ABSTRACT

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A crucial guideline that immensely supports sustainable development widely accepted in Thailand in this decade is “Sufficiency economy”, which bestowed by His Majesty King Bhumibol Adulyadej. The philosophy points the way for a recovery that will lead to a more resilient and sustainable economy that is better able to meet emerging challenges such as globalization. Sufficiency Economy Approach (SEA) stresses the middle path as an overriding principle for appropriate conduct by Thai people at all levels, from family to community to country. In a similar way, several decades ago, a new tourism pattern called “Community-based Tourism (CBT)” was introduced to manage local resources and to achieve ultimate economic value and sustainable state of development. So both SEA and CBT are illustrated as a tool in sustainable tourism development of Thailand.

In practice, Puntasen (2003) concluded that SEA can be applied better in small and medium business. So it is possible that SEA could be processed more effectively in CBT management than in mass tourism. This study aims to investigate a hypothesis is that CBT under SEA practice is possible to achieve sustainable tourism. This paper is a beginning to explain the association between the SEA and CBT in term of theory that there are certain similarities in their major principles and objectives for sustainability and provides some samples of SEA practices in CBT. Besides, related sustainable indicators and research methods of the study are also offered to be the guideline for field work in the future.

Key words: Sufficiency economy, Community-based Tourism, Sustainable tourism, Sustainable indicators
1. INTRODUCTION

A crucial guideline that immensely supports sustainable development widely accepted in Thailand in this decade is “Sufficiency Economy”, as a philosophy that is initiative by His majesty the King Bhumipol Adulyadej. Senanarong (2004) noted that the aim of the philosophy is to create bonds closely linking people from all sectors together and boost positive creative forces in order to lead to unity, balanced and sustainable development as well as readiness to cope appropriately with critical challenges occurring as a result of globalization. The philosophy requires the application of accurate knowledge, care and giving, mutual assistance, and collaboration. Furthermore, sufficiency economy can be applied to people’s lives to assure harmony in all aspects as much as possible.

Sufficiency economy approach (SEA) base on the concept of sustainable development and purpose to sustainability then shares certain traits and are closely related to each other that people who adopt the concepts can greatly benefit from the full potential of resources available and manage them effectively. By the way, In Thailand, local environment and culture are considered significant resources, especially beneficial to tourism industry, which generates income to the local people themselves and the country as a whole. However, these precious resources were neglected and even misused resulting in a great loss to people involved and became obstacles to tourism development.
Several decades ago, a new tourism pattern called “Community-based Tourism (CBT)” was introduced to manage local resources and to achieve ultimate economic value and sustainable state of development. The most element of community-based tourism is the participation of local people in a way that they can manage their own resources including nature and culture. In order to implement the resources management, local people have to manage tourism activities to be in harmony of the environment and their existence. The awareness and positive attitude towards the conservation and restoration of local resources are regarded as significant priority. To be able to effectively manage community-based tourism, sustainable development can be achieved in a way that the livelihood of local people is improved and the natural and cultural resources are well maintained.

Suansri (2003) states that materialism and consumerism are influencing and destabilizing the value systems of established social systems and cultures. Evidently, local communities are greatly affected unless certain strategies are initiated to assure the environmental and cultural resources. Therefore both SEA and CBT are illustrated as a tool of community development in Thailand so that communities can implement their own resources and economy wisely and effectively. They are also expected to reduce negative impacts and achieve to sustainability. Thus, this study interests to explain and analyses as follow;

- SEA can serve as an implement to improve community-based tourism management to achieve its full potential.
- Community base Tourism under SEA practice is possible to achieve sustainable tourism.

2. OBJECTIVES

1. To study the sufficiency economy approach (SEA), background and concepts as well as sustainable tourism theory, and community-based tourism (CBT)
2. To explain the association between the SEA and CBT
3. To study advantages that local communities might obtain from the application of
SEA to CBT in Northern Thailand

4. To investigate the application SEA in practice for CBT management in Northern Thailand.

5. To estimate that community-base tourism under SEA could achieve sustainable tourism goals

3. RESEARCH QUESTIONS

1. How SEA is associated with CBT in term of theory (It is identified in Chapter 2)?
2. How many principles of SEA can be brought to apply in CBT in practically?
3. How can the communities enhance their potential in tourism management under SEA?
4. What are the effects of the implementation of SEA on communities in terms of environmental, economical, social and cultural and the participation of the community?
5. What can be obstacles to the implementation of SEA in CBT and solutions?
6. What are results from sustainable indicators in CBT under SEA practice?

