

Provision of Tourism Services and Safety for Community-Based Tourism

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Abstract

Providing safe tourism services for community-based tourism affects tourist satisfaction; thus, preparedness for safe services is essential. This quantitative study employed a set of questionnaires administered to a sample group of 400 tourists, and the obtained data were analyzed using descriptive statistics. The findings revealed a low level of provision for safe community-based tourism, particularly concerning effective coordination of services and interpreters, satisfaction with tourism services and safety, management of emergency cases, travel route management, and safe activities.

Keywords: Provision of services and safety; Community-based tourism

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Introduction

Community-based tourism is a tool for strengthening the community, where a participatory process helps determine the direction of tourism development. The community is expected to achieve a fair distribution of income to promote sustainability (Robertson et al., 2006). This is particularly true for services that are responsive to the needs of tourists, ensuring satisfaction and encouraging return visits. This goal can be accomplished by creating new perspectives and experiences for tourists to connect with authentic community lifestyles (Designated Areas for Sustainable Tourism Administration, 2018). It reflects the fact that community-based tourism not only addresses tourists' needs but also underscores the importance of developing community members. Importantly, community-based tourism must not undermine traditional lifestyles or existing community resources, as this approach will foster sustainability in terms of the environment, local culture, and overall quality of life (Booncharoen et al., 2020).

The Baan Bakchoom community, located in the Sirindhorn district of Ubon Ratchathani province, is near Sirindhorn Dam, where most residents earn a living primarily through making wooden furniture from submerged wood. Importantly, the villagers of Baan Bakchoom produce wooden furniture derived from wood found underwater at Sirindhorn Dam, which is the only location in Thailand where this can be achieved without causing deforestation. This is because it involves cutting underwater trees from above Sirindhorn Dam under a legal concession from the government. The furniture features a unique pattern called "Maeng Malee," derived from a type of insect that lays eggs on tree stumps underwater. The larvae nibble at the burnt surface, creating a black dimple around the trunk. As the larvae mature, they emerge from the water as insects. A tree stump featuring the "Sheek Nam" pattern is characterized by several longitudinal grooves that spiral from the root to the tip, resulting from prolonged submersion and erosion by water, ultimately creating a beautiful natural pattern. Baan Bakchoom's community-based tourism regards underwater wood furniture as a major tourist attraction.

Nevertheless, a significant shortcoming for the tourism community is the inadequate provision of facilities for disabled and elderly individuals. This also includes a deficiency in skilled personnel, comprehensible signage, effective emergency plans, and measures to support emergency situations, all of which can contribute to customer satisfaction (Chaoprayoon et al., 2015). World Tourism

Organization (1996) identified major causes related to the safety and well-being of tourists, such as excessive or risky travel behavior, overconsumption (e.g., food and drink), and traveling to unsafe locations. Safety is a crucial concern for the development of tourist destinations (Amir et.al., 2015) and cannot be overlooked (Boakye, 2012).

Historically, most scholars have shown interest in studying community-based tourism. Examples include research on the development of sustainable tourism management in communities around Nong Han (Phanich, 2009) ; preparation for community-based tourism management, a case study of the Baan Chi Thuan community in Khueang Nai district, Ubon Ratchathani province (Putthiprom et al., 2017) ; community-based tourism management and sustainable tourism development of the Bang Khan Taek community, Samut Songkhram province (Tancharoen, 2018); guidelines for sustainable community-based tourism development, a case study of the Tai Dam community in Chiang Khan district, Loei province (Phonyothi et al., 2002) ; and community-based tourism management under the concept of cooperative management, a case study of Phu Hin Rong Kla National Park and the Baan Rong Kla community in Nakhon Thai district, Phisanulok province (Promkham, 2002) . However, few scholars have focused specifically on the services and safety aspects of community-based tourism. Therefore, community-based tourism development should also emphasize quality services consistent with international sustainable tourism development principles.

For this reason, the researcher has established two objectives for this study: 1) to evaluate the services and safety of Baan Bakchoom community tourism, and 2) to propose guidelines for improving the quality of these services and safety measures. The research focuses on the provision of tourism services and safety in community-based tourism as a framework for formulating development guidelines and addressing issues to enhance standards. Furthermore, it is essential that this type of tourism does not undermine traditional ways of life while facilitating the growth of community-based tourism as a vital pathway for progress in tourism management.

