management for the communities, as part of the infrastructure development programme for tourism development;

4) Apply techniques for some of the revenue from tourism, such as admission fees to parks and archaeological/historic sites, to be used for improving general community facilities and services such as schools and medical clinics;

5) If local crafts are produced in the communities, organize the craftsmen to produce and sell items to tourists. This may require special training and development of sales outlets, and guidance on maintaining a good quality level of the crafts;

6) If the local communities have traditional dance, music or drama encourage them to organize performances for tourists, but still maintaining the authenticity of the performances;

7) If the local economy is based on agriculture or fishing, develop a programme to use these products in the tourism enterprises without depriving the communities of their own food supply. This may require improving the quality of local products, ensuring a steady and reliable supply and developing marketing and delivery mechanisms;

8) Encourage the tourism enterprises to use to the extent possible local products in the construction and furnishings of the tourist facilities, but without creating any environmental problems; and

9) Organize some community-based tourism projects such as village tourism and ecotourism.

Moreover, collaboration and management were required from responsibilities of local authorities both regional and national government tourism department, tourism enterprises, non-governmental organizations (NGOs), and tourists to achieve sustainable tourism. It is noted that local authorities have to organize a powerful tourism department. It needs an efficient leadership, suitable fund, and persuade organization to retain the operation for tourism management. There were lists of the responsibilities in Figure 2.5.

Figure 2.5 Roles in Supporting Responsible Tourism: A Checklist

What can government do?

Government can incorporate sustainable tourism development in the planning process by:

- Working with inter-governmental organizations (IGOs)
- Undertaking research into the environmental, cultural, and economic effects
- Establishing economic models to help define appropriate levels and types of economic activities for natural and urban areas
- Developing standards and regulations for environmental and cultural impact assessment
- Monitoring and auditing existing and proposed tourism development
- Implementing regional environmental accounting systems for the tourism industry
- Government can include tourism in land use planning to minimize conflict with traditional uses of land and ensure that carrying capacities of tourism destinations reflect sustainable levels of development and are monitored and adjusted appropriately
- Government can develop design and construction standards which will ensure that tourism development projects are sympathetic to local culture and natural environments
- Government can develop adequate tools and techniques to analyze the effect of tourism development projects on heritage sites and ancient monuments on integral parts of culture and environmental impact assessment

- Government can enforce regulations to prevent illegal trade in historic objects and crafts, unofficial archaeological research, erosion of aesthetic values, and desecration of sacred sites
 - Government can create tourism advisory boards that involve indigenous populations, the general public, industry, NGOs and others, and include all stakeholders in the decision making process
- Government can promote and support sustainable tourism development by:
- Developing educational and awareness programmes for the public
 - Briefing all governmental departments involved in tourism or any related department such as natural resources, historic preservation, the arts, and others
 - Ensuring that tourism interests are represented at major environmental and economic planning meeting
 - By including a policy of sustainable tourism development in all national and local tourism development agreements

Source: Action Strategy for Sustainable Tourism Development (1990 quoting WTO, 1998)

In addition, government, national tourism administrations (NTAs), and trade organization should incorporate to launch the systems and procedures for sustainable development consideration at decision-making process. It was required identification actions to carry actual sustainable tourism development as well. There were actions of nine priority areas according to Agenda 21 which it is an extensive programme actions adopted by 182 governments at the United Nations Conference on Environment and Development (UNCED) at the Earth Summit in June, 1992. The nine priority areas for actions were as follows:

- 1) Assessment of existing regulatory capacity, economic, and sustainable tourism framework;
- 2) Assessment of economic, social, cultural, and environmental concern with procedure of the organization;
- 3) Awareness of training, education, and public;
- 4) Sustainable tourism development planning;

- 5) Simplify the information, skills, and technology transferring concerned with sustainable tourism between developed and developing countries;
- 6) Offer the public participation;
- 7) New tourism products were designed with sustainability;
- 8) Progress was evaluated to achieve sustainable development; and
- 9) Partnerships for sustainable development were required