4. LITERATURE REVIEW

The emphasis of this study was placed on the theory of sustainable tourism development, community-base tourism, sufficiency economy, and sustainable indicators.

4.1 Sustainable Tourism Development: The researcher has presented the first part of a review of the recognized need for sustainable tourism, impacts of tourism, principles and practices, stakeholders including barriers in sustainable tourism development. WTO and UNEP (2005) the three principles of sustainable Tourism, which should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity
2. 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

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 (World Tourism Organization, 2009)

WTO and UNEP (2005) suggest that it should have ensuring ongoing progress because tourism is sensitive to external conditions in terms of its performance and the level of its impact. Tourism is in a very special position to benefit local communities, economically and socially, and to raise awareness and support for conservation of the environment.

4.2 Community-based Tourism: Another part of the study was based on the theoretical notion of Community-based Tourism about its definition, aims, concept of community-based tourism management and various concerns that can be linked to achieve sustainable tourism. Sustainable development for community tourism should aim to improve the residents’ quality of life by optimizing local economic benefits, by protecting the natural and built environment and provide a high quality experience for visitors (Bramwell & Lane, 1993; Hall & Lew, 1998; McIntyre, 1993; Stabler, 1997; UNCED, 1992).

Five dimensions on which the ideal sustainable community can be achieved are outlined by Bridger et al. (2006 cited in Cascaneta, Brennanb& Luloff, 2010);

- First, there should be an emphasis on increasing local economic diversity through entrepreneurial efforts and small-business development and retention. This may be supported with local buying and patronage efforts.
- The second dimension, self-reliance entails the development of local markets, production and the processing of previously imported goods and greater cooperation among local economic entities.
- The third dimension involves a reduction in the use of energy, together with the careful management and recycling of waste products. This reflects an efficient use of available resources, as well as planning for long-term resource needs. The
presence of local culture and familiarity with resources make local decision-making necessary for the sustainable use of these resources.

- The fourth dimension focuses on the protection and enhancement of biological diversity and careful stewardship of natural resources. Sustainable communities should take care of the local resources that historically have contributed to their survival.
- The last dimension, sustainable communities are committed to social justice and provide for the social and economic needs of all residents. Sustainable tourism development should be planned and managed by community stakeholders. In particular, local governments should solicit their residents’ broad and direct participation, which can influence decision making and guarantee to all stakeholders a fair distribution of benefits.

Therefore, achieving the goals of sustainable community-base tourism depends on participation and cooperation of many groups and individuals throughout the development and implementation process. It need to establish a mechanism to promote cooperation and participation among the involve parties and promote the sense of responsibilities towards community-base tourism, including acknowledge the local perspective and encourage participation in the process of monitoring and evaluation.

4.3 Sufficiency Economy Approach: The third part of literature review has provided about principles of SEA and examples of applying SEA in Practice. Sufficiency Economy Movement Sub-committee Office of NESDB, Thailand (2007) has presented the meaning of “Sufficiency” from remarks made by His Majesty Bhumibol Adulyadej is that Sufficiency means moderation, reasonableness, and the need of self-immunity for sufficient protection from impact arising from internal and external changes. United Nations Development Programme (2007) explained that Sufficiency Economy Approach is consisted of three components, which are moderation; reasonableness; and the need to have a self-immunity system. Besides these three components, two other conditions are needed to make the principle of Sufficiency Economy work; knowledge and integrity.
**Moderation** is closely linked to the idea of sufficiency. In Thai as in English, the word for sufficiency (*pho phiang*) has two meanings: enough in the sense of not too little, and enough in the sense of not too much. It conveys the idea of a middle way between want and extravagance, between backwardness and impossible dreams. It implies both self-reliance and frugality. Moderation conveys the idea of people living their lives on the middle path, not the extremes. People should rely on themselves without overindulgence.

**Reasonableness** means both evaluating the reasons for any action, and understanding its full consequences— not only on oneself, but on others, the society, and the environment; and not only in the short term, but the long also. This idea of reasonableness thus includes accumulated knowledge and experience, along with the analytic capability, self-awareness, foresight, compassion and empathy.

**Self-immunity** means having built-in resilience, and the ability to withstand shocks, to adjust to external change, and to protect themselves against any external turbulence and to cope with events that are unpredictable or uncontrollable. It implies a foundation of self-reliance, as well as self-discipline.

