

# The Impact of Community Participation on Sustainable Tourism development in Krabi Province of Thailand

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## Abstract:

In this regard tourism is an increasingly important source of economic expansion, income, employment creation for local people and wealth in many countries. In Krabi province of Thailand, large numbers of tourist arrivals have been rapidly and significantly impacted the increasing number of hotels that have boosted the tourism receipts. In Krabi province of Thailand, tourist arrivals have been increasing and bring about an increasing number of hotels that have boosted the tourism receipts. However, it also comes with its negative impact on environmental, economic and social-cultural well-being. Thus, the purpose of this study is to improve sustainable tourism development. The objective of the study was to determine the effect of community participation on sustainable tourism development. A quantitative method was conducted using self-administered questionnaires, a total of 286 hotel managers were selected using simple random sampling from two districts namely, MueangKrabi and Ko Lanta. Exploratory factor analysis was performed using statistical package for social science (SPSS)program software version 21 and then confirmatory factor analysis (CFA) was done to assess the multidimensionality, validity and reliability of the theoretical constructs. Structural equation model (SEM) using the analysis of moment structures (AMOS) software version 21 was applied to the dataset to test the proposed hypotheses. The result of the study found that community participation does not have a significant positive effect on sustainable tourism development. The finding of the study contributed to the theoretical implication which proposed a new structural model that examined the relationships between community participation and sustainable tourism development. Future research suggests enhancing the present model by proposing along with community participation and community-based tourism on sustainable tourism development among hotel manager toin terms of long-term sustainability.

**Keywords —Community Participation, Sustainable Tourism Development, Tourism**

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## I. INTRODUCTION

The tourism business is one of the largest and fastest-growing industries in the world and has increasingly become an essential source of income, employment and wealth in many countries. Nowadays, international tourism accounts for a more significant share of international exchange receipts and export earnings than any other industry in the world [1].

Tourism plays an important role in economic and social development for developing countries in the world [2]. [3] stated that tourism is one of the majorities of countries in the world and tourism is important in economic and social life. Tourism sector plays an essential role in economic expansion, income generator, employment creation for local people and wealth in many countries [1].

In 2017, the international tourist arrivals in Asia and the Pacific were a total of 323.1 million, an increased by 5.6% from 306.0 million in 2016. The international tourism receipts Asia and the Pacific were a total of US\$ 389.6 billion, an increased by 2.6% from US\$ 370.8 billion in 2016[4].

The Kingdom of Thailand is situated in South-East Asia. Thailand is one of the world's most famous tourist destinations popular with vast natural attraction spots and diverse cultural resources[5]. The tourism industry is one of the most important to the economy, new jobs and export Thailand industries [6].[4] stated that Thailand was the 10<sup>th</sup> “top tourist destination” in Worldwide, with 35.4 million international tourist arrivals in 2017.

In 2017, the international tourist arrivals were 35.4 million, which increased by 8.6% from 32.5 million visitors in 2016 [4].[4] stated that Thailand was the 4<sup>th</sup> best “top tourism receipts” in Worldwide with US\$ 57.5 billion international tourism receipts in 2017. In 2017, it was reported that international tourism receipts were at US\$ 57.5 billion, which increased by 17.8% compared to 2016 [4].

Krabi province lies along the west coast of the south to the Andaman Sea [7]. Krabi province is the most beautiful of the tourist attractions in the world such as coastal and marine, mountain, naturals, cultures, histories and health[8]. The provincial used the slogan “Krabi” the liveable city, friendly people” to promote Krabi becomes known internationally [9].

In 2017, tourist arrivals in Krabi province were a total of 6.59 million visitors, representing a year-on-year growth rate of 13.53% from 5.80 million visitors in 2016 [10]. In 2017, tourism receipts in Krabi Province were THB 105.03 million, an increase of 18.68% from THB 88.49 million in 2016 [10]. According to TAT, Krabi Office stated that in 2017, the number of accommodation was a total of 663 hotels, an increase of 22.2% in 2016 [11].

It has been reported by [8] stated that the negative impacts on economic which affect sustainable tourism development (STD) is the high price of good and services, increased the price of land and real estate, increased the cost of living, increased the price of food and the cost of transportation. Despite the positive impacts of tourism, it is associated with many negative impacts on environmental, social-cultural and economical.