Review of Related Literature

Community-based tourism

Community-based tourism (CBT) represents a form of alternative tourism that is managed by local communities (National Tourism Policy Board, 2016). It emphasizes environmental, social, and cultural sustainability while ensuring that the traditional ways of life and existing resources of the community are not disrupted. Importantly, the community must benefit from tourism development, fostering a sense of belonging and participation in development activities (The Government Savings Bank Research Center, 2020). CBT is integrated into a holistic development approach, guided by established rules and regulations that govern environmental management, cultural preservation, and the quality of tourism (Community-based Tourism Network Coordination Center, 2020).

Provision of Tourism Services and Safety

A service is defined as an act performed by one individual for another (Kotler, 1997). Services enhance convenience, support tourist experiences, and are fundamental to tourism infrastructure, presenting intangible resources to tourists (Pike, 2008). The Global Sustainable Tourism Council (GSTC) has examined the alignment of Sustainable Tourism Management Standards established by the Organization for the Management and Development of Special Area for Sustainable Tourism (Public Organization) with GSTC criteria. In their meetings, the GSTC Accreditation Panel affirmed the acceptance of these criteria for developing community-based tourism in Thailand, aligning with internationally recognized sustainable tourism guidelines for tourist sites. Furthermore, the Department of Tourism in Thailand has published standards for community-based tourism, serving as a benchmark for such initiatives. There is also legislation governing the official certification of tourism standards in Thailand (National Tourism Policy Committee, 2016). These criteria were used as the conceptual framework for this study.

The provision of tourism services and safety encompasses eight critical aspects as defined by National Tourism Policy Board (2016):

1. Satisfactory Tourism Services and Safety: This aspect includes measuring satisfaction levels related to tourism services, alongside comprehensive data collection and analysis to inform development and planning.

2. Effective Interpreters and Guides: Interpreters and guides must be adequately trained to accurately convey the community's stories and cultural significance.

3. Quality Travel Service Points: Service points should be fully equipped to enhance convenience for specific tourist groups. This includes maintaining clean restrooms, establishing food courts, providing information services, offering souvenir shops, and ensuring clear signage.

4. Effective Service Coordination: There must be structured methods, channels, and equipment for service coordination to facilitate interaction between community members and tourists.

5. Safe Travel Routes and Activities: Regular assessments of travel routes and activities should be conducted to identify and mitigate potential hazards, ensuring safety for tourists.

6. Safe Travel Service Points: Facilities, such as restrooms, must be maintained in a clean and functional state to ensure guest satisfaction and safety.

7. Effective Management of Community-based Tourism Routes: Strategies must be implemented to ensure that community-based tourism routes are kept safe and clean for both locals and visitors.

8. Effective Management of Emergency Cases: This involves having detailed planning, procedures, and equipment in place to manage emergencies effectively, along with clear guidelines for responding to such situations.

In conclusion, community-based tourism serves as a vital mechanism for fostering development and enhancing community self-reliance. By focusing on these aspects of service provision and safety, it contributes significantly to sustainable community development.



Conceptual framework

Research Methodology

Locale of the study was Baan Bakchoom of Sirindhon district, Ubon Ratchathani province since it has been selected as an OTOP tourism community in 2018. This community produced furniture made of submerged wood at Sirindhon dam in Ubon Ratchathani province.

The sample group consisted of 400 tourists visiting Baan Bakchoom community in Sirindhon district, Ubon Ratchathani province. They were obtained by convenience sampling based on the sample size computation of Cochran (1997) with a reliability level of 95% (0.05 error). A set of questionnaires was used for data collection. It consisted of 3 parts:

Part 1 involved the demographic attributes of the respondents in the form of a checklist with fillable blanks (sex, age, occupation, monthly income, education, attainment, marital status, and domicile).

Part 2 involved the provision of community-based tourism services and safety for Baan Bakchoom in the form of four ratings: 4 (Highest), 3 (High), 2 (Low), and 1 (Lowest).