**Knowledge** means something close to wisdom in English as it encompasses accumulating information with the insight to understand its meaning and the care or prudence needed to put it to use.

**Integrity or Morality** means virtue, ethical behavior, honesty and straightforwardness, but also tolerance, perseverance, a readiness to work hard and a refusal to exploit others.

According to SEA principle in global effect consideration, it could be said that SEA should be taken applied in sustainable tourism development too. Moreover, principles of SEA correspond with developing the approach in sustainable tourism development (http://www.wtoelibrary.org, dated December 22, 2010) as some examples;

**Minimizing risk taking** – precautionary principle careful risk assessment is an important component of sustainable tourism development. Where there is limited evidence about the possible impact of a development or action, a cautious approach should be adopted.
The precautionary principle means putting in place measures to avoid damage before it occurs rather than trying to repair it afterwards (WTO, 2010). In this issue, SEA suggests that having built-in resilience, and the ability to withstand shocks, to adjust to external change, and to protect and against any external turbulence and to cope with events that are unpredictable or uncontrollable. For instance, in economic or management way, SEA notes about focusing in low risk management by avoiding debt.

**Taking a life cycle perspective** - Life-cycle assessment means taking full account of impacts over the entire life of a product or service, including initial resources used sitting and design, development and construction, all inputs to its operation, and disposal and after-use implications (WTO, 2010). For SEA, it aims firstly to reduce expense before increasing income and using all resources safely and effectively, and focus in using local raw material. Then, it should reduce risk through adaptations of several product types. For example, Chumporn Cabana is not only a resort for residence but it’s also produce materials by themselves to serve customers and use by self such rice, meat, vegetable, soap, or shampoo.

**Respecting limits** - The readiness and ability to limit the amount of tourism development or the volume of tourist flows in a destination or site are central to the concept of sustainable tourism. Limiting factors may be ecological resilience, resource capacity, community concerns, visitor satisfaction, etc. These factors should be taken into account in setting limits that are respected by all concerned (WTO, 2010). Similarly, SEA focuses on preserving local wisdoms and optimizing the uses of natural resources and local material. SEA suggests having appropriate size of production that is suitable with management potentiality and consider in long – term instead of short – term profit instead of pure profit maximization motivated by greed leading to loss of work.

In term of tourism management, in the present SEA has an important role as strategic plan on tourism development of Thailand. Many of Thai tourist attraction and tourism business are progressing follow up of SEA as its principles can help in risk management, environmental preservation, and sustainable growth.
4.4 **Sustainability Indicator:** The last part, the researcher had reviewed in the context of sustainability indicator in tourism destination and community tourism that can be taken to estimate the potentiality of tourist destination of sample sites. To be effective, monitoring should be undertaken regularly and follow a well-defined protocol. One form of monitoring of the sustainability of tourism is to make specific, mainly quantified, measurement of: Levels of tourism: including both supply and demand and The state of the environment and society: this may either be an outcome of tourism or affect its performance—examples include employment levels, crime levels, air and water quality, and species counts in sensitive or heavily visited environments. Another form of monitoring is keeping abreast of the activities, needs and opinions of key stakeholder groups, notably (WTO, 2005, p.74):

- **Visitors:** through site surveys, focus groups and feedback via hosts, etc., to check on profiles and levels of satisfaction.
- **Enterprises:** through surveys, meetings, etc., to check on their economic and environmental performance and their perceptions and needs.
- **The local community:** through household surveys, focus groups, etc., to check on attitudes to tourism and concerns about its impact.

Indicators can be objective, subjective, or both. *The objectives of indicator* can be defined as a tool measuring income, employment rate and number of visitors, the subjective indicators evaluate attitudes, perception and satisfaction of community residents. *Subjective indicators* are usually measured using survey research or qualitative research methods (Yunis, 2004). Choi and Sirakaya (2006) added that it should develop subjective indicators to measure resident attitudes, satisfaction and perception of tourism development, and should test developed indicators to extend the current body of tourism impact literature. The evaluation of implementation using both objective and subjective indicators will help create strong monitoring systems. Sirakaya et al. (2001) notes the need to consider ecological, social, economic, institutional, cultural and psychological dimensions in indicator discussions and highlights the importance of maximizing community participation in the indicator development process.
In further development of sustainable community indicators, involving residents are crucial because they are a major stakeholder group. Resident involvement is the philosophical basis of sustainable community tourism. Furthermore, educating stakeholder groups should be a top priority because one of the major failures in implementing indicators at the local level has been a lack of awareness and participation among stakeholders (UK Department of Environment, Transport & Regions, 2000, cited in Choi & Sirakaya, 2006).

