

CHAPTER 2

RELATED LITERATURE

This research was aimed at studying the community participation in sustainable tourism development from the residents' perspective. The interest level of participation and the important level of motivations were the main objectives of this study for proposing the community participation model in tourism planning for sustainable tourism development. Therefore, the related concepts, theories, and related research were collected in order to support this study. Those were as the followings:

2.1 Sustainable Tourism

2.1.1 Concept of sustainable tourism development

2.1.2 Tourism impacts

2.2 Community and Tourism

2.2.1 Community tourism development

2.2.2 Community-based tourism

2.2.3 Indicator of community involvement and awareness in tourism

2.3 Participation

2.3.1 Definitions of participation

2.3.2 Types and levels of community participation

2.3.3 Community participation in tourism

2.4 Motivation

2.4.1 Definitions of motivation

2.4.2 Models of motivation

2.4.2 Community motivation for sustainable tourism

2.5 Related Research

2.1 Sustainable Tourism

2.1.1 Concept of Sustainable Tourism Development

Many concepts of sustainable tourism development were in broad and narrow interpretation. This concept in another source was summarized as the four following points. The first point was that tourism development might take place if it does not damage the environment and ecology; the second one was sustainable tourism development largely consists of small-scale development and based on the local community; thirdly, sustainable tourism development takes its point of departure in who benefits from tourism and not to exploit the local resident, the last point was sustainable tourism development emphasized on cultural sustainability that retained in its architecture and cultural heritage (Lars, 2000).

Fennell (2003) had argued that sustainable tourism development was seen as a guide to the management of all resources in a way that it could fulfill economic, social and needs while maintained cultural identity, ecological process, biological diversity, and life support systems.

The precise concept was that sustainability principles referred 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 (WTO, 2004). WTO also mentioned in the similar way to the components that contribute to sustainable tourism. It mentioned that, the first component was sustainable tourism made optimal use of environmental resources that was a key element in tourism development as well as maintained essential ecological processes and helped to conserve natural heritage and biodiversity; secondly, sustainable tourism development must respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; the last important component was sustainable tourism must ensure possible, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders in host community. The sustainable tourism development concepts from different sources were similar in referring to the balance development of socio-culture, environment economic. Achieving the sustainable tourism was a continuous process and it required constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (WTO, 2004).

The increasing numbers of abuse the tourism resources especially at the tourist attractions, mostly in natural attractions, made the rising in the awareness of sustainable tourism development concept. Nowadays, the development in every aspect was more often mentioned on sustainable development than the past. This was the result of the United Nations Conference on Environment and Development (UNCED), the Earth Summit, on 14 June 1992. There were four fundamental principles for the World Conservation Strategy that came out from the World Commission on Environment and Development. The first principle was ecological sustainability that was development had to compatible with the maintenance of ecological processes, biological diversity and biological resources; the second principle was economic sustainability that economically efficient and equitable development within and between generations; thirdly, social sustainability that was the development must be designed to increase people's control over their lives and maintain and strengthen community identity; the last one was cultural sustainability, the development must be compatible with the culture and the values of the people affected by it (Sofield, 2003).

According to GLOBE '90 (1990) quoted in Fennell (2003), the goals of sustainable tourism were as the followings:

- 1) To develop greater awareness and understanding of the significant contribution that tourism could make to the environment and the economy
- 2) To promote the equity in development
- 3) To improve the quality of life of the host community
- 4) To provide a high quality of the experience for the visitors
- 5) To maintain the quality of the environment on which the foregoing objectives depend

When there was sustainable tourism development in the community, region, or country, it must have the support from the majority of the host. Therefore, the perceived benefits from sustainable tourism could overcome the tourism negative impacts. As a result, McIntosh et al. (1995) had proposed an operational allocation of responsibility that remained true to the democratic model and the concept of resident-responsive sustainable tourism (Table 2.1).

Table 2.1: A possible Allocation of Responsibility in Sustainable Tourism Development

| Level/ Organization | Responsibilities |
|---|---|
| Host community/ Region | <ul style="list-style-type: none"> -Defining the tourism philosophy and vision for the community/ region. -Establishing social, physical, and cultural carrying capacity for the host community/ region. |
| Destination management/ Community organization | <ul style="list-style-type: none"> -Coordination of implementation of community sustainable development plan for tourism. |
| Individual tourism firms and operators | <ul style="list-style-type: none"> -Monitoring levels and impacts of tourism in the community/ region. -Fair contribution to implementation of sustainable development plan for tourism. -Observance of regulations, guidelines, and practice for sustainable development. |
| Host community/ Region | <ul style="list-style-type: none"> -Encouragement/ acceptance of tourism within parameters of sustainable development plan. |
| Visitors/ Tourists | <ul style="list-style-type: none"> -Acceptance of responsibility for minimal self-education with respect to values of host region. -Acceptance and observance of terms and conditions of host community sustainable development plan for tourism. |

Source: McIntosh et al. (1995)

2.1.2 Tourism Impacts

At the tourism destinations, there were tourism establishments and activities that could create both benefits and costs to the communities. The costs and benefits of tourism will vary in each destination and could change over time, depending on the tourism activities in a destination (United Nations, 2003). The costs and benefits of tourism will be divided into economic, social, cultural, and physical environment issues (Table 2.2).

Table 2.2: Benefits and Costs of Tourism

| Economic Benefits | Economic Costs |
|--|---|
| <ul style="list-style-type: none"> - Tourism generates local employment, directly in the tourism sector and in support and resource management sectors. - Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts, and guide services. - Tourism generates foreign exchange for the country and injects capital and new money into the local economy. - Tourism helps to diversify the local economy. - Improved road systems and infrastructure that contributes to the entire destination could be justified and supported by the benefits from tourism development. - Often the jobs created through tourism could be low paying and unskilled but they constitute an important step for the poor to improve their economic condition. - Increased tax revenues from tourism. | <ul style="list-style-type: none"> - Higher demand created by tourism activity might increase the price of land, housing and a range of commodities necessary for daily life. - Demands on health service provision and police services could increase during the tourist seasons at the expense of the local tax base. |
| Physical Environmental Benefits | Physical Environmental Costs |
| <ul style="list-style-type: none"> - Parks and nature preservations might be created and ecological preservation supported as a necessity for nature based tourism. - Improved waste management could be achieved. - Increased awareness and concern for the environment could result from nature-based tourism activities and development. | <ul style="list-style-type: none"> - Negative changes in the physical integrity of the area. - Rapid development, overdevelopment, and overcrowding could forever change the physical environment and ecosystems of area. - Degradation of parks, preserves, and other attractions such as beaches might occur through over-use and poor management. |

Table 2.2 (continued)

| Social Benefits | Social Costs |
|--|---|
| <ul style="list-style-type: none"> - The quality of life of a community could be enhanced by economic diversification through tourism. - Local communities as well as domestic /international visitors could use recreational and cultural facilities created for tourism. - Public spaces might be developed and enhanced through tourism activity. - Tourism enhances local community esteem and provides an opportunity for greater understanding and communication among peoples of diverse backgrounds. | <ul style="list-style-type: none"> - Rapid tourism growth could result in the inability of local amenities and institutions to meet demands. - Without proper planning and management, litter, vandalism, and crime often accompany tourism development. - Tourism could bring overcrowding and traffic congestion. - Visitors bring their material wealth and apparent freedom. Young members of the host community were sensitive to visitors' economic expectations. It could harm community ways of life. <ul style="list-style-type: none"> - The community structure might change, e.g. community bonds, demographics, and institutions. - The authenticity of the social and cultural environment could be changed to meet tourism demands. |
| Cultural Benefits | Cultural Costs |
| <ul style="list-style-type: none"> - Tourism could enhance local cultural awareness. - Tourism could generate revenue to help pay for the preservation of archaeological sites, historic buildings and districts. - The sharing of cultural knowledge and experience could be beneficial for hosts and guests of tourism destinations and could result in the revival of local traditions and crafts. | <ul style="list-style-type: none"> - Youth in the community begin to emulate the speech and attire of tourists. - Historic sites could be damaged through tourism development and pressures. - There could be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination. |