2.3.6 Participation

Catley (1999) stated that participation concepts have initiated more significantly in overseas development in the 1970s. Moreover, participation has been materializing in worldwide organizations such as the World Bank, Overseas Development Administration, and the United Nations since 1975. The participation was called for characteristic of national development strategies and also various refer to “popular participation” and “active participation” for the development. In addition, Cohen and Uphoff (1980) suggested in Catley (1999) the significance of participation is required for people involvement in decision-making, implementation, allocation the benefits from development and evaluation. It agreed with WTO (1998, p.109) as it is essential to involve local communities in the tourism development process. That is because of local community familiar with their society and having good idea for tourism development. Additionally, guidelines for participation in tourism were required for local community. Because tourism can bring economic benefits to local communities, both through employment and income generated to local residents and through improvement to community infrastructure, facilities and services.

However, a community had an individual geographic, economy, socio-culture, politic, and shared problems and needs as Jewkes and Murcott (1996) quoted in Catley (1999). At the meantime, applying the participatory techniques need to understand characteristics of each local community. As well as, geographical and social limitations, management, decision-making process, and other criterions or norms of community structure were considered.

In addition to characteristics of participation include Pretty’s typology of community participation from manipulation to mobilization was indicated in Table 2.3. The

fundamental definitions were related to the balance of decision-making, information and resource between the outsider and community. Those were required participation of local people to involve in ownership for development activities. Considering from manipulative participation to self-mobilization need less passive and more active participation of people. If people play more active roles in participation, they will request the perception of their own need more than external assessment.

Table 2.3 Pretty's typology of participation

Type of participation	Description
1. Manipulative participation (Co-option)	Community participation is simply pretence, with people's representatives on official boards who are unelected and have no power.
2. Passive participation (Compliance)	Communities participate by being told what has been decided or already happened. Involves unilateral announcements by an administration or project management without listening to people's responses. The information belongs only to external professionals.
3. Participation by consultation	Communities participate by being consulted or by answering questions. External agents define problems and information gathering processes, and so control analysis. Such a consultative process does not concede any share in decision-making, and professionals are under no obligation to take on board people's views.

Table 2.3 (Continued)

Type of participation	Description
4. Participation for material incentives	Communities participate by contributing resources such as labour, in return for material incentives (e.g. food, cash). It is very common to see this called participation, yet people have no stake in prolonging practices when the incentives end.
5. Functional participation (Cooperation)	Community participation is seen by external agencies as a means to achieve project goals. People participate by forming groups to meet predetermined project objectives; they may be involved in decision making, but only after major decisions have already been made by external agents.
6. Interactive participation (Co-learning)	People participate in joint analysis, development of action plans and formation or strengthening of local institutions. Participation is seen as a right, not just the means to achieve project goals. The process involves interdisciplinary methodologies that seek multiple perspectives and make use of systemic and structured learning processes. As groups take control over local decisions and determine how available resources are used, so they have a stake in maintaining structures or practices.
7. Self-mobilization (Collective action).	People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if governments and NGOs provide an enabling framework of support. Such self-initiated mobilization may or may not challenge existing distributions of wealth and power.

Source: Pretty (1995)

It agreed with Reid (2000, p.3) commented about how power brings sustainable benefits to community that community participation is an importance to empower the community

as “Participation is the heart that pumps the community’s life blood”. It is significance method for community achievement as well. It is important to create active involvement of people in development plan and implementation to advance participation program. Moreover, participatory in the community will be satisfied to people in their community. As well as, it covers the deep meaning which more than requirement but it is a condition for successful community. Therefore, the community can be given more benefits. Community participation encloses with several characteristics as follows:

1) Community participation needs involvement of many people in the community activities. The community affairs did not regard to particular partner or elite leadership to run business but it engages with everyone in community;

2) Community participation involve with all groups. The responsibilities are assigned to collaborating organizations and representative community board by decentralization. Participating engage with many centers of activities in order to achieve the natural enthusiasm and capacity of people;

3) The business in community participation is publicized for all. People will be acknowledged about community work and their opportunities get involvement in important roles;

4) There is no mistaken idea in the participating community. All ideas are managed and welcomed with respect as the resource of motivation with potential value for entire community;

5) In community participation, there is no distinction among diverse groups and personalities who involve in community. All people actively welcomed and regardless of color, age, race, prior community involvement, education level, occupation, reputation, handicap, religion, and other features; and

6) The participating community can not be managed by single organization, group, and philosophy. It needs to operate with open-minded. The leadership should discuss diversity of viewpoints not to emphasize to own outline. In addition, the leaders are not ego-driven but collaborating for decision-making process.