5. ANALYSIS OF THE ASSOCIATION BETWEEN SEA AND CBT

According to study of all related theory from literature review, the researcher can analyze the association between SEA and CBT. Firstly, CBT and SEA are also subsets of sustainable development because their principles and objectives base on sustainable development. They are proposed in the context of sustainable development. Community-base tourism is aimed to promote the community’s environmental, social and cultural sustainability (Tourism for life and Nature project, 1997). It is about learning together between the local people and visitors in order to maintain resource areas existing in the community. It is a tool of sustainable community development resulting from the participation of all sectors in the community for the community’s benefit.

Similarly, Chuchart (2010) defined the meaning of Tourism in the Sufficiency Economic Dimension as a pattern of sustainable tourism which suits the farmer community that is based on integrated farming as their main occupation and tourism as a sideline. They could operate the businesses under the conditions of sustainable development through sufficiency economy philosophy which are moderation, reasonableness and self-immunity and two others including knowledge and morality. Thus, for the communities, SEA could support the businesses and any activities running stably and sustainably. As well as principles behind sustainable tourism management of Bramwell (1996), it was found that the principles are similar to the 9 concepts of sufficiency economy for applying in small and medium industries management of the research by Dr Apichai and his researcher team.
It could be said that there are certain similarities between SEA and CBT in terms of major principles and objectives that both SEA and CBT aim to benefit involved local people and community, and they correspond to the principles of sustainable development of tourism. However, SEA and CBT have some differences of the practical ways, especially in term of economic approaches, which SEA is more specific. They are illustrated comparative detail in a table below.

### Comparison between Sufficiency Economy Approach and Community based Tourism

<table>
<thead>
<tr>
<th>Economy</th>
<th>Sufficiency Economy (Moderation/Self-immunity /Reasonableness/Academic&amp;Morality)</th>
<th>Community based Tourism</th>
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</thead>
<tbody>
<tr>
<td>Economy</td>
<td>Moderation/Self-immunity /Reasonableness</td>
<td></td>
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<tr>
<td></td>
<td>- Economy type by self-reliance (operates by saving money and living in normally is suitable to their position and not having debt)</td>
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<td></td>
<td>- Establishing a fund or savings up bank in the community</td>
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<td></td>
<td>- Supporting of employment people instead of using technology at work where possible without negative effects on the product</td>
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<td></td>
<td>- Long – term instead of short – term profit; well – planned investment aiming at continuous business of work places instead of pure profit maximization motivated by greed leading to loss of work</td>
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<tr>
<td></td>
<td>- Risk reduction through adaptations of several product types</td>
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<td></td>
<td>- Focusing in low risk management by avoiding debt</td>
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<tr>
<td></td>
<td>- Using local raw material and responding to the local market, region, nation and international levels respectively</td>
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<tr>
<td></td>
<td>- Using suitable technology which is inexpensive and uncomplicated for creating products</td>
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<tr>
<td></td>
<td>To use a portion of the profits from tourism to fund community development and raise the quality of life</td>
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<td></td>
<td>To divide tourism profits fairly and increase the income of the local people</td>
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<tr>
<td></td>
<td>To find funds to support the economic development of the community</td>
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<tr>
<td>Social and Culture</td>
<td>Environment</td>
<td>Management</td>
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</tbody>
</table>
| - People help each other  
- Create a peaceful society and encourage people to get along  
- Support traditional culture and simple ways of life, thusly avoiding materialism which is the root of debt and corruption  
- Conservation local natural and cultural resources of the community by restoring and protecting | - Moderation/ Self-immunity Reasonableness  
- To promote local people to seek natural resource or materials in their own area and use them effectively through traditional and local method  
- To conscious in natural resource value | - Knowledge and Morality  
- Informative, conscious and careful which using the academic principles to plan or operate  
- Providing the personnel with knowledge  
- Cooperating with entrepreneurs to develop knowledge and business standards  
- Sharing and disseminate the knowledge for one another  
- Being honest and fair towards customers, employees and raw material producers  
- Caring for social effects and administering with the mercy principle |
| - Recognize, support and promote community ownership of tourism  
- To improve the quality of life  
- To promote community pride  
- To preserve the unique character and culture of the local area  
- To respect cultural differences and human dignity | - Local economy and modes of production depend on the sustainable use of natural resource  
- To conserve and rehabilitate natural resources | - Cooperating with involve parties in tourism work  
- To ensure the participation of the local people in CBT, develop their capacity to understand and manage tourism  
- Fostering a shared learning process between hosts and guests  
- The community has philosophers or intellectuals  
- Distribute benefits fairly among community members  
- Tourism activities create awareness and acknowledgement of different lifestyles and cultures |

