

Community Potential in community tourism management a case study of Khlong Bang Luang Community Bangkok, Thailand

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**Abstract:** The researcher aims to study the community's potential in managing community-based tourism. A study of community participation in community-based tourism management at Khlong Bang Luang Bangkok in Thailand, the impact arising from community-based tourism management, To propose guidelines for enhancing the community's potential in managing canal-based tourism. Bangkok Thailand. Tourism in Thailand has been halted. In 2020, the proportion of the Gross Domestic Product (GDP) of the country in tourism contracted from 2017 to -63.92 percent. Therefore, to achieve the target, the proportion of GDP in tourism to GDP increases on average during 2018 - 2022, representing 22 percent, causing Thailand to have a proportion of The tourism GDP is at least 22.92% of the country's total GDP. The researcher is therefore interested in studying the potential of the community in managing community tourism. This time was a quantitative and qualitative study. By collecting data from 23 community members and using a questionnaire as a tool. Statistics used to analyze data Including percentage, mean, Standard Deviation, and Descriptive Statistics for Core Competency of Community-Based Tourism Development. The results show that factors supporting the Competencies in Community-Based Tourism Development. Overall, there was a statistically significant relationship at 0.01 level with a high correlation coefficient ( $r$ ) ( $r = 0.889$ ). At the .01 level, the first was Promoting Effective Engagement ( $r = 0.864$ ), followed by Community-based agreements that are effective. ( $r = 0.827$ ) and Developing effective group personnel ( $r = 0.810$ ) was Effective tourism management. ( $r = 0.804$ ), finally Effective marketing and PR management ( $r = 0.766$ ).

**Keywords:** community, tourism management, Khlong Bang Luang Community, Bangkok. in Thailand

## 1. Background

Tourism in Thailand has been halted. In 2020, the proportion of the Gross Domestic Product (GDP) of the country in tourism contracted from 2017 to -63.92 percent. Therefore, to achieve the target, the proportion of GDP in tourism to GDP increases on average during 2018 - 2022, representing 22 percent, causing Thailand to have a proportion of the tourism GDP is at least 22.92% of the country's total GDP. to achieve the set goals This is a very challenging issue that Thailand has to deal with due to the risks that will arise. In particular, the implementation of relaxation measures according to promotional measures to stimulate the tourism economy. and supporting the spread of serious communicable diseases or emerging diseases, etc.



Figure 1. The proportion of the country's total GDP in terms of tourism to the country's total GDP.

The identity of the community is presented that reflects the image of the traditional community from wooden row houses selling products on both sides of the road and wooden row houses selling various products to those who come to admire the atmosphere of the waterfront. It is located at Soi Phet Kasem 28, Khuha Sawan Subdistrict. During the establishment of Krung Thon Buri, this place used to be the residence of government officials, nobility, and governors. As such, the local people called it Khlong Bang Kha Luang. At present, only the name of Khlong Bang Luang remains which is a cultural tourism attraction. The identity of the community is presented that reflects the image of the traditional community from wooden row houses selling products on both sides of the road and wooden row houses selling various products to those who come to admire the atmosphere of the waterfront. In addition, there is an artist's house in Khlong Bang Luang that is a Manila-style wooden house in an L-shape. There is an old chedi inside the house area. It is assumed that this was a chedi designated in one of the four directions of Wat Kamphaeng Bang Chak. The Artist's House is a collection of many works of art. The upper floor is a gallery with an exhibition of paintings and photographs. The ground floor sells souvenirs, and postcards with various art styles, and handicraft activities are available to interested tourists, e.g., stringing bead bracelets, painting masks, etc. There are also activities every weekend, e.g., flower arrangement in the Kohrinka way and natural soap making, including a small puppet show of the Wayubut Puppet Company. Visitors can watch Wat Kamphaeng Bang Chak every weekend from 14.00 hrs onwards. Open daily 10.00 - 18.00 hrs. (<https://www.tourismthailand.org>)



Figure 2. Khlong Bang Luang Community

Artist's House, Khlong Bang Luang, is an old house of "The Rak Sua Family", an old family of goldsmiths the last heir sold this house to Khun Chumpol Akphanthanon to improve it to be a place for art exhibitions. The artist's house is an L-shaped Manila-style wooden building built around an old pagoda. It is a pagoda with twelve wooden recesses. It is assumed that it is one of the four pagodas in each direction that define the old area of the temple. The top of the building opens to a gallery. Show works of art, both paintings, and photographs to be seen together. It is considered the first wooden house to bring life to the Khlong Bang Luang community to come back to life again. every Sunday. There will be jewelry-making career training for those who are interested free of charge. The bottom is divided into a corner selling souvenirs and postcards. There is a coffee shop corner where you can order drinks to sit and sip while enjoying the scenery along the canal. In addition, at the artist's house, there is also a small puppet show, Khlong Bang Luang, which is open for viewing free of charge.