Moreover, community participation definition quotes that “a form of voluntary action in which individuals confront opportunities and responsibilities of citizenship. The opportunities for such participation include joining in the process of self-governance, responding

to authoritative decisions that impact on one's life, and working cooperatively" (Til, 1984 quoted in Tosun, 2000 p.615). As stated above, community participation need adaptation and balance in power. At the meantime, maintaining the view of local community in order to against local authority which may evaluate on the participation achievement. On the other hand, community participation was proposed for "development in such a way that intended beneficiaries are encouraged to take matters into their hands, to participate in their own development through mobilizing their own resources, defining their own needs, and making their own decisions about how to meet them" (Stone, 1989, p.207 quoted in Tosun, 2000 p.615). This can be suggested that the basis of community participation as development strategy is community resources, needs, and decisions. That is to say, the most important factor community in development process is the community. In addition, (Brohman, 1996 stated in Tosun, 2000) supported that the resolution to tourism barriers in developing countries is community participation for tourism development. It will achieve more if there were equal benefits distribution, undemocratic decision-making, and meet the needs of local community.

However, it is argued that there were the limitations in community participation within developing countries. It was operational, structural, and cultural limits in tourism development process. Hence, socio-political, legal, administrative, and economic structure of developing countries was required for absolute change in participatory tourism development (Tosun, 2000).

Additionally, WTO (1998) stated as local authorities have to hold the responsibilities for tourist attractions, facilities, and infrastructure planning and development of an area. However, successful actions for sustainable tourism development required the participation of all sectors in community which imitated to the recommendations of Priority Area IV of the Agenda 21 as indicated in Figure 2.6. It was quoted that participation is very important for tourism development in local area by providing opportunities equally for all sectors including women, young and old and indigenous people which appropriate conduct to their society and culture.

Figure 2.6 Agenda 21 for Travel and Tourism-Priority Area IV: Planning for Sustainable Tourism Development

Objective: To develop and implement effective land use planning measures that maximize the potential environmental and economic benefits of travel and tourism while minimizing potential environmental damage.

Tourism has huge potential to bring economic prosperity and environmental improvement to the destinations in which it operates. Poorly planned and managed tourism can, however, harm the very resources on which it is based. Environmental and cultural degradation can be avoided by adoption and enforcement of appropriate planning measures. The organizations addressed in this chapter are ideally placed to advise on the development of such planning measures and to facilitate discussion with all stakeholders so as to achieve consensus on their enforcement.

In this area, government departments, NTAs and where appropriate, trade organization should:

Figure 2.6 (Continued)

- Work with local and regional planning authorities to raise awareness of the potential problems associate with poor tourism planning and management
 - Advise local authorities on the components of a sustainable tourism destination by providing guidance, such as that contained in the World Tourism Organization: A Guide for Local Planners
 - Guide tourism development in particularly sensitive or protected area; in some instances, this may include recommending a full environmental impact assessment prior to the full development decision or even advising against any development
 - Ensure that planning and regulations, measures or guidelines are implementable and capable of effective policing through voluntary or regulatory means
 - Help local and regional authorities to assess destination “capacity” as regards the availability of critical resources (land, water, energy, infrastructural provision, etc.) environmental factors (ecosystem health and biodiversity), and cultural factors
- In the area of transport:
- Develop and promote cost-effective, efficient, less polluting transport system
 - Work with local authorities and companies to ensure efficient operation of public transport and maintenance of transport infrastructure
 - Ensure that new tourism developments are located in areas well served by high-occupancy public transport or where provision of such transport is include as part of the planning proposal
 - Work with government departments, communities, and travel and tourism companies to provide safe cycleways and footpaths for tourist and resident use and to implement other measures to reduce the need to use private motor vehicles for travel to and within the holiday destination
 - devote attention to efficient transport management, especially as regards air and road transport
 - integrate land use and transport planning to reduce transport demand
 - Ensure that tourism and coastal development are complementary rather than conflicting by advising on the adoption of suitable policies, such as the Global Blue Flag, to conserve and enhance bathing beaches used by tourists