Source: United Nations (2003)

In this research, the researcher used the tourism benefits to be the local residents' motivation to participate for sustainable tourism development. If the tourism benefits were recognized from the beginning of a tourism plan, the strength and opportunity issues could be developed into the plan. The tourism must be planned, developed, and managed carefully with the consideration to benefits of local communities. Inskeep (1998) suggested some important potential tourism benefits for local communities as the followings:

1) Tourism could provide employment for young people, women, and local ethnic groups. The tourism demand should support supplying sectors such as agriculture, fisheries, crafts, and manufacturing in communities. These jobs might reduce the out-migration of young people to seek employment elsewhere.

2) Tourism development provided opportunities for local capital investment, jobs, income, profits made from the enterprises and, developing sense of entrepreneurship that newly promoted in the area.

3) The increasing income generated by the new jobs and enterprises in tourism helped improving the local living standard especially the profits from the locally owned and managed enterprises will remain in the area.

4) Tourism generated local tax revenue that could be used to develop and improve community facilities, services, and infrastructure such as libraries, schools, hospitals, parks, and roads.

5) Tourism related skills and technologies education to employees could enhance local human resource development. Some of these skills and technologies might transfer to other economic activities.

6) Tourism development required adequate infrastructure to be developed such as roads, waste management, water supply, electric power, and telecommunications. Tourism development helped paying for the cost of infrastructure improvement and development. Therefore, the local communities would receive the benefits.

7) Tourism provided new market to local products such as agricultural and fisheries items, arts and handicrafts. It also stimulated other local economic sectors.

8) Tourism stimulated development of new and improved retail, recreation, and cultural facilities such as specialty shops, parks and recreation, cultural centers and theater performances that local residents and visitors or tourists could use. Tourism often helped pay for cultural facilities that local communities could not afford without tourism.

9) The overall environmental quality of the communities might be improved to serve the tourists because of their preference to visit attractive, clean, and non-polluted places. Land use and transportation patterns might also be improved because of the redevelopment of some places or tourism attractions.

10) Tourism could provide the justification and helped pay for conservation of local nature areas, archaeological and historical sites, arts, crafts and certain cultural traditions because these features were also the attractions for tourists.

11) Tourism encouraged a greater environmental awareness and a sense of cultural identity to residents. They would develop a sense of pride in their heritage when they realized that the tourists appreciated the local environmental, historical, and cultural heritage. Moreover, tourism might stimulate revitalization of certain aspects of the cultural heritage that were being lost by the force of modern development.

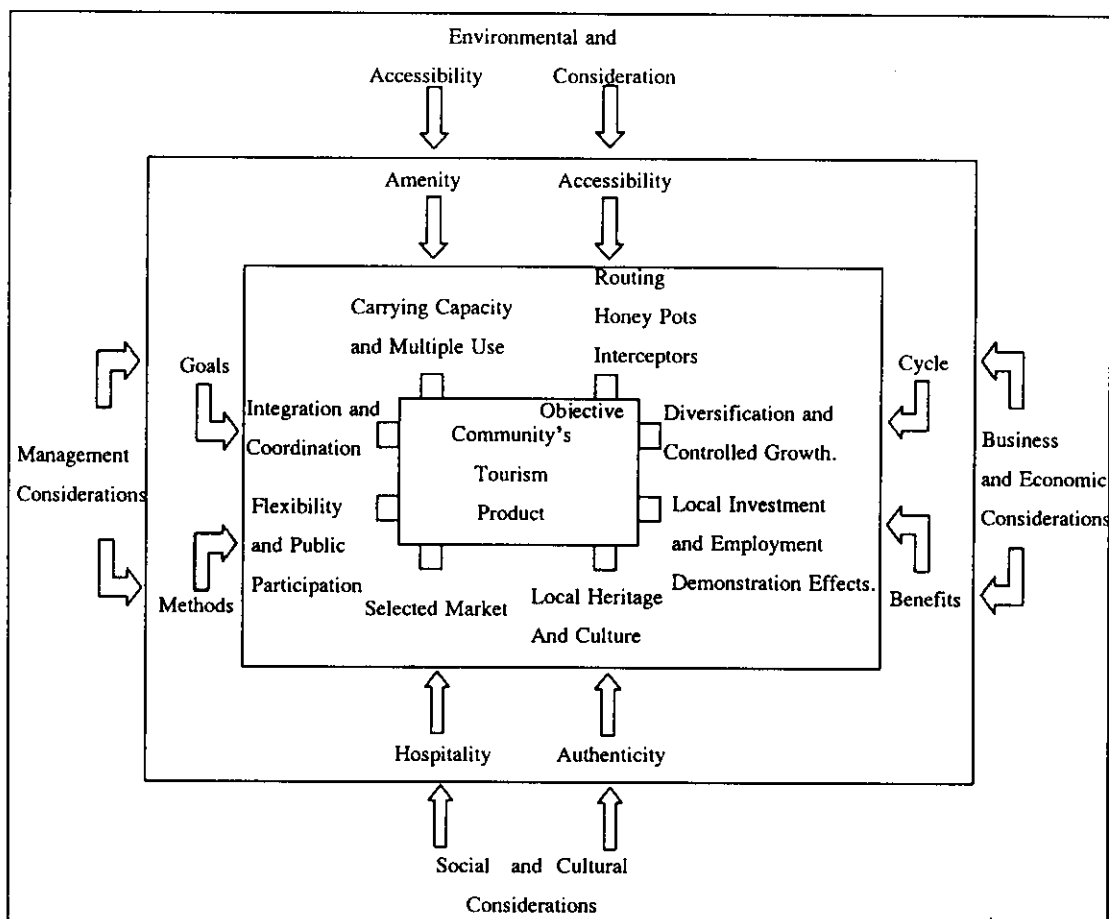
2.2 Community and Tourism

2.2.1 Community Tourism Development

In attempt to plan for tourism development, the community at the destination must be involved with regard to the effective and sustainable development. Community-oriented tourism was another kind for sustainable tourism development if its tourism products were seen as a local resource. Murphy (1985) quoted in Gartner (1996) had proposed a model of major components for a community-based or community-oriented tourism strategy (Figure 2.1). This model was for developing a community tourism product as a local resource by residents. This model exhibits the tourism product includes business and socio-cultural considerations along with the environmental and accessibility considerations that attract visitors to the community.

According to Murphy's model, management was the major component because it related to the participation in developing the tourism product from public or community (Gartner, 1996). Gartner (1996) also mentioned that tourism organizations often begins with a small group of people who had informal meeting and discussing tourism development, usually in rural communities, then they selected their leader of the group or the strong willed person to be the leader.

Figure 2.1: Major Components for a Community-Oriented Tourism Strategy



Source: Murphy (1985) quoted in Gartner (1996)

United States Department of commerce (1986) quoted in Gartner (1996) had identified the five key functions necessary for developing the successful organizational operation in tourism as the followings:

1) **Budget and Finance.** There must be adequate budget to response and effectively carried out the organization. The budgets acquired from the community were special tax (hotel room tax), general tax, fund raising events, and contributions.