However, the rapid development of tourism affects the natural resource and environment, economic, social-cultural, lifestyles of the local community at Amphawa, Thailand [12].[13] the increase in tourist’s arrivals from tourism development affected STD in Amphawa, Thailand. This study has highlighted the negative impacts on environmental, socio-cultural and economical. [14]. revealed many negative impacts that indicated in three dimensions, namely environmental, economic and social impacts.

In Krabi province, tourist arrivals have been increasingly high in numbers, which significantly brings about an increasing number of hotels that boosted the tourism receipts. However, this increase has come with its negative impacts on the environment, economic and social-cultural well-being. Thus, the main aim of our study is to improve STD. Because STD is one play an important role in environmental protection, social equity and economic growth in certain areas [15]. The Krabi province has formulated vision 2020 become to high-quality tourism destination at the international level thus enabling the province to the center for sustainable agriculture and the liveable city for the further [9].

According to the Ministry of Tourism and Sports Thailand stated that by 2036, Thailand aspires to achieve a fast-growing and stable tourism industry taking into consideration the dynamic of the global tourism landscape. The further of Thailand tourism requires improvement in order to be competitive. The vision of Thailand tourism by 2036 is to be a

globally leading travel destination that provides quality services while maintaining sustainable development [16].

Based on above, the problem statement in this study is conducted with the purpose to help to improve the STD on the negative impacts namely, economic, environment and social-cultural in the tourism industry in Krabi province. This study would like to examine the relationship between community participation (CP) and STD as in the literature review. This is most probably will contribute to the long-term sustainability in Krabi province.

## **II. LITERATURE REVIEW**

### *Community Participation*

The World Bank's Learning Groups on Participation Development stated that in the context of development. CP refers to an active process whereby beneficiaries affect the direction and execution of the development projects rather than merely receive a share of project benefits [17]..[18] CP is it refers to a kind of voluntary action within which people take up the responsibilities of citizenship. CP is an academic and empowering method.

CP has an important and popular concept of tourism development[19]. CP is an important tool to promote healthily and STD to tourism in the tourist destination [20]. CP is important to promote the quality of tourist's destination [21]. In addition, CP is an important component of community development and reflects a grassroots or bottom-up approach to problem-solving in the community [22]. The measured of CP using four dimensions namely, participation in decision-making, participation in implementation, participation in benefits and participation in the evaluation [23]; [24]; [25].

### *Sustainable Tourism Development*

The concept of STD as an approach in tourism development has taken centre stage during the 1990s [26]. Sustainable tourism is all forms of activities, management, and development of tourism that preserve natural, economic, and social integrity and guarantee maintenance of natural and cultural resources [27]. The United Nations Environment Programme and World Tourism Organization have defined the sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry and the environment and host communities"[15].

[15]Stated that sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism follows:

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 (Environmental Protection).
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 (Social Equity).
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 (Economic Growth).

[23] Measured STD on three dimensions namely economic, environmental and social-cultural [23];[15].

The relationship between CP and STD. CP has positive and significant affected the perceived benefit of STD [28]. CP in STD was at the medium level and considering individual parts, involvement in benefit was at a higher level[29]. The several strategies to improve the residents participate in increasing the comparative benefit of the tourism industry, improving the tourist attraction to promote participate profits, enhancing the performance awareness on obtaining working opportunity in the tourism industry and cultivating resident's participant skills via training in tourism development in the community[20].

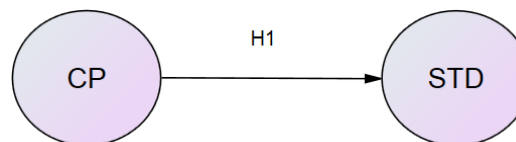
CP can benefit the local community by assuring the economic benefit from the tourist that stay in the area as the local communities are the tourism-dependent community [30]. A high level of CP in decision-making, participation in implementation, participation in benefits and participation in monitor support STD. The finding showed that CP has a significant positive effect on STD [31].

CP positively and significantly affected sustainability on economic, social-cultural and conservation benefit [21]. CP has influenced the STD among the homestay participation in Malaysia. Also, the finding stated that CP has a positive affected on STD[32].

Based on the above, this study proposes the following:

*H<sub>1</sub>: Community Participation has a significant positive effect on Sustainable Tourism Development.*

### Conceptual framework



### III.METHODOLOGY

The research design is a framework or plan that outlines the actions and procedures used in collecting and analyzing the data [33]. The survey research design is using quantitative analysis; a cross-sectional survey was designed to determine the possible influence of CP and STD. Quantitative research is a useful technique for finalizing results as well as to prove or reject a phenomenon. This study used primary data method of data collection. The method of primary data collection through questionnaires was adopted. The study used structured questionnaires. This method is the most commonly used in business and social sciences researches to obtain data concerning the respondent's attitude, opinion, perception, or intention on something [34].