Score range		Description
3.26-4.00	=	Highest
2.51-3.25	=	High
1.76-2.50	=	Low

1.00-1.75 = Lowest

Part 3: Open-ended questions soliciting suggestions for improving community-based tourism services and safety provisions at Baan Bakchoom, Sirindhorn district, Ubon Ratchathani province.

Instrument Quality Testing

The researcher conducted a thorough quality assessment of the created questionnaire to ensure its accuracy and reliability, following these steps:

1. Determining Content Validity: The content validity was evaluated for consistency between the questionnaire objectives and individual items. This was achieved by calculating the Index of Item-Objective Congruence (IOC), where the researcher presented the questionnaire to three experts for evaluation.

2. Expert Review: Each of the three experts assessed the questionnaire for consistency with the intended study objectives using a specific scoring system: Score +1 for questions deemed accurate and consistent with the objectives. Score 0 for questions with uncertain accuracy or consistency. Score -1 for questions identified as inaccurate or inconsistent with the objectives.

3. Content Validity Analysis: The scores provided by the experts were analyzed to determine the content validity of the questionnaire. An IOC value greater than 0.50 indicated that the questionnaire was adequately aligned with the study objectives and could be effectively utilized.

4. Reliability Testing: To further assess reliability, the questionnaire was piloted with a non-sample group of 30 individuals, yielding a Cronbach's alpha coefficient of 0.78. Based on feedback from the experts, the questionnaire was refined before being administered to the sample group.

The research data gathered from the finalized questionnaire were analyzed using descriptive statistics, including frequency counts, percentages, means, and standard deviations.

Results of the Study

An assessment of tourism services and safety provisions at the Baan Bakchoom community-based tourism site revealed that the majority of respondents were male, aged 31-40, held a bachelor's degree, and were married. They were typically employed by public agencies, earned a monthly income between 10,001 and 20,000 baht, and resided in Ubon Ratchathani province.

Table 1: A comparison of opinions of the respondents related to the provision of tourism services and safety.

Provision of tourism services and safety	\bar{X}	S.D.	Description
1. Tourism services and safety are satisfactory.			
- having tools to assess tourist satisfaction such as an assessment form, guest book, questionnaire, etc.	2.33	.69	Low
- preparing a written summary of the satisfaction assessment results recorded for the benefit of the lesson transcript (best practice activities).	2.22	.67	Low
On average	2.28	.63	Low
2. Effective interpreters or guides			
- interpreters or guides can present social, cultural, and environmental data clearly and accurately.	2.19	.69	Low
- interpreters are skilled in data presentation.	2.39	.76	Low
On average	2.29	.65	Low
3. Quality travel service point			
- alternative activities for particular tourist groups such as the disabled and the elderly.	2.93	.83	High
- devices to assist specific tourist groups to access activities.	1.78	.74	Low
- toilets are always clean and functional.			
- cooking equipment and beverages are clean and hygienic.	3.07	.57	High
- local raw materials are the main ingredients for cooking and beverage preparation.	3.06	.55	High
	2.90	.63	High
- food and beverage preparation is sufficient.	2.83	.67	High
- tourist information desk signs are prominent and clearly delineated.	3.01	.65	High
- products sold are community products that reflect their identity.	3.29	.66	Highest
- meaningful signs harmonize with the environment.	2.71	.68	High
On average	2.84	.43	High

4. Effective service coordination			
- personnel are skillful at communicating with tourists.	2.40	.75	Low
- personnel provide quality service and hospitality.	2.28	.73	Low
On average	2.34	.68	Low
5. Safe travel routes and activities			
- provision of data on the safe use of travel routes and activities such as road signs and warning signs.	1.87	.89	Low
- necessary safety equipment consistent with route conditions and tourism activities is deemed satisfactory.	2.30	.74	Low
On average	2.09	.73	Low
6. Safe travel service points			
- restrooms are well-lit.	2.31	.73	Low
- toilet sanitary ware is available.	2.77	.70	High
On average	2.54	.62	High
7. Effective management of community-based tourism			
- vehicles meet safety standards.	2.21	.73	Low
- vehicles are sufficient for tourists.	2.04	.76	Low
On average	2.13	.69	Low
8. Effective management of emergency cases			
- having tools or equipment needed to handle an emergency.	1.92	.81	Low
- personnel are ready for services in the case of an emergency.	2.24	.82	Low
- having a forwarding system for victims or patients in case of emergency e.g., rescue agencies and clinics.	2.33	.92	Low
On average	2.16	.77	Low
Total	2.34	.44	Low