2) **Communication.** Communication was for both visitors and local residents. The information center that provided community's general information, events or festivals including services, was important for visitors' communications. Information that

available to local residents had the effect of involving them into the tourism development process and creates the relation between tourism organization and local residents.

3) **Education and Training.** It helped preparing the better local work force for serving visitors. The community tourism organization must assist local establishments to educate and train front line staff about the service-minded benefits and the goal of providing better and friendlier services.

4) **Research and Data Collection.** Conducting research was a mean of forecasting decisions and predicting changes or trends that might influence the tourism in the community.

5) **Promotion.** It could take the form of direct advertising, mass media source, and direct contact with individuals, and through special events. Those promotions intended to create individual's awareness of tourism as well as to protect or increase market share.

Inskip (1998) had suggested the general approaches for bringing tourism benefits to local communities as the followings:

1) Giving the priority to employment in the tourism establishments for local residents. It would usually require special training programs such as foreign language training. Some communities required basic education to be qualified in the industry.

2) Assisting local entrepreneurs to establish small-scale tourism enterprises by technical assistance and small business loans. The monitoring and ongoing assistance was also necessary after the tourism enterprises started.

3) Improving basic infrastructure as part of the development program for tourism development. Those were the developments of roads, water supply, electric power and waste management for the communities.

4) Applying techniques for some of the revenue from tourism to be used for improving general community facilities and services. For example, the fees to parks and historic sites could be used for improving medical clinics and schools.

5) Organizing the craftsmen to produce and sell local crafts to tourists. This might require special training and development of sales outlets.

6) Organizing some community-based tourism projects such as village tourism and ecotourism, this concerned to community involvement.

7) Encouraging local communities to organize traditional performances for tourists and still maintaining the authenticity of the performances.

8) Encouraging the tourism enterprises to use local products in the construction and furnishings of the tourist's facilities without creating any environmental negative impacts.

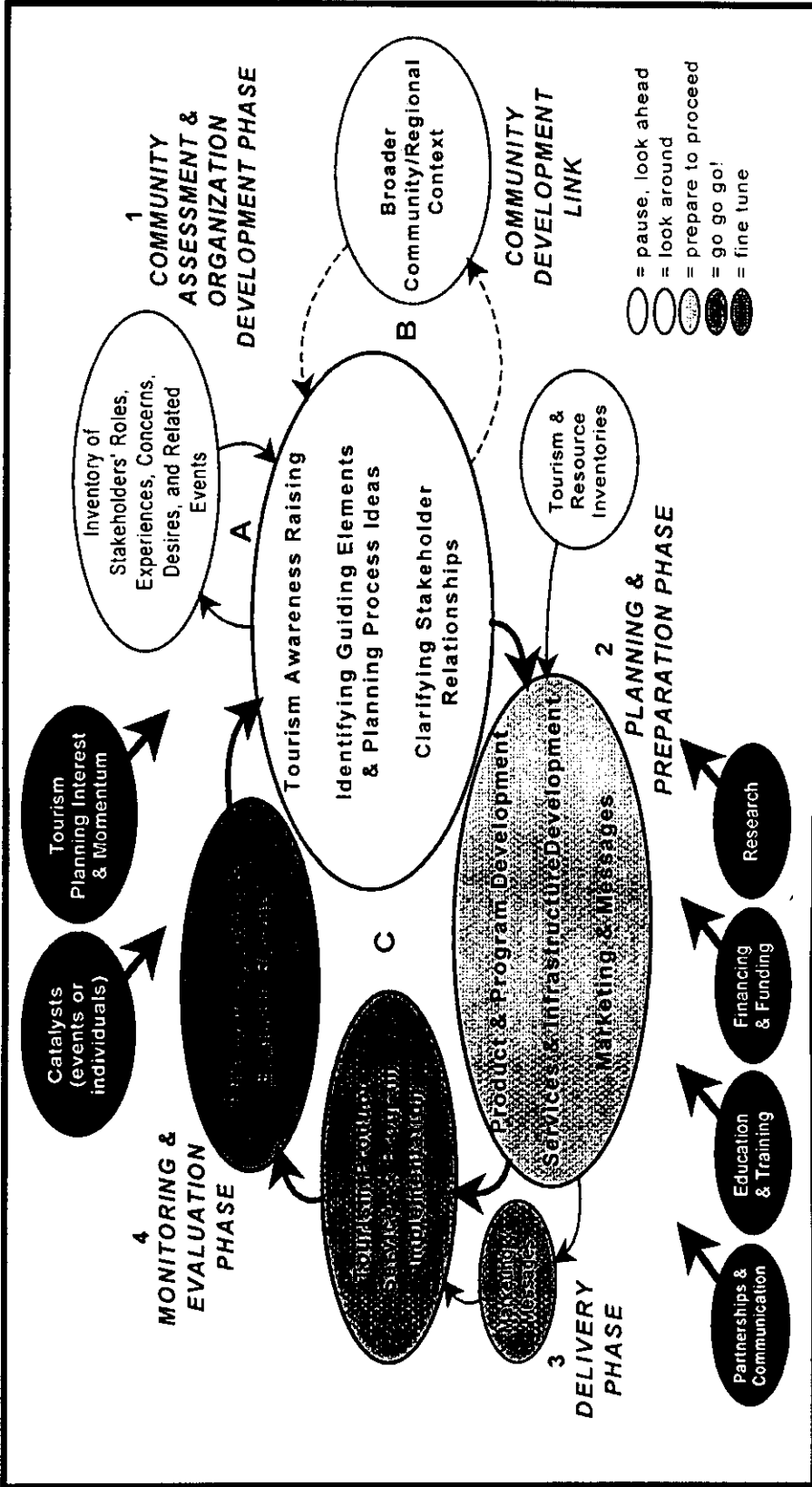
9) If the local economy based on agriculture or fishery, develop a program to use these products in tourism enterprises without taking away the communities' food supply. The marketing and improving of the local products' quality might in need in order to ensure a steady and reliable supply.

Planning in community-based tourism should be built from an awareness of community and their needs in order to guide more locally appropriate tourism development that fits with other needs, ideas, and opportunities of that community. Pinel (1999) had purposed the Model of Community-Based Tourism Planning (CBTP) that emphasized the need for catalyst from events or individuals to start an assessment process, and keeping the process through tasks that stimulate co-operation, trust, tourism awareness, and links with the broader community development context (Figure 2.2). The 4 phases of this model were the community assessment and organization development, planning and preparation, delivery, and monitoring and evaluation.

Pinel (1999) had mentioned the concern of community-based tourism planning as follows. There should be the introducing more strategic and future thinking or visioning to tourism development, the relying on residents and community leaders as their own experts about community needs and desirable tourism influences, and the providing opportunities to clarify community strengths, challenges, obstacles, and opportunities for social, economic, and ecological well-being (Pinel, 1999).