- Use tourism as a tool for socio-economic development and environmental protection in sensitive areas such as coastal zones, mountainous region, and areas of great biological diversity

Source: World Tourism Organization (1998)

2.4 Related research

The study on community participation and opinions in the Sustainable Golden Triangle Tourist Attraction Developing and proposed appropriate frameworks for community to develop this area as a sustainable tourism destination by (Rattanaudomsawat, 2002). The study claimed that the community needs to participate in planning, problem solving, and evaluation activities at much level of participation. Hence, the study suggested that all stakeholders including government, local residents and business sectors must be collaborated. Moreover, the sustainable tourism development approach must be specified in a 5 year development plan of both province and local levels.

Moreover, (Wichupankul, 2006) has agreed that participation activities of local residents including planning, decision-making, problem solving, implementation, and evaluation were considered. As well as it was recommended that to complete the local participation in tourism plan for sustainable tourism development, local authorities should offer local residents tourism education, human resources and financial support. Also, to allow the community to manage the tourism plan of their own and share benefits gained from tourism equally as well. Emphasizing environmental benefits, followed by economic and socio-cultural benefits in sustainable tourism development to enhance participation activities of local residents. Lastly, local residents should be informed about tourism information throughout group discussion or meeting and training.

Meanwhile, (Thongjirem, 2001), studied the impact of environmental management at Kao Pra Taew Wildlife Conservation Development and Extension Center, Thalang district, Phuket province and this study claimed that this area was at risk and some elementary factors were destroyed. Hence, the study recommended that sustainable tourism development needs to be enhanced in this area. Especially, improvement of direct and indirect

impacts on natural resources and environment by focusing on the use of natural resources and environmental efficiency of future generations.

2.5 Tambon Cherngtalay Local Administration Organization (CTLAO)

Tambon Cherngtalay Local Administration Organization was established on March 2, 1995. This community is home to 9,274 local residents and is comprised of 6 villages. Meanwhile, Cherngtalay is one of the tourism sites on the west coast of Changwat Phuket. Tambon Cherngtalay Local Administration Organization (CTLAO) is responsible for tourism planning and management of Tambon Cherngtalay area. In addition, CTLAO has stated its development vision as “Development toward an attractive community; local residents to be given a better quality of life and tourism destination to be developed and equalized toward sustainability”. The tourism sites in Cherngtalay are well-known such as Laem Sing Beach, Surin Beach, Bang Tao Beach, Pan Sea Beach and Layan beach. The luxury hotels and resorts located in this area include Allamanda Laguna Phuket, Amanpuri Resort, Banyan Tree Hotel and Resort, Dusit Laguna Resort, Laguna Beach Resort, Layan Resort and Spa, Sheraton Grande Laguna Phuket and The Chedi Hotel.

Hence, CTLAO has specified missions of development as follows:

- 1) To accelerate economic and tourism development and promote occupation to residents;
- 2) To encourage the safety and support of inopportunity residents;
- 3) To support education, religion, culture and sports activities;
- 4) To develop more sources of portable water;
- 5) To ensure public health to residents;
- 6) To develop natural resources and environment toward sustainability;
- 7) To standardize infrastructure throughout the community; and
- 8) To enhance political accessibility including community sector and administration

Meanwhile, as indicated in Table 2.4, there are significant projects in the Three Year Development Plan of Tambon Cherngtalay Local Administration Organization which is

divided into 7 development strategies. According to the missions stated above, the performance of CTLAO was to go forward to approach a sustainability framework which was comprised of economic, socio-cultural and environmental development.