According to Table 1, it was found that most of the respondents had a low level of opinions about tourism services and safety ($\bar{X} = 2.34$). Based on this data, 2 aspects were found

at a high level: quality travel service points ($\bar{X} = 2.84$) and safe travel service points ($\bar{X} = 2.54$). The rest were found at a low level: 1) effective service coordination ($\bar{X} = 2.34$); 2) effective interpreters ($\bar{X} = 2.29$); 3) satisfactory tourism services and safety ($\bar{X} = 2.28$); 4) effective management in case of emergencies ($\bar{X} = 2.16$); 5) effective management of community-based tourism ($\bar{X} = 2.13$); and 6) safe travel routes and activities ($\bar{X} = 2.09$), respectively.

A comparison of the opinions of the respondents about tourism services and safety was based on an F-test (One-way ANOVA) as shown in Table 2.

Table 2: A comparison of opinions of respondents about satisfactory tourism services safety

Education level		High school	Diploma	Bachelor's degree	Higher than bachelor's degree	Other
	\bar{X}	2.11	2.50	2.22	1.94	2.62
High school	2.11	-	-.3809	-.1064	.1712	.5059*
Diploma	2.50		-	.4745	.5522	.1250
Bachelor's degree	2.22			-	.2777*	.3991*
Higher than bachelor's degree	1.94				-	.6772*
Other	2.62					-

*Statistical significance level at 0.5 1) High level (2.51-3.25) 2) Low level (1.76-2.50)

According to Table 2, there was statistically significant difference at .05 among respondents from different educational levels who held different opinions about tourism services and safety. Respondents from other levels had more opinions about satisfactory tourism services and safety than those who held high school, bachelor's, or higher than a bachelor's degree. Those who held bachelor's degrees had more opinions about satisfactory tourism services and safety than those at higher educational levels.

Table 3: A comparison of opinions about satisfactory tourism services and safety of the respondents from different monthly income levels.

Monthly incomes		10,000 and below	10,001-20,000	20,001-30,000	30,001-40,000	40,001-50,000	50,001 And above
	\bar{X}	2.09	2.18	2.24	2.67	2.68	2.16
10,000and below	2.09	-	-.0949	-1.1494	-.5847*	-.5900*	-.0719*
10,001-20,000	2.18		-	-.0545	-.4898*	-.4951*	.2299
20,001-30,000	2.24			-	-.4353	-.4406*	.0775
30,001-40,000	2.67				-	-.0053	.5128
40,001-50,000	2.68					-	.5181
50,000 and above	2.16						-

*Having a Statistical significance level at 0.5 1) High level (2.51-3.25) 2) Low level (1.76-2.50)

According to Table 3, it was found that the respondents having different monthly incomes had different opinions about tourism services and safety, with a statistical significance level at .05. Respondents having an income range of 30,001-40,000 baht had more opinions than those having an income range of less than 10,000 and between 10,001-20,000 baht. Also, respondents having an income range of 40,001-50,000 baht had more opinions than those having an income range of less than 10,000, 10,001-20,000, and 20,001-30,000 baht.

Table 4: A comparison of opinions about satisfactory tourism services and safety for respondents of different marital status.

Marital status		Single	Married	Divorced/Widowed
	\bar{X}	2.47	2.29	1.85
Single	2.47	-	.1777	.6134*
Married	2.29		-	.4356*
Divorced/Widowed	1.85			-

* Statistical significance level at 0.5 1) High level (2.51-3.25) 2) Low level (1.76-2.50)

According to Table 4, the respondents having a different marital status had different opinions about tourism services and safety with a statistical significance level at .05. Widowed or divorced respondents had less of an opinion than those who were single or married.