Figure 3. Artist House

## 2. Methods

This study was conducted using a qualitative design. The research was conducted in the form of mixed methods. By collecting data from 23 community members and using a questionnaire as a tool. Statistics used to analyze data including percentage, mean, Standard Deviation, and Descriptive Statistics for Core Competency of Community-Based Tourism Development.

## 3. Results



Table 1. Descriptive Statistics for Core Competency of Community-Based Tourism Development.

| Community-Based Tourism Development   | $\bar{X}$   | S.D.        | Level of opinion | Rating scale |
|---|-------------|-------------|------------------|--------------|
| 1. Community-Based Tourism Management   | 4.01        | 0.68        | high             | 1            |
| 2. Management of economy, society, and good quality of life                           | 4.01        | 0.69        | high             | 2            |
| 3. Conservation and promotion of community cultural heritage                          | 3.79        | 0.81        | high             | 4            |
| 4. Natural resource management or the environment in a systematic and sustainable way | 4.01        | 0.70        | high             | 3            |
| 5. Quality of community-based tourism services  | 3.73        | 0.82        | high             | 5            |
| <b>Total</b>  | <b>3.91</b> | <b>0.74</b> | <b>high</b>      |              |

The table shows the overall Core Competency of Community-Based Tourism Development. When considering each aspect, it was found that the supportive factors were at a high level the first was Community-Based Tourism Management (mean=4.01, S.D. =0.68), Management of economy, society, and good quality of life ( mean=4.01, S.D.=0.69), natural resource management or the environment systematically and sustainably ( mean=4.01, S.D.=0.70), Conservation and promotion of community cultural heritage ( mean=3.79, S.D.= 0.81) the Finally was Quality of community-based tourism services ( mean=3.73, S.D.= 0.82).

Table 2. Competencies in Community-Based Tourism Development in 5 Areas to Analyze Community Potentials Khlong Bang Luang, Bangkok

| Community potential                          | Core competency  |             |               |                  |         |         |
|--|------------------|-------------|---------------|------------------|---------|---------|
|  | Communit y-Based | Managem ent | Conservatio n | Natural resource | Quality | Total   |
| 1.Effective tourism management.              | 0.720**          | 0.720**     | 0.781**       | 0.708**          | 0.731** | 0.804** |
| 2. Community-based agreements are effective. | 0.750**          | 0.717**     | 0.795**       | 0.765**          | 0.736** | 0.827** |
| 3. Developing effective group personnel      | 0.707**          | 0.717**     | 0.770**       | 0.746**          | 0.746** | 0.810** |
| 4. Promoting Effective Engagement            | 0.794**          | 0.779**     | 0.810**       | 0.767**          | 0.785** | 0.864** |
| 5. Effective marketing and PR management     | 0.662**          | 0.718**     | 0.703**       | 0.689**          | 0.717** | 0.766** |

|              |                |                |                |                |                |                |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Total</b> | <b>0.792**</b> | <b>0.798**</b> | <b>0.842**</b> | <b>0.803**</b> | <b>0.812**</b> | <b>0.889**</b> |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|

\*\* Significance .01 \*\*

The table shows that factors supporting the Competencies in Community-Based Tourism Development. Overall, there was a statistically significant relationship at 0.01 level with a high correlation coefficient (r) (r = 0.889). At the .01 level, the first was Promoting Effective Engagement (r = 0.864), followed by Community-based agreements that are effective. (r = 0.827) and Developing effective group personnel (r = 0.810) was Effective tourism management. (r = 0.804), finally Effective marketing and PR management (r=0.766).

#### 4. Discussion

The results were discovered in this study.

1. Factors promoting competency of community-based tourism development with a high correlation coefficient (r) (r = 0.889) at the .01 level. The first was to promote effective participation. followed by effective community-based agreements and effective group personnel development, namely effective tourism management. Finally, effective marketing and public relations management.
2. There should be a study of perspectives. or the expectation of tourists in coming to travel incommunity whether what tourists perceive is consistent with the needs or acceptance of the community.

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