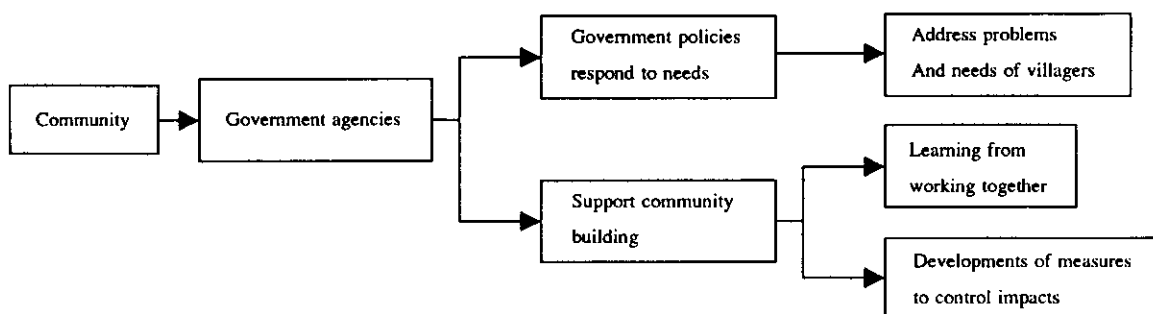
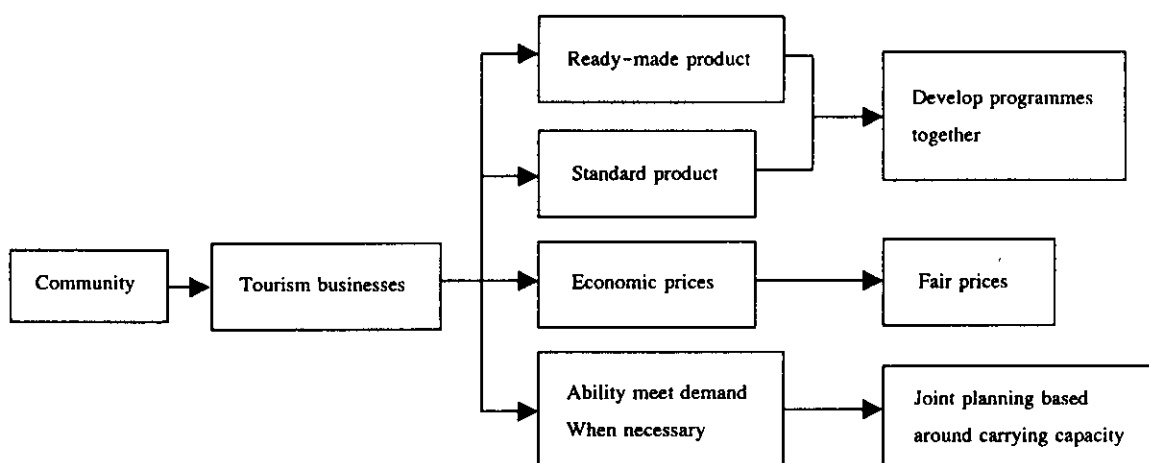
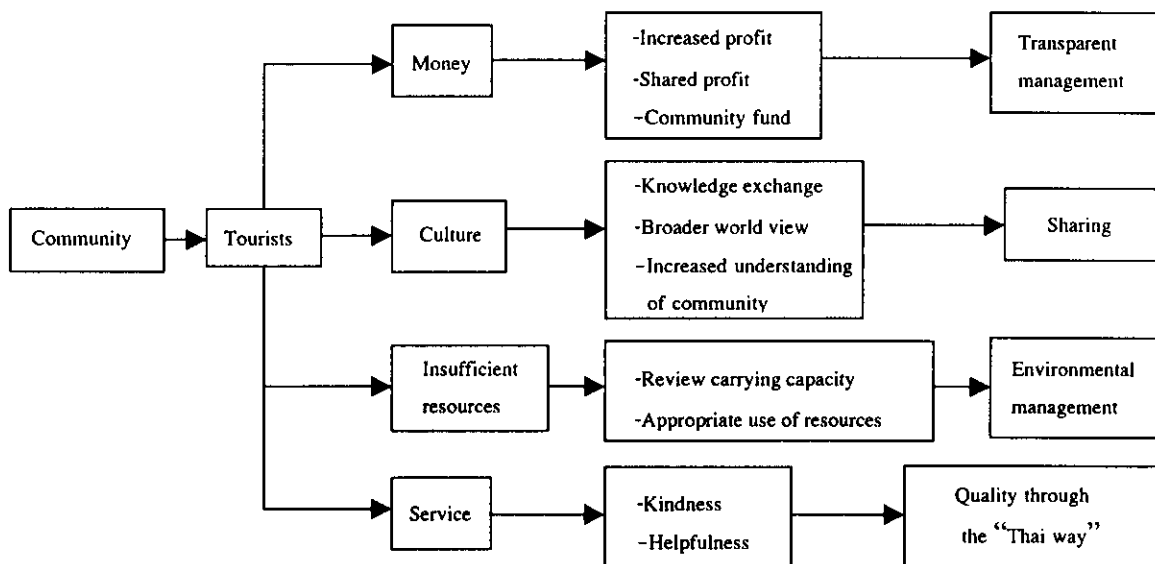
The development of the tourism within community should prior concern to the host residents. They should take the major role in the development. Suansri (2003) had mentioned that the Community Based Sustainable Tourism (CBST) was a type of tourism that the host community made decision and managed the programme, in this way the community were the owners of the program and have a right over the way tourism was managed with the purpose of encouraging sustainability of the environment and society and enabling learning among visitors to the community. As a result, the models of host community controlled Community Based Sustainable Tourism (CBST) were proposed (Figure 2.3). With CBST, the communities, tourists, tourism business, and government agencies were allowed to the sharing benefits.

Figure 2.2: Community-Based Tourism Planning Process Model



Source: Pinel (1999)

Figure 2.3: Host Community controlled Community Based Sustainable Tourism (CBST)



Source: Sounsri (2003)

2.2.2 Community-Based Tourism

Community-Based Tourism (CBT) was considered as a privately offered set of hospitality services and features extended to visitors by individuals, families or a local community and its important objective was to establish direct personal, cultural exchange between host and guest in a balance manner that create understanding, unity and equality for those who involved Wearing and Neil (2000). Suansri (2003) had argued that Responsible Ecological Social Tours (REST) had mentioned that CBT was the tourism that took environmental, social, and cultural sustainability into account as well as managed and own 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. Community-based tourism, in the participation of communities, could take in various forms depending on the resources and social conditions. The types of community-based tourism or community participation were arts and crafts tourism, rural tourism, agro tourism, village tourism, and ecotourism. The forms of community-based tourism centered in community participation in the development and they overlapped in their forms. WTO (2002) defined each type of community-based tourism as the followings:

1) Arts and crafts tourism, with tourists visiting villages and town districts that specialize in crafts production such as wood craving and textile making, or traditional performance, dance, music and drama. These visits could be stopovers on day tours or longer-term stays with the tourists living in the village and learning about arts and crafts.

2) Rural tourism, with tourist staying in farmhouse or small-scale accommodation and experiencing farming activities, touring nearby areas, and often involving in local creation activities such as fishing or hiking.

3) Agrotourism, another type of rural tourism, with tourists visiting on day tours or staying overnight on farms or plantations specifically to observe and involve in agricultural activities.

4) Village tourism, with tourists visiting villages on day tours or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions.

5) Ecotourism, where local communities exist in ecotourism area, these communities providing business and employees related to ecotourism activities.

The important type of tourism for this research was village tourism and ecotourism. In Yao Noi community, Homestay that was similar to village tourism and ecotourism were famous and managed by host community. Village tourism was often combined with ecotourism if there were exist villages near or in the ecotourism area and tourists experiencing both natural environment and local cultural patterns of the villages (WTO, 2002). At Koh Yao Noi, Homestay and ecotourism were combined together as well. However, the sustainable tourism development with the participation from the local residents was in need for every community.