The following suggestions were offered for improving services and safety:

1. Sufficient life jackets should be provided for all tourists to prevent drowning.
2. A systematic garbage disposal system should be implemented and promoted to enhance the tourist experience and prevent injuries from broken glass, bottles, or other sharp objects.
3. Environmentally friendly tourism practices should be promoted.

Discussions

Community-based tourism serves as an effective tool for managing tourism resources, empowering local communities to oversee their natural resources and cultural heritage (Community-based Tourism Network Coordination Center, 2020). It plays a crucial role in strengthening local organizations by fostering effective management practices that support both natural resource conservation and cultural preservation. Additionally, community-based tourism facilitates the identification of development opportunities that yield tangible benefits for local residents. This perspective aligns with the principles outlined by the Designated Areas for Sustainable Tourism Administration (2018), which asserts that community-based tourism provides tourists with authentic experiences of traditional community lifestyles. By engaging in sustainable activities, tourists gain valuable insights into local cultures, while community members benefit directly from tourism initiatives as they retain ownership of tourism resources.

Moreover, according to Ministry of Tourism and Sports (2007), community-based tourism is integral to community development. It helps maintain local identity and culture while also promoting intercultural learning opportunities. This holistic approach ensures that tourism activities not only enhance the local economy but also contribute positively to the social and cultural fabric of the community.

The assessment of tourism services and safety within the Baan Bakchoom community indicates that, overall, respondents expressed a low level of satisfaction. Key areas of concern included: effective service coordination, the capability of interpreters and guides, the adequacy of tourism services and safety measures, management of emergency situations, and the quality and safety of tourism routes and activities. These findings suggest that the current provision of tourist services and safety in Baan Bakchoom does not adequately address the needs and expectations of visitors. When tourists' needs are not met, it can lead to dissatisfaction, highlighting the importance of understanding and responding to these needs as a fundamental aspect of delivering outstanding service. In essence, enhancing the perception of tourists' needs and ensuring that services align with those expectations will be critical in improving overall tourist satisfaction and the effectiveness of community-based tourism initiatives.

The assessment revealed that quality tourist service points received a high level of appreciation, particularly concerning products that embody the unique identity of the Baan Bakchoom community, which serve as significant attractions for visitors. A notable highlight is the production of wooden furniture by the villagers, crafted from underwater timber sourced from Sirindhorn Dam. This unique practice stands out as the only instance in Thailand where such production is achieved without deforestation. Similarly, the neighboring Ban Pha Chan community benefits from a diverse array of natural resources due to its proximity to the Mekong River, leading to numerous emerging attractions both on water and land (Lunbuddha, S et al., 2019).

Additionally, the community-based tourism club known as “Housewives at Baan Bakchoom” enhances the tourism experience by preparing clean and hygienic meals using locally sourced ingredients. This not only fulfills tourists' culinary needs but also demonstrates the community's creative capabilities. Creative thinking is a key indicator of the community's appeal, emphasizing

that attractiveness is derived not only from aesthetic and novelty aspects but also from the creation of value, conservation efforts, and the quality of tourism services provided (Phookphu, 2020). Furthermore, community-based tourism development must take into account the inherent potential of the community. Therefore, planning for tourist attraction development should focus on educating stakeholders, fostering engagement, and ensuring that all parties share in the responsibility and benefits that arise from tourism initiatives (Trakansiriwanit, K. et al., 2013).

In contrast, the assessment revealed that satisfaction regarding equipment and facilities designed to assist specific groups of tourists, such as the elderly and individuals with disabilities, was notably low. This finding highlights a broader societal issue: people with disabilities often face neglect and disadvantage (World Health Organization, 2011). At Baan Bakchoom, convenience facilities for the elderly and disabled do not meet the standards outlined in the 2005 ministerial regulations. Puttiprom et al. (2017) emphasized that tourism communities must enhance their infrastructure to be more responsive to the needs of these specific tourist groups. Furthermore, Charutat (2015). outlined essential design principles for accessibility, which state that facilities should be equally usable by everyone, easily modifiable for various needs, comprehensible in terms of usage, require minimal effort to use, and have spaces that are friendly to individuals with disabilities. This perspective aligns with the views of Chaoprayoon et al. (2015), who asserted that convenience facilities should be improved to better accommodate the elderly and disabled, such as installing ramps and handrails. On a positive note, the overall satisfaction regarding safe travel service points was found to be high, particularly concerning the availability and cleanliness of toilet facilities. This high level of satisfaction was attributed to the involvement of members from the Baan Bakchoom Community-based Tourism Club, who take responsibility for maintaining sanitary conditions as part of the raft rental services. Their active management of toilet facilities, along with the upkeep of sanitation at various learning stations, reflects a commitment to providing a satisfactory experience for all visitors.