Others, however, have warned that community-based tourism does not necessarily lead to sustainable tourism (Akama, 1996; Li, 2006; Stem et al., 2003), as well as, Suansri (2003) notes that by nature, communities do not have enough capacity to implement all stages of CBT. They need to be properly prepared throughout the process. CBT can be successful by building upon a number of success factors internal and external.
For sustainable tourism practices to be effectively achieved, communities engaged in tourism development must find other strategies or tools to support in their CBT management. Therefore, this thesis is interesting to explore whether how SEA can serve as an implement to improve community-based tourism management to succeed its full potential and then is it possible to achieve sustainable tourism under SEA practice. For examination in various elements of leading to sustainable tourism, the author has to find suitable indicators to investigate samples of CBT in SEA practice. Overall, as a model below shows the association between SEA and CBT, with are based on sustainable development and its feasibility to achieve sustainable tourism that could be the conceptual framework of the study.
Community-Based Economic Sustainable Development

- Stronger Community
- Improve Local business or economic activity in long term
- Preserve Cultural and Natural resources

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**Community-based Tourism**

- Moderation
- Self-immunity
- Reasonableness
- Academic & Morality

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**Sufficiency Economy**

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**Sustainable Development**

- Conservation with Equity
- Environment
- Economy
- Integration

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**Community-Based Economic Sustainable Development**
6. RESEARCH METHODOLOGY

**DATA COLLECTION**
(Quant & Qual)

- Questionnaire: [Locals & Tourists Satisfaction]
- Observation

**DATA ANALYSIS**
(Sustainable Indicators)

**CBT**

**H1**

**H2**

**SEA**

**CONCLUSION**

**SUSTAINABLE TOURISM GOALS**

* H.1. = Hypothesis 1 [Sufficiency economy approach (SEA) can serve as an implement to improve community-based tourism (CBT) to achieve its full potential]

* H.2. = Hypothesis 2 [CBT under SEA practice is possible to achieve sustainable tourism]

* CBT = Community-base tourism

* SEA = Sufficiency Economy Approach

* Quant & Qual = Quantitative and Qualitative method
6.1 Selected Sample Sites

For sample site selection, the researcher has used “*Purposive sampling*” in this study (Purposive sampling – handpicking supposedly typical or interesting cases). 5 tourist destinations in northern Thailand are selected as samples in this thesis because they are initiative communities of applying SEA in CBT and also awarded the Most Outstanding Community-based Tourism by Tourism Authority of Thailand (TAT) in the year 2007. Based on 4 criterion set by TAT; 1. the communities practice SEA; 2. the communities have outstanding strength in promoting tourism; 3. the communities have potential in managing tourist attractions; and 4. the communities have readiness in terms of infrastructure that are compatible with local environment. These 5 communities are chosen for thorough examination with the focal point of their CBT management through SEA for sustainable tourism achieving. They are as follows:

1. Ban Ta Papao, Lumpoon province  
2. Santi Keeree, Mae Salong Chinese Community, Chiang Rai province  
3. Mae Klang Luang Eco tourism Community Center, Chiang Mai province  
4. Ban Pa Miang Eco tourism Village, Lampang province  
5. Ban Pong Eco tourism Community, Chiang Mai province

6.2 Selected Sample Population

The sample population is divided into three groups;

<table>
<thead>
<tr>
<th>Target population</th>
<th>Reasons for choosing</th>
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<tr>
<td>1. Key persons who have a main role in community-base tourism management in those areas of samples group. They might be a village leaders, a head of CBT management, entrepreneurs/managers, or local government officers, or NGO.</td>
<td>This target groups were selected because they are directly dependent on processes in management of CBT of five samples. This group can provide very well the information about management CBT under SEA practice in destination including co-ordinate activities, planning and policy in the future. So the researcher has done an interview form and semi-structure interview for this target.</td>
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</tbody>
</table>
2. Local people who live in five villages of sample sites

Local satisfaction with tourism is critical for sustainability. Although they are not involved in any tourism activity, they have to live with tourism, its subsequent developments, as well as the political and business decisions for tourism development. Equally, residents’ acceptance of tourism development is considered important for the long-term success of tourism in a destination, since if tourists are greeted with hostility, their number will decline (Ritchie, 1988). So the researcher has done a questionnaire to survey local’s satisfaction on CBT in those five villages.