Village Tourism

Inskip (1998) had mentioned about village tourism which was the development of local style accommodation in or near interesting traditional village where tourist stay, eat locally prepared meals and observe and participate in village activities; the facilities were constructed, owned and managed by the villagers who also provide local cuisine and other tourist service; the benefits from tourism received directly by the villagers and tourists learn about local life styles and traditions, arts, crafts and economic activities; the villagers might provide guide services for tours to the nearby areas and organize cultural performances for the tourists. WTO (2002) had defined village tourism was that, tourists visiting villages on day tourist or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions. Successful village tourism does not require large capital investment but does need to be carefully planned and managed as well as other types of tourism. Village tourism had to carefully programme and monitor so that fair tourism benefits would share to villagers. WTO (2002) described the Systematic approaches to organize village tourism with community participation in types of action as the followings:

1) The villages should have convenient and safe accessibility by road, trail or boat. The villages should have traditional layouts and building styles and improve village appearance if necessary. If some types of traditional agricultural, fishing techniques practiced, traditional performances and craft production was available, they could be organized, and then these make tourism more interesting to tourists.

2) The villages should receive a specified fee for each visit. The fees will go into a village improvement fund that might use for village improvements such as water supply, school, medical clinic, roads, and for student scholarship fund.

3) The villagers could be encouraged to produce craft items for sale to tourists. The small craft market should be set up so the tourists could compare items and prices or sold individually to tourists. An ordinary lunch of local cuisine could be served to tourists and the cost added to the fee paid to the village.

4) The tourism officials and village chiefs or elders should have meeting and discussing together, on how to prepare the village for the visits including how to organize tourist visits in the best practice.

5) The tourism office should monitor the village programs proceeding to ensure that no problems arise. If there were problems, the office could help to resolve the problems and judge between the village and tour operator.

6) A special structure or building could be developed near the village entrance for orientation of tourist before they walk around the village. The same structure could be used for a small craft market and refreshment stand, and or serving lunch. A clean and sanitary toilet facility should be provided for tourists' use.

7) The qualified tour guide had to plan the escort of group tours or individual visits so the village knows the visit was planned. Village visits should be arranged on a rotation basis, if there were several villages selected for tourists visit in the area. Therefore, the tourism benefits will equally share. Too many visits to one or a few villages could disturb the village life so that some villages might want visits only on certain days of the week.

8) The tourists should be well informed about the custom life styles of the villagers, and about good local manner and how to show respect to local customs before entering the village. They could be educated by tour guides or a brochure about the village.

9) The tourists will be informed that they should not make any payments directly to the villages, except for purchasing local craft products, and the villagers educated not to ask for money or other presents.

10) Additional villages could be added to the program as tourism expands and accessibility was improved in the area.

Ecotourism

Ecotourism was known as the tourism that creates the minimal impacts. Inskeep (1998) had explained the concept of ecotourism was a form of nature tourism in which greatest consideration was given to conservation of environment, including biological

diversity, wildlife and ecological systems, with emphasis placed on educating tourists about the environment and how to conserve it, moreover, the ecotourism area often include existing communities, especially of the traditional people, and the ecotourism plan must consider ways to conserve local cultural traditions and identities and how to bring benefits to these local communities. Sometimes, it was identified as a form of tourism where the motivation of visitors that emphasis on the observation of nature. This general sector of the market was called “nature tourism” and true ecotourism or nature tourism requires a proactive approach that seeks to minimize the negative and enhance the positive impacts of nature tourism (WWF International, 2001). Another definition of ecotourism suggested by The International Ecotourism Society (TIES) (2004) was responsible travel to natural areas that conserves the environment and improves the well-being of local people.

Boo (1990) quoted in Wearing and Neil (2000) had suggested the ecotourism travel essentials and summarized as the followings:

- 1) Ecotourism encouraged community, environmental, and tourism representatives to work together under the common goal.
- 2) The success for ecotourism depended on the conservation of nature and everyone should involve in maintaining natural resources.
- 3) Ecotourism sites needed financial support for protection and maintenance. It could be generated directly from entry fees and sale of products.
- 4) Ecotourists were a valuable audience for environmental education. They could enhance their appreciation of the area through information providing such as brochures, exhibits, and guides.
- 5) Ecotourism will contribute to rural development when local residents involved in the planning process.
- 6) Opportunities were creating for new relationships between conservationist and tour operators. When more tourists come, tour operators have opportunity to become more actively involved with the conservation of these areas through education for their customers and donations to ecotourism attractions.

The World Ecotourism Summit (2002), in Qubec City, produced a series of recommendations, which were proposed to the ecotourism stakeholders. They had recommended the ecotourism development means for local and indigenous communities, as the followings:

1) Define and implement a strategy for improving collective benefits for the community through ecotourism development including human, physical, financial, and social capital development, and improved access to technical information.

2) Strengthen, raise, and encourage the community's ability to maintain and use traditional skills, particularly home-based arts and crafts, agricultural produce, traditional housing, and landscaping that use local natural resources in a sustainable manner.

Many concepts of ecotourism were put in combination to the community involvement and ecotourism was seen as the suitable tourism form that could be developed in the rural community. A form of ecotourism was that, where the local community has, significant control over and involvement in, its development and management and a major proportion of the benefits remain within the community- and it was in the international concerns that ecotourism should be genuinely community-based (WWF International, 2001).

Wearing and Neil (2000) suggested a number of reasons why local communities might consider ecotourism, the first reason was a desire to be part of strong growth in tourism and see the potential of niche market or special interest tourism, secondly, an awareness of the high value of natural attractions in the communities, thirdly, understanding for conservation ideals and the need for sustainable tourism and lastly, a desire to responsibly rejuvenate the local tourist industry.

There were many projects of non-sufficiently ecotourism community focused. Therefore, they made negative impacts to local communities. Careful planning and practical strategy was in need. WWF International (2001) had recommended that people who involved in preparing strategy should experienced and knowledgeable in tourism and conservation, those were include representatives of the local community, knowledgeable tourism operators, local entrepreneurs, relevant NGOs, conservation agencies including protected area managers, and local authorities as well as the links that should be made as appropriate to the regional and national government level.

2.2.3 Indicators of Community Involvement and Awareness

There were various sustainable tourism development indicators in the aspect of sustainable development for tourism destination. For this research, the related indicators were the indicators of community involvement and awareness. WTO (2004) had stated

that building awareness of sustainable tourism practice need a strategic approach for achieving a participation and long-term attitudinal change. The information able to quantify such change, and was the key for effective community involvement in tourism planning process. The aspects of informed decision-making were as the followings (WTO, 2004):

1) **Availability of Information.** People will be more likely to try to gain access if they were aware of information relating to sustainable tourism practice or a specific management model.

2) **Access to Information.** The easier access to gain generic information, the greater people's interest in the process.

3) **Analysis of Information.** The information for local people must be presented in a form and language that was easily to understand.

4) **Advocacy of Information.** It was essential to have passionate people, who could inspire the others and support the awareness building process as well as cooperate with tourism stakeholder groups, in the community in order to proactively sustain the management process.

5) **Action on the Information.** The action or responsibility was essential to create the awareness and desire in sustaining the tourism asset, community, and environmental resource. The responsibility leads greater understanding and action. These lead to a number of indicators to measure the level of access, impact and engagement.

2.3 Participation

2.3.1 Definitions of Participation

There has been a range of interpretations of the meaning and concept of participation in development. The followings were numbers of argument:

The definition of the participation developed by Cohen & Uphoff (1977) was that, participation includes people's involvement in decision-making processes, in implementing programs, their sharing in the benefits of development programs and their involvement in efforts to evaluate the activities in such programs. Cohen & Uphoff (1977) quoted in Wattanakhun (2002) mentioned to the components of people participation that should be consist of four steps. The first step was decision-making, there were three sub-steps that was the participation in decide to make decision, prepare to make decision and

making decision. The second step was implementation, it included participation in management, efforts, or resources supporting. The third step was participation in benefits gaining that could be material incentives, social or personal benefits. The last step was evaluation that participated in controlled and proved all the activities. Another argument, Cary (1976) quoted in Intayon (2002) had summarized the citizen participation concept into five forms, those were membership, attendance of meeting, financial contribution, membership of committee and position of leadership.