The survey approach in this study collected data using questionnaires that were conducted from hotel general manager of hotel in Krabi province because hotel business is one of the stakeholders in sustainable tourism [35]. This study focused are hotel manager in two districts, namely Mueang Krabi and Ko Lanta in Fig 3.1.



Figure 3.1 Map of Krabi Province  
Source: Map of World (2016)

Sampling technique of this study used probability sampling methods that are the most commonly used as the selection of the participant is determined at random [34]. This study used simple random sampling.[34] Stated that the samplings frame is the list of all elements in the population. [11] Provides the full list of name and location of hotels. In this study, the hotels' list will be used as the sample frame. The unit of analysis would be one hotel manager from one hotel.

A total population was 618 (N=618) hotels are registered hotels [11] were for 300 respondents for sample size. [34] Stated that sample size increases 10% ( $300 \times 10 / 100 = 30$ ) was added to reduce the degree of sampling error, mistakes that might arise and to make provision for incomplete questionnaires in the process of the data collection. A total of 330 questionnaires were distributed for the actual test. After operating the data-cleaning process by deleting outliers, only 286 respondents were used to analyze the data which was sufficient for further analysis.

This study used the closed-ended structured questionnaire in order to measure CP and STD. The study's questionnaires consisted of 9 items which are covered into 2 sections. Section 1 comprised of 5 questions for CP. Section 2 comprised of 4 questions for STD. While section 3 comprised 8 questions regarding demographic characteristics of

respondents. The questionnaires scale of the study used a 10 point Likert Scale from 1 as strongly disagrees to 10 as strongly agree because the Likert scale is the most commonly used in tourism research [19]; [34]. The questionnaire was prepared in two languages, English and Thai because the respondents in this study involved both Thai and foreigner of hotel managers in Krabi province.

This study was conducted in March, April and May 2017 (summer) at hotels. The data were collected using a self-administered questionnaire where the hotel general managers were asked to complete the survey on their own. The respondents were given a set of the questionnaire, which they fill up themselves. The completed questionnaire was returned to the enumerator who waited until the process of responding to the questionnaire by the respondent was completed. The whole process lasted for about 15 to 20 minutes and finally, the questionnaire completed by the hotel managers.

The data collected were analyzed using SPSS version 21 and AMOS version 21. SPSS was used to run descriptive analysis and exploratory factor analysis (EFA). AMOS was used to run CFA for validating the measurement model of all latent constructs in the framework. The study using CFA to closely examine the measurement model and ensure the quality of the assessment measurement model the unidimensionality, convergent validity, construct validity, discriminant validity, internal reliability, composite reliability (CR), and average variance extracted (AVE) for the CP and STD.

The next step is to model these constructs into the structural model using AMOS graphic for the SEM for the standardized regression weights, variance explained, unstandardized regression weight, hypothesis testing, path analysis, the significance of the study, and testing the mediation effect of community-based tourism on the relationship between community participation and sustainable tourism development.

Table 4.1: Profile of Respondents

Profile of Respondents	Category	Frequency	Percentage
Hotel Category	1 Star	139	48.6
	2 Star	59	20.6
	3 Star	57	19.9
	4 Star	27	9.4
	5 Star	4	1.4
Gender	Male	211	73.8
	Female	75	26.2
Age	21-30 years old	14	4.9
	31-40 years old	57	19.9
	41-50 years old	160	55.9
	51-60 years old	34	11.9
	More than 61 years old	21	7.3
Marital Status	Single	60	21.0
	Married	213	74.5
	Divorced	5	1.7
	Widowed	7	2.4
	Separated	1	0.3
Highest Education Level	High School	2	0.7
	Vocational School	6	2.1
	Bachelor Degree	272	95.1
	Master Degree	6	2.1
Work of Address	MueangKrabi District	234	81.8
	Ko Lanta District	52	18.2
Average Income	10,001-20,000 Bath	5	1.7
	20,001-30,000 Bath	74	25.9
	30,001-40,000 Bath	111	38.8
	More than 40,001 Bath	96	33.6
Length of Work Experience	Less than 1 years	6	2.1
	1-5 years	18	6.3
	6-10 years	37	12.9
	11-15 years	139	48.6
	16-20 years	54	18.9
	More than 20 years	32	11.2
	Total	286	100.0