3. Tourists, who visit in tourist attraction of five samples

Number of tourists, satisfaction and attitudes on tourist destination is an important indicator to measure sustainability because they show local economic in tourism context and potentiality in tourism management of the community. They also act as an early warning of emerging problems or issues which have caused changes in satisfaction levels. So the questionnaire is designed to survey their satisfactions and opinions on five tourist destinations too.

The survey based on personal interviews with key persons of community-based tourism in those five villages, questionnaires of 318 residents, and 400 tourists. Research results and analysis will explore the findings of the surveys dealing with research questions to investigate the hypothesis of the study.
6.3 Data Collection Technique

6.3.1 Primary Data: The data is obtained by survey divided into observation, interviews and questionnaires

- Observation

The researcher wants to participate with CBT of five sample sites by being as a visitor. This observation purposes to get general picture of the current situation of tourism and also do SWOT analysis of CBT management in these five villages. The researcher has to notice and consider about service or hospitality and qualities of their tourism products (tourist attractions, accommodations, food, tourist guide etc.). Beside, the researcher could also spend time to do activities and close with other tourists. It could be a way to survey on their opinions or attitudes on the tourism destinations.

- Interviews:

The researcher has applied a structure interview (standardized or formal) and semi-interview (non-standardized or informal) to collect the data. The semi-structure interview would be hold firstly which the researcher has prepared the open-end questions in order to in-depth interview with a key person. The researcher chooses only key persons for interview who have a related important role with CBT in 5 villages and have understanding about SEA as well. They are main stakeholders in CBT of the villages such as a leader of village or CBT, a local government officer who works about tourism or even the owner of tourism business in the community.

For structure interview, the researcher has applied an interview form as a material to collect data from the interviewee and specific their answers. The first part of interview form, the questions aim to investigate the fact data whether or not five villages have brought SEA to apply in CBT and in which ways. The questions of the second part want to evaluate community potentiality in sustainable tourism achievement in each aspect. The researcher might use also the snowball sampling technique that participants are recruited, and asked to identify other similar people to take part in the research and complete data for interview.
- **Questionnaire:**

The researcher has reviewed the theoretical notion of indicators to measure sustainability in tourism destination which can be considered in designing an instrument for data collecting of research methodology. The researcher has designed two forms of questionnaires to survey the satisfaction of local residences and tourists in five villages of sample sites. Each form has similar content in term of sustainability indicator. Questionnaires are consisted of checklist and rating scale in order to collect data of target populations. Both types of questionnaire are divided into 2 parts; the first part is to survey personal information of local people and tourists and some point, which are some of indicators for sustainability in tourist destinations of five villages. The second part of questionnaire aims to measure satisfaction and attitudes of local people and tourists on tourist destination of five villages because they are an indicator of sustainability in the destination.

**6.3.2 Secondary Data**

There are many reasons for using secondary data in this study. Firstly, collecting primary data is difficult, time-consuming and expensive, and it can shed light on, or complement, the primary data the researcher have collected. Each document can help the researcher to obtain information enough to investigate hypothesis and answer some of research questions. Therefore, the researcher has selected sources of secondary data by consideration in two parts;

**The first part** provides background of samples such as population, local living, cultural and natural resources for tourism, tourist management. Some information from secondary data can support primary data more to answer research questions. The core of the material used such as relevant publications, e.g. books, conference papers, reports etc., from Tourism of Thailand (TAT) and Local Research or previous Research about Community-base tourism of five samples from various research institutions in Thailand.

**The second part** identifies information to measure sustainability in tourist destination of cases study under applying SEA in CBT. Secondary Data Sources are such as statistic of visitors from providers of accommodation and associate local researches, Complaints received, Ratings by guidebooks/travel sites, Police record (Tourism criminal cases) etc.
8. REFERENCE


National Economic and Social Development Board (Thailand). *Sufficiency economy.*