Table 2.4 Three Year budget allocation of Tambon Cherngtalay

Strategies	No. of projects	Budget Allocation
1 Infrastructure development strategy		
1.1 To construct and maintain transportation , draining and buildings such as	77	139,279,000
To construct and renovate roads located throughout the village		79,425,000
To construct and renovate drainage		25,924,000
To construct and renovate infrastructure at villages 2,3,4,6		15,000,000
1.2 To construct and renovate portable water such as	20	48,000,000
To construct a dam at village 2		30,000,000
1.3 To renovate and set up traffic lights and public electricity such as	22	31,150,000
To renovate and set up community electricity at village 2-5		9,000,000
Total	119	218,429,000

Table 2.4 (Continued)

Strategies	No. of projects	Budget Allocation
2 Enhancement of quality of life, cultural and local wisdom strategy		
2.1 To enhance religion, art, culture and morality such as	39	31,550,000
To construct and renovate the temple and mosque at village 2- 6		16,000,000
To enhance morality through education		5,400,000
2.2 To enhance public health and protect against epidemics such as	71	14,962,500
To enhance public health awareness of how to avoid accidents		1,890,000
To enhance public health throughout the community		1,912,500
2.3 To support sports and recreation such as	33	38,590,000
To construct and renovate sport center		25,000,000
To promote sport activities		1,680,000
2.4 To prevent and mitigate disaster such as	18	30,000,000
To supply equipment used for disaster prevention and mitigation		15,000,000
To support personal security		1,500,000
2.5 To enhance the welfare such as	24	31,800,000
To support handicapped, the older and indigenous people		28,500,00
To organize mobile clinic unit		900,000
2.6 To suppress drug addiction such as	22	8,350,000
To suppress drugs		2,400,000
To set up an addict recovery center		1,500,000
Total	207	155,252,500
3 Educational development strategy		
3.1 To enhance education efficiency such as	84	68,639,500
To construct and renovate libraries		14,000,000
To support extra curriculum activity		2,640,000

Total	84	68,639,500
4 Natural Resources and environment development strategy		
4.1 To eliminate waste such as	18	19,600,000
Waste classification		5,200,000
To build a plant for waste collection		9,000,000
4.2 Natural resources and environment treatment such as	23	87,000,000
To set up and renovate drainage system and waste water treatment		25,000,000
To improve coastal scenery		15,000,000
4.3 To conserve natural resources and environment such as	19	15,800,000
To build aquatic animals' shelter and float		3,000,000

Table 2.4 (Continued)

Strategies	No. of projects	Budget Allocation
To foster local resident's consciousness toward conservation		1,800,000
Total	60	122,400,000
5 Political and management development strategy		
5.1 To enhance political and management such as	18	36,500,000
To enhance efficiency of executives, committee and staff		3,000,000
To arrange Cherngtalay LAO mobile unit		1,500,000
5.2 To enhance political participation and strengthen the community such as	12	3,160,000
To support local participation and strengthen the community to sustainable development		1,040,000
Total	30	39,660,000
6 Economy and tourism development strategy		
6.1 To enhance occupation such as	36	20,500,000
To support local products		3,000,000
To improve occupation groups		3,900,000
To construct and renovate water supply used for agriculture and irrigation		4,500,000
6.2 To support tourist's security such as	20	17,140,000
To build security center		14,740,000
To support coastal security		1,500,000
6.3 To develop tourism destinations such as	15	34,000,000
Standardize transportation (to build bridge from Kata to Layan beach		21,000,000
To renovate scenery, environment and tourism destinations		3,000,000
6.4 To support and enhance tourism such as	17	9,400,000
To improve knowledge and skills of human resources management in hospitality industry		1,500,000

To arrange festival or activity to promote tourism		3,000,000
Total	88	81,040,000

Table 2.4 (Continued)

Strategies	No. of projects	Budget Allocation
7 Information Technology development strategy		
7.1 To enhance information technology such as	7	15,450,000
To build information technology and public relations center		15,300,000
Total	7	15,450,000
Total	595	700,871,000

Source: Tambon Cherngtalay Local Administration Organization Three Year Development Plan, (2005)

As indicated in Table 2.5, the budget was allocated into investment and operation activities. Construction expenditure accounted for about 50% of the total budget.