#### IV. RESULT

##### 1. Demographic Profile

The total of 286 respondents in the study showed that 48.6 percent were a one-star hotel. The study found that 73.8 percent were male and 26.2 percent were female. The study stated that 55.9 percent were aged between 41 to 50 years and 74.5 percent were married. While heightened education showed, 95.1 percent is bachelor degree level. The study found that 81.8 percent were work at MueangKrabi district and 18.2 percent were work at Ko Lanta district. Also, 38.8 percent were average income between 30,001 to 40,000 Bath. In terms of work found that 48.6 percent were lengths of work experience between 11 to 15 years as presented in Table 4.1.

##### 2. Reliability analysis

Table 4.2 shows that the results of the study show all the Cronbach's Alpha value exceeded 0.7. The results found that the value of Cronbach's Alpha for CP was at 0.796 and the value of Cronbach's Alpha STD was at 0.714 respectively. All of the value of Cronbach's Alpha is achieved. This reliability is achieved when the value of the Cronbach's Alpha value 0.7 or more than 0.7 (calculate in SPSS) [36].

Table4.2: Reliability analysis

Construct	Number of Items	Cronbach' Alpha
CP	4	0.769
STD	4	0.714

### 3. Confirmatory factor analysis (CFA)

Table4.3 shows the fitness indexes assessments for the structural model in the study; all the required indexes were achieved. The level was achieved, such as the value of RMSEA was at 0.073. This study shows GFI was at 0.962, CFI was at 0.955, TLI was at 0.931 and the value of Chi-square/df was at 2.512. This study shows the fitness index category and the level of acceptance of every index state that GFI requirement value of 0.90 or higher. The RMSEA value of 0.8 or less and the ratio of Chi-square/df is less than 5.0 [36].

Table 4.3: The Assessment of Fit for the Structural Model

Name of Category	Name of Index	Fit Criteria	Index Value	Comments
Absolute fit	RMSEA	$\leq 0.08$	0.073	Meet the required level $\leq 0.08$
	GFI	0.90 or greater	0.962	Meet the required level $\geq 0.9$
Incremental fit	CFI	0.90 or greater	0.955	Meet the required level $\geq 0.9$
	TLI	0.90 or greater	0.931	Meet the required level $\geq 0.9$
Parsimonious fit	Chisq/df	$1.0 \leq \chi^2$	2.512	Meet the required level $\leq 3.0$

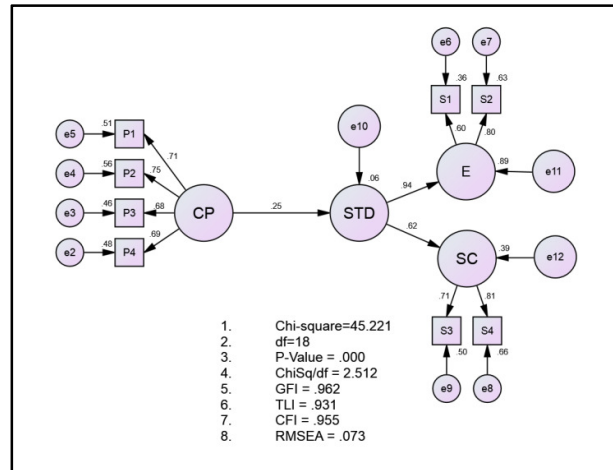


Figure 4.1: The Unstandardized Structural Model

Table 4.4: Regression Weights

	Estimate	S.E.	C.R.	P	Label
P4 <--- CP	5.818	2.006	2.901	.004	par_1
P3 <--- CP	5.812	2.006	2.898	.004	par_2
P2 <--- CP	5.573	1.912	2.916	.004	par_3
P1 <--- CP	4.863	1.673	2.907	.004	par_4
S1 <--- E	1.000				
S2 <--- E	1.538	.254	6.068	***	par_5
S4 <--- SC	1.000				
S3 <--- SC	.917	.134	6.833	***	par_6

### V. Discussion

The research objective was to determine the effect of CP on STD. In this study, to achieve the research objective, the study conceptualized and explored the dimensionality of the CP and STD based on the literature reviews. This study showed the first research objective had been achieved and the first research question was answered. A total of 286 datasets was subjected to EFA. CFA and the results of the study revealed that CP does not have a significant positive effect on STD based on the data. Based on this data the hypothesis was not supported. The study concludes that CP does not have a significant positive effect on STD. Furthermore, the result stated that the research question was answered and the first research

objective of the study has been achieved based on the data of the study.

