

COMMUNITY ENGAGEMENT FOR SUSTAINABLE COMMUNITY-BASED TOURISM DEVELOPMENT IN THAILAND

Pittha Phongpradist^{1*} and Wisakha Phoochinda¹.

¹ National Institute of Development Administration, Thailand; pittha_pho@hotmail.com
(P.) (Corresponding author)

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ABSTRACT

This study aims to study the sustainability analysis to find out the engagement from community tourism development in the Active Beach Cluster area call Bann Peuk in Chonburi Province, Thailand. The study results found that successful the Community-Based Tourism (CBT) management in four dimensions for sustainable indicators. These indicators comprise of an economic dimension, a social dimension, an environmental dimension, and a management dimension. The economic dimension and the social dimension are supporting for quality of living in the study area. The social dimension supports the economic variety and activities that are concrete and unique forms of Baan Peuk. In addition, the environmental dimension is an important resource for CBT tourism promotion for this case study. Gearing systems for all connectivity and sustainability is a good governance dimension. Therefore, the study area runs through sustainability management and promotion within good connectivity of all dimensions which can be applied to all CBT promotions all over the country.

Keywords: Community-Based Tourism, Sustainable, Tourism.

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