Table 2.5 Classification of budget allocation (2006-2008)

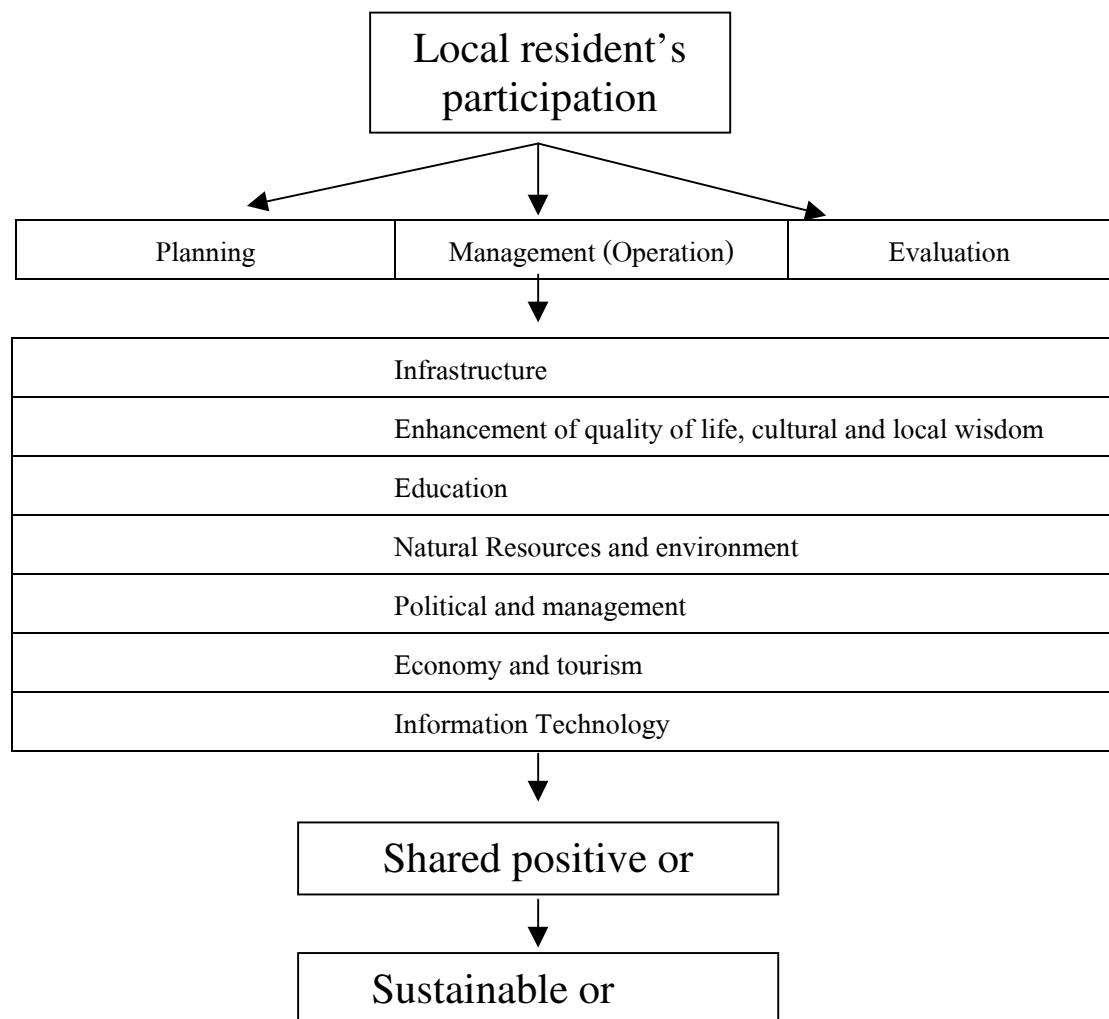
Budget Allocation	Budget (Baht)	Percentage
Construction expenditure	355,488,000	50.72
Management expenditure	257,182,500	36.69
Others expenditure	88,200,500	12.58
Total	700,871,000	100

Source: Tambon Cherngtalay Local Administration Organization Three Year Development Plan, (2005)

2.6 Framework of study

After reviewing concepts, theories, previous studies, and CTLAO 3 year development plan, we can set a framework of study as Figure 2.7.

Figure 2.7 Framework of the study



From the above diagram, local residents can get involved in sustainable development by participating in the processes of planning, management, and evaluation with the activities from Tambon Cherngtalay LAO. The sustainable tourism development will be achieved or not depending on the level of participation of local residents in the development strategies. If accepted by local residents, the level of participation activities and benefits