World Bank (1994) quoted in Clayton et al. (1997) argued that participation was a process through which stakeholders influence and share control over development initiatives and the decisions and resources which affect them.

According to above participation concepts, participation typically emphasized on giving the opportunity to people to make decision, implementation, finding out the root of problems or any obstacles in the development activities. Much of arguments regarding participation based upon the concept of stakeholders and authority that different stakeholders could have on the development activities. However, participation by host community enabled people in community to develop the resources management and controlled by them as well as improved their being.

Clayton et al. (1997) identified the interpretation of participation in two broad and different areas of development. The distinctions between these concepts do represent two different purposes and approaches to promote participatory development; they were participation as a means and participation as an end. Participation as a mean was people's participation that supported by an external agency and it was seen as a technique to support the progress of the program or project. The development activities were externally designed and then implemented in a participatory manner by people in community. This quite common and essentially promoted as mean of ensuring the successful result of the activities undertaken. Participation as an end could be expressed as empowering people in terms of their acquiring the skills, knowledge, and experience to take greater responsibility for their development. This form of participation was a tool of change. It helps to eliminate the lack of access to control the resources which people need to sustain and improve their being. It also provides the basis for more direct involvement in development programs to poor people. Clayton et al. (1997) stated the significant issue of people's participation in development concerned with two things. The first one was structural relationships and the importance of developing people's capacities and skills. The second one was the methods

and techniques for local people to involve and to develop a stake in development activities. Another important thing to think about was providing people the access to the benefits in order to ensure the sustainable development for poor people.

To achieve the goal of sustainable tourism development, community participation was the important factor and it facilitates all the development activities as well as creates the value of tourism directly to the host community. Paul (1987) quoted in Clayton et al. (1997) mentioned that community participation was an active process by which beneficiary or client groups influence the direction and execution of a development project with a view of enhancing their well-being in terms of income, personal growth, self-reliance or other values they cherish.

2.3.2 Types and Levels of Community Participation

Pattanapongsa (2004) had identified the levels of participation into five different levels as the following:

1) Participation by being the informant. The residents in the community could participate by giving the information about their family and their community to support the development of tourism.

2) Participation in information gathering. The residents get the information before making the decision.

3) Participation in co-decision. The participation depends on the authority of those residents or the stakeholders.

4) Participation in implementation. The residents participate by working through the process of the plan.

5) Participation in assistance. The residents might participate by supporting the plan but do not fully participate the entire plan.

Pretty's typology of participation identified the different degrees of external control and local involvement in the decision making process, and reflected the power relationships between them (Kayat, 2002). Pretty's (1995) typology describes seven types of participation based on the three important characteristics that were the source and nature of the project goals, the level of community participation and the share of authority and responsibility (Table 2.3).

Table 2.3: Pretty's Typology of Participation

| Typology | Characteristic of each type |
|--|--|
| 1. Manipulative participation | Participation was simply pretence: 'people' representatives on official boards, but they were unelected and have no power. |
| 2. Passive participation | People participated by being told what has been decided or has already happened; involves unilateral announcements by project management without any listening to people's responses; information shared belongs only to external professionals. |
| 3. Participation by consultation | People participate by being consulted or by answering questions; external agent define problems and information-gathering processes, and so control analysis; process does not concede any share in decision-making; professionals under no obligation to account for people's views. |
| 4. Participation for material incentives | People participate by contributing resources (e.g. labor) in return for food, cash, or other material incentive: farmers might provide fields and labor but not involve in testing or the process of learning; this was commonly participation, yet people have no stake in prolonging technologies or practices when the incentives end. |
| 5. Functional participation | Participation seen by external agencies as a means to achieve project goals, especially reduced costs; people might participate by forming groups to meet project objectives; involvement might be interactive and involve shared decision-making, but tends to arise only after major decisions have already been made by external agents; at worst, local people might still only be co-opted to serve external goals. |
| 6. Interactive participation | People participate in joint analysis, development of action plans and strengthening of local institutions: participation was seen as a right, not just the means to achieve project goals; the process involves interdisciplinary methodologies that seek multiple perspectives and use systemic and structured learning process. As groups take control of local decisions and determine how available resources were used, so they have a stake in maintaining structures and practices. |
| 7. Self-mobilization | People participate by taking initiatives independently of external institutions to change systems; they develop contacts with external institutions for resources and technical advice needed, but retain control over resource use; self-mobilization could spread if governments and NGOs provide an enabling framework of support. Self-mobilization might or might not challenge existing distributions of wealth and power. |

Source: Pretty (1995)

The other two forms of community participation, Arnstein's (1971) and Torun's (1999a) were comparatively illustrated in figure 2.2 including Pretty's (1995) typology. There were eight different levels that categorized into three categories relative to

actual citizen participatory in Arnstein's, while Tosun's typology classified the levels of community participation into three main headings of spontaneous participation, coercive participation, and induced participation (Figure 2.4).

Spontaneous participation in Tosun's typology related to Arnstein's typology in degree of citizen power and to self-mobilization and interactive participation in Pretty's typology.

Induce community participation in Tosun's typology related to degree of citizen tokenism in Arnstein's typology and functional participation, participation in material incentive and participation by consultation in Pretty's typology.



Coercive participation in Tosun's typology corresponds to degrees of non-participation in Arnstein's typology, and passive and manipulative participation in Pretty's typology. It represents the lowest level of community participation in tourism development. For example, the actual objective was not to allow host community to participate in the tourism development process, but to allow the authorized people or power holders to educate or cure host community to eliminate the potential and actual threats of tourism development, some decisions might be taken to meet basic needs of host community by consulting local leaders in order to reduce the socio-political risks for tourists and tourism development (Tosun, 2004).

However, these 3 typologies of community participation have some limitations. The first one was that they did not consider the number of people in community to be included, the second one was the none-analysis of the important barriers (patternism, racism, gender discrimination, cultural remoteness of local people to tourism, etc.), the third shortcoming was the intensity and permanence of community participation that was not adequately addressed; the enthusiasm of local people might decline over time, be lower than expected or be obstructed by the threats such as political and economic stability (Tosun, 2004).

Figure 2.4: Normative Typologies of Community Participation

| | | | | | | |
|---|---|---|-----------------------------|---|--|----------------|
| 7. Self-mobilization | ← | 8. Citizen control | Degrees of Citizen Power | → | Spontaneous Participation Bottom-up; active participation; direct participation; participation in decision making, authentic participation; self planning. | |
| 6. Interactive participation | | 7. Delegate power | | | | 6. Partnership |
| 5. Functional participation | ← | 5. Placation | Degrees of Citizen Tokenism | → | Induce participation Top-down; passive; formal; mostly indirect; degree of tokenism manipulation; pseudo-participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback. | |
| 4. Participation for material incentive | | 4. Consultation | | | | 3. Informing |
| 3. participation by consultation | | | | | | |
| 2. Passive Participation | ← | 2. Therapy | Non-participation | → | Coercive Participation Top-down; passive; mostly indirect, formal; participation in implementation, but not necessary sharing benefits; choice between proposed limited alternatives or no choice; paternism, non-participation, high degree of tokenism and manipulation | |
| 1. Manipulative Participation | | 1. Manipulation | | | | |
| Pretty's (1995) typology of community participation | | Arnstein's (1971) typology of community participation | | | Tosun's (1999a) typology of community participation | |

Remark

Corresponding categories in each typology  / 

Source: Tosun (2004)

2.3.3 Community Participation in Tourism

Sustainable tourism development needs the participation of all relevant stakeholders in order to ensure the successful of the long-term development. The local community involvement in tourism development process was very essential. Tourism and tourism based on natural areas does not take place in isolation from local people (Wearing and Neil, 2000). By involving local communities, they will understand tourism, be better to cope with the new development in their area, participate in its benefits, more likely support tourism because of local communities know their area and societies best, they may have good ideas on tourism development and how they could participate in it (Inskip, 1998). Therefore, if there was a tourism development project in a particular area, efforts should be made to involve the communities in that area. Inskip (1998) also suggested that meeting should be held with community residents and especially the local religious leaders to explain the benefits and potential problems of tourism as well as discussing tourism development approaches that could be used in the area and review the various ways that the communities and their residents could participate in and benefit from tourism.