Besides that the result of the study also stated that CP does not have a significant positive effect on STD of hotel managers in Krabi province, Thailand. It means that the higher the CP factor such as participation in benefit and evaluation, the higher the CP as reflected by the result of the study. It is essential to Krabi tourism industry to understand the external factors like CP that would encourage CP in the hotel manager in Krabi province, Thailand. The result stated that the higher the CP on hotel managers in tourism profit distribution is transparent and accountable, the hotel managers' evaluation division and committees directly responsible for community-based tourism evaluation, the hotel managers are satisfied with tourism benefit that they receive and tourism benefits are equitably distributed [25].

CP has to influence STD with the higher the level of STD such as the positive economic impacts, local products can be sold at a higher price in Krabi province, Thailand, tourism improves economic of the local community play very little in STD and the positive social-cultural impacts, tourism improves the languages skill through conversations, communication, discussions with foreign tourists and tourism can improve the understanding of different cultures and tourism can help to gain more knowledge, insights from the tourists visits. Tourism improves the quality of education by introducing the interchange cross-culture knowledge transfer. The hotel manager in Krabi province believed that Thailand should allocate more budgets on financial support for tourism development in CP in STD, Krabi province.

The result of the study stated that CP does not have a significant positive effect on STD. This finding supported studies conducted by previous studies [37]. Differently, CP has a significant positive effect on STD. This finding also not supported with

the results from previous studies [28]; [29]; [20]; [30]; [31]; [21]; [32].

To achieve the research objective, the study conceptualized and explored the dimensionality of the CP and STD based on the literature reviews. The results of the study stated that four items in CP namely tourism benefits are equitably distributed, tourism profit distribution is transparent and accountable, hotel managers are satisfied with tourism benefit that they receive and hotel managers' evaluation division and committees directly responsible for community-based tourism evaluation. However, all the four items were confirmed on CP as well as four items were confirmed on STD. Therefore, based on the result of path analysis, the study concludes that CP does not have a significant positive effect on STD because the majority of the status of the respondent was from hotel managers in Krabi province, Thailand.

The hypothesis one in this study also supported the CP theory. The results stated that the important kinds of CP are participation in benefit and participation in the evaluation and instrumental supported by [23]. This finding is also consistent with sustainable development theory. The theory suggested that improvements in STD were predicted by improve negative impacts on economic and social-cultural and instrumental supported by [38].

## **VI. CONCLUSIONS**

The tourism industry Krabi province plays an important role positive in economic and political development. In Krabi vision 2020 (2013-2020) is a follow: "High-quality tourism destination internationally, the center for sustainable agriculture and the liveable city. Krabi vision plan (2013-2020) [9] has targeted to be the developing tourism to green tourism and increase the potential to an international standard level, enhancing to the level of agricultural production capability and



complete agricultural products, together with the development of clean industries and alternative energy, enhancing the quality of life of people to society into a liveable and also to support the stream changing. Lastly, conserving to supply for natural resources and environmental sustainability.

The numbers of tourist arrivals increased which significantly brings are positive to increased the number of tourist receipts and an increased number of hotels; this increase has brought are negative impacts on the environment, economic and social-cultural. In this study focus on STD toward Krabi province as it may help to improve the negative impact of tourism. This study has developed modelling CP and STD in order to improve STD in Krabi province, Thailand

According, this study as a bridge to fill the gap in the previous study. The result of the finding was found that CP does not support STD. The study is useful to increase the understanding and knowledge about the key to CP positive effect on STD. The result of the study is useful for hotel GMs increases understanding and knowledge about the key importance of CP and STD. The study also contributes to the CP improved STD on economic and social-cultural of the local community in Krabi province, Thailand. According, the researcher believes that the finding would ensure better improvement of body knowledge.

The hotel manager will use the guidelines provided by the government to improve and incorporate more responsible CP to ensure that the STD, hotels' top management can also improve the CP of their hotel to STD. hotel managers, hopefully education and knowledge about the impact of tourism, level of awareness and positives attitude concerning being STD will increase from time to time. This study also would help the local community understand the importance of CP and STD. It will provide the local community with guidelines to improve negative impacts on the environment, economic and social-

cultural to STD by CP. According, the researcher believes that the finding would ensure better improvement of body knowledge. The researcher would suggest enhancing the present model by proposing along with community participation and community-based tourism on sustainable tourism development for further study.

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