WTO (2002) suggested that there should be opportunity for communities to participate in conservation and tourism development of attractions and the local communities would give greater support to conservation of the attraction and tourism if they directly receive benefits from the site and its tourism development. These communities could provide hotels, restaurants, shops, transportation, guide services and other tourist facilities and services but they still require assistance in loans, training and technical advices. The employment in management and operation of the tourism enterprises should give the priority to local residents so that the outside business and employees did not intervene them.

The key factors in gaining local participation were the early contact with local groups, active individuals and those most likely to be affected by any changes; providing meetings, discussion opportunities where all interested stakeholders could express their interests and concerns; provision of feedback in a clear form, showing participants that their effort has been taken into consideration; and continuous involvement of key players throughout the process, openness and clearness were essential (WTO 2004).

2.4 Motivation

2.4.1 Definition of Motivation

Motivation could influence the productivity and was not an easy task to motivate people because they respond in different ways to their jobs and they have different needs. It could say that motivation was the set of practices that could take a person to a goal. Lindner (1998) had mentioned that motivation operationally defined as the inner force that drives individuals to accomplish personal and organizational goals. He also mentioned to the other defined concepts of motivation in his research those were; the psychological process that gives behavior purpose and direction (Kreitner, 1995); a predisposition to behave in a purposive manner to achieve specific, unmet needs (Buford et al. 1995); an internal drive to satisfy an unsatisfied need (Higgins, 1994); and the will to achieve (Bedeian, 1993).

2.4.2 Models of Motivation

Arnold and Feldman (1986) had mentioned that the theories of motivation deal with two interested issues regarding to the individual behavior in organizations; the first issue concerns with the choices that people make regarding to the activities that they will and will not do and the second issue has to do with the effort that people put into the activities they choose to be involved.

There were different theories related to motivation, those were Maslow's hierarchy of needs, Charles Handy's motivation calculus, Alderfer's ERG model, and Adams's equity theory.

Maslow's Hierarchy of Needs

In this content approach to motivation, it focuses on the assumption that individuals were motivated by the desire to fulfill inner needs. Maslow (1943) quoted in Allen (1998) had assigned the five levels of hierarchy consist of the most basic need rising first and the most sophisticated need was last.

1) **Level I: Physiological Needs.** The most basic human needs. They include food, water, and comfort.

2) **Level II: Safety Needs.** They were the desires for security and stability, to feel safe from harm.

3) **Level III: Social Needs.** They were the desires for relationship. They include friendship and belonging.

4) **Level IV: Esteem Needs.** They were the desires for self-respect and to be respected or recognized.

5) **Level V: Self-Actualization Needs.** They were the desires for self-fulfillment and the realization of the individual's full potential.

As basic or lower-level needs were satisfied, higher-level needs were in requirement. A satisfied need was not a motivator but the need that has not been satisfied was most powerful one (Allen, 1998).

Charles Handy's Motivation Calculus

This theory was an extension of Maslow's Hierarchy of Needs. It stated external reference points that the original Hierarchy of Needs model did not. Handy's Motivation Calculus attempted to provide for variations in people's situations further than the Hierarchy of Needs model (Chapman, 2005). Handy (1993) quoted in Chapman (2005) had stated his motivation calculus as follow:

1) **Needs.** There were Maslow factors, personality characteristics, current work environment, outside pressures and influences.

2) **Results.** We must be able to measure the effect of what our additional efforts, resulting from motivation, will produce.

3) **Effectiveness.** We decide whether the results we have achieved meet the needs that we feel.

Alderfer's ERG Model

It identified three categories of needs. The most important contribution of the ERG model was that when individuals cannot catch higher level needs, the next lower level needs will come into view (Allen, 1998). Alderfer (1969) quoted in Allen (1998) had identified three categories of needs as follow:

1) **E: Existence needs** were the desires for material and physical well-being. These needs were satisfied with food, water, air, shelter, working conditions, pay, and fringe benefits.

2) **R:** Relatedness needs were the desires to establish and maintain interpersonal relationships. These needs were satisfied with relationships with family, friends, supervisors, subordinates, and co-workers.

3) **G:** Growth needs were the desires to be creative, to make useful and productive contributions, and to have opportunities for personal development.

Adams's Equity Theory

Chapman (2005) had mentioned to Adams's equity theory that people established the benchmark between input and output as well as compared the outputs among their colleagues, friends, or partners. Adams (1965) quoted in Chapman (2005) had defined inputs and outputs as the key influence of this theory as follow:

1) **Inputs.** There were loyalty, hard work, effort, commitment, skill, ability, adaptability, flexibility, tolerance, determination, heart and soul, enthusiasm, trust in their boss and superiors, support of colleagues and subordinates, personal sacrifice, etc.

2) **Outputs.** They were financial rewards: pay, salary, expenses, benefits, pension arrangements, bonus and commission plus intangibles, recognition, reputation, praise and thanks, interest, responsibility, stimulus, travel, training, development, sense of achievement and advancement, promotion, etc.

2.4.3 Community Motivation for Sustainable Tourism Development

None of research on community involvement and participation in community-based tourism uses the concept of motivation in explaining community participation (Kayat, 2002). Actually, the community involvement and participation related with motivation or benefits. If local people cannot see the real benefits from their participation, the opportunities to create the participation were meaningless (Muselwhite, 1997). Therefore, to motivate and create the participation, the benefits from the participation must be arise. As well as community participation in sustainable tourism development, the tourism benefits could be one of the motivations that influence the community participation. The researcher also put the information gathering as the motivation that able to influence the community participation. Most of people always consider fairness between the efforts and results, as the Adam's Equity Theory, before involving in any activities and they might need the information in consideration to

participation. Therefore the researcher used the tourism benefits plus information gathering to be the motivation to participate in sustainable tourism development.

When the community planned and managed the tourism, the benefits sharing was much more equitable than in the case of regular tourism. Suansri (2003) had mentioned the different types of benefits the communities and tourists gotten from example CBST activities (Table 2.5). In this tour programme, the monetary benefits would be distributed in the following ways (Suansri, 2003):

Total Received per Guest = 1,350 + 200 (donation)

60 % of 1,350 Baht to the villagers

20 % of 1,350 Baht to the community fund plus 200 Baht of donation

20 % to the tour operator

Table 2.5: Benefits that Communities and Tourists obtained from CBST Activities

| CBST Tour Activities | Type of Benefit | | Monetary Benefits for the Community (Baht) |
|----------------------------------|-----------------|---------|--|
| | Community | Tourist | |
| Day 1 | | | |
| - Arrival | S | S | - |
| - Lunch | E, S | C | Lunch = 50 |
| - Tour of village | S, E, C | C | Local guide = 100 |
| - Dinner | E, S | C | Dinner = 50 |
| - Cultural Show | E, S | C | Show = 500 |
| - Homestay | E, C, S | C | Homestay = 100 |
| Day 2 | | | |
| - Breakfast | E, S | C | Breakfast = 50 |
| - Trek around the forest | Ev, E | Ev, C | Local guide = 100 |
| - Lunch | E, S | C | Lunch = 50 |
| - Discussion with villagers | C, S | C, S | - |
| - Dinner | E, S | C | Dinner = 50 |
| - Homestay/ Camping | E, S | C | Homestay/camping = 100 |
| Day 3 | | | |
| - Breakfast | E, S | C | Breakfast = 50 |
| - Join activities with villagers | E, S | C, S | Local guide = 100 |
| - Lunch | E, S | C | Lunch = 50 |
| - Departure | S | S, C | Donation = 200 |

Remarks (S = Social, C = Cultural, E = Economic, Ev = Environmental)

Source: Suansri (2003)

2.5 Related Research

Tourism has become one of the fastest growing industries and the sustainable concept was in consideration. The important thing for sustainable tourism development was the community participation.

There were similar components in the community participation idea of each researcher. The kinds of participation were participation in decision-making, participation in implementation, participation in benefits and participation in evaluation (Cohen and Uphoff, 1977). They were similar to another argument of Alastair and Kerkhoven (1981) quoted in Nilnarong (1992) that the 4 dimensions of participation were participation in decision-making of development's activities, participation in implementation, participation in benefits sharing and participation in evaluation. While Taweekul (2001) said that there were 5 levels or form of community participation divided by the nature in participation of development activity. Those were the participation in setting community's demand, problems solving, project creating and planning, implementation in development activities, and evaluating. In this research, the researcher studied the potential level of community participation on planning, decision-making, problem solving, implementation, evaluation, and benefit gaining. Tosun and Timothy (2003) argued that normative model of community participation in the tourism development process has been built on a set of seven propositions, there were, the relationships between the participatory tourism development approach and the implementation of tourism plans, achieving sustainable tourism development, increasing tourist satisfaction, preparation of better tourism development by tourism professionals, fair distribution of costs and benefits among stakeholders, satisfaction of locally-felt needs, and strengthening the democratization process in local tourist destinations.

From research, results in the level of community participation on tourism management in different area were presented as follows. The specific behavior of community participation in tourism planning, as the case in Canada and North America, was often no more than a form of tokenism in which decisions or the direction of decisions have already been prearranged by government and the communities rarely have the opportunity to say no (Joppe, 1996). While the sample group in Lampang Province represented a low level of participation in tourism, the majority of sample had a medium potential of participation in tourism management (Intayon, 2002). The sample group in

Phare Province expressed a high degree of need to participate in ecotourism management (Yakarn, 2000). As well as in Jiuzhaigou biosphere reserve (JBR), China, the results showed that the local residents had high tolerance for any tourism interference therefore they were extensively involved in tourism and received the related benefits (Li, 2006). The local participation forms with regarded to decision-making should not necessarily be the same worldwide, but should rather depend on different institutional arrangements and other local constraints. Furthermore, participation forms could be related to the different stages of tourism development (Li, 2006). As same as argument form (Tosun and Timothy, 2003), if there were the arguments for community participation presented positively, it was also noted the validity and practicality of these arguments may not be possible in some developing countries and small regions, it was because of their existence of various operational, structural and cultural limitations.

Some of the demographic characters of people presented the statistically significant level of community participation, although the others were not. The differences in occupation and the benefits gained from ecotourism management did not influence the need for people's participation in Phare Province (Yakarn, 2000). While the occupation of sample group in Lampang Province did not influence the need of participation. Gender, age, and education did influence the needs of participation in tourism management (Intayon, 2002).

The related research on Yao Noi Island's tourism by Promchanya (2000), and the results were that the community-based tourism development must be intended to support and increase the variety of tourism activities, which were important to catch the attention of tourists, and it needed genuine support from the Government sectors and the local participation to conserve the local environment, which might be the way to develop and sustain the tourism in the community. There was another case of community-based management in Thailand at Mae Kam Pong Village, Chiang Mai Province. It found that the homestay ecotourism in the community's potentiality and readiness were found at a good level in terms of attractions, facilities and accessibilities but the carrying capacity found were less potential when there were a large number of tourists (Techa-Erawan, 2001). There was another argument in Yao Noi Island's tourism by Vorratchaiphan (2001), the result was that being a Muslim community was the strength, they had strict moral codes of conduct that made it easy to establish a prohibition on degrading local natural resources and the environment, and set up a local system for monitoring and enforcement. The strength of

the community was the basis for creating services to satisfy the tourists and establish practices to maintain those services for the future, thus sustaining community-based tourism for many years (Vorratchaiphan, 2001).

The recommendations from different researchers on community participation in tourism and community-based tourism were as follows. The proper guideline for participation in tourism management was to set up standard and evolution indicators at community and environmental levels in order to have clear system and standard of management, duty, and compensation as well as to examine and sustain the tourism in the community (Intayon, 2000). The four major areas of problems that put into guidelines for people, who were going to conduct a community-base tourism business, were physical conditions of the area, community-based management of homestay business, participation pattern of management and marketing (Techa-Erawan, 2001). The evaluation of the actual implementation of a community tourism development process should determine a community three or five years after the original process was completed and determine how much had been accomplished, what changes in the power structure had occurred and what influence has been employed by community representatives in the decision-making process (Joppe, 1996).

In order to develop the successful community participation, the researchers also recommend the important factors as the followings. Musselwhite (1997) mentioned that participation in the development process in rural regions will require two main things, the first thing was that sufficient education, in tourism development benefits and negative impacts, for host community and the last one was ability to make fully informed decisions. Moreover, appropriate entrepreneurial training and financial support must be made available for equitable participation (Muselwhite, 1997). The community needs the support of both the political and the community leaders with much more insight into the assessment, problems, pleasure and benefits of undertaking a process that change to a large extent control (Joppe, 1996).

Reid et al. (2004) recommended that the success of tourism plans over the long-term to be sustainable will depend on generating the emotional commitment and skills during the planning process, this could only be achieved by creating and utilizing instruments to engage participants, helping residents that have more completely understood themselves and their environment. Moreover, helping them to appreciate the nature of the decisions they make regarding issues of development and daily life, therefore, it could

enhance the sustainability of tourism and community development in the long term (Reid et al. 2004). They also recommended that the conversation and information created for community must generate common understanding, cooperation, and visions for the future of tourism and the community.

There were two main policy recommendations for achieving efficient and effective community participation in tourism development. These were suggest by Tosun (2004), the first recommendation was, the central authority should give significant parts of its authority and responsibility to lower level of governmental bodies and then, local governments should be re-organized to defend, protect and reflect concerns and interests of local people in their administrative areas. Secondly, local Non-Governmental Organizations (NGOs) should be established to lead local people to take part in tourism development and NGOs were seen as a good institutional tool to empower local communities by various educational, organizational, financial, socio-cultural, psychological and political means to move towards a more participatory tourism development approach (Tosun, 2004).

Tourism benefit was the part that majority of people wanted to participate. It could motivate people to participate in planning, decision-making, implementation, problem solving and evaluation. The 4 recommended aspects to be the reasons for the increasing of ecotourism benefits at local level were as follows. The administration must consider benefits to the local community, the expertise in tourism management was important and some managers must come from local villages, and property rights arrangements might be responsible for the biggest differences between patterns in China's community participation and Western models because there were some limitations in the incentive for them to participate in the decision-making process (Li, 2006).