Opinions regarding the effectiveness of service coordination revealed a deficiency in the steps and procedures for travel service reservations. Currently, the sole available method is a telephone call to the president of the Baan Bakchoom Community-based Tourism Club. This limited access underscores the club's need for diversified reservation channels and established

procedures. Tourists should have the option to book through various avenues, such as a dedicated website, Facebook page, or established travel agencies. Furthermore, an examination of existing online communication channels (website and Facebook) revealed a lack of information regarding tourist attractions within the community and surrounding areas. Therefore, the community should prioritize public relations efforts by regularly showcasing tourism activity photos featuring both the club and tourists on its website and Facebook page. Overall, opinions regarding the effectiveness of interpreters or guides were generally low, particularly concerning the interpretation of local culture, lifestyle, and environment. Ura and Suksirisopon (2019) noted that local tour leaders primarily use the Northeastern dialect in everyday communication, hindering tourists' comprehension. Furthermore, a lack of competence and confidence in English among these guides often results in a less engaging experience for visitors. Effective interpreters serving as local tour guides should possess strong storytelling skills, weaving narratives about the historical background, the production of submerged wooden furniture, and the local way of life. Language barriers can significantly impede effective communication in this context.

Satisfaction with tourist services and safety was also rated poorly, especially concerning the lack of written records summarizing satisfaction assessments. Benefits derived from best practices activities were also perceived as low. The Baan Bakchoom Community-based Tourism Club relies solely on oral inquiries regarding tourist satisfaction, resulting in a lack of documented data necessary for service improvement and standardization. Similarly, opinions regarding the effectiveness of emergency case management were low, particularly concerning the availability of necessary tools and equipment. The Baan Bakchoom community currently lacks essential equipment in tourist areas, with only a first-aid kit available on the raft. While community members trained as "Civil Defense Volunteers" can provide assistance in minor emergencies, ambulance and rescue services are available for transporting individuals requiring hospital care.

The effectiveness of travel route management within the community was also viewed negatively, primarily due to a lack of adequate transportation for tourists. While the existing raft has a capacity of 30 people, its condition raises safety concerns due to deteriorated wooden flooring, gaps in the floorboards, and a small, noisy engine.

Furthermore, satisfaction with safe travel routes and activities was low. Phumaree Island presents safety hazards due to its dual use as a public area for ox herding, cooking, and camping, resulting in litter and broken glass. The Baan Bakchoom Community-based Tourism Club should provide safety and security guidelines for both tourists and local residents. Additionally, walking paths leading to various learning stations within the community lack signage and warning posts, impacting both safety and wayfinding. Similar safety and cleanliness concerns apply to bicycle routes around the village, which are used for observing local lifestyles.

The findings indicated that respondents with varying levels of educational attainment expressed significantly different opinions regarding tourism services and safety, particularly in the context of effective emergency management. At a statistically significant level of 0.05, it was observed that respondents who graduated from upper secondary school rated their opinions lower than those with diplomas or bachelor's degrees and higher qualifications. This discrepancy is likely attributed to the fact that many individuals with higher educational backgrounds held positions as heads or executives in organizations, enabling them to possess a greater awareness and understanding of emergency management protocols.

Supporting this observation, Puttiprom et al. (2017) identified several limitations and challenges faced by the Ban Chi Thuan community in preparing for tourism management. Notably, there is a shortage of volunteers willing to participate in management roles, with most oversight provided by government personnel such as village headmen and academics. Furthermore, Sritalalai and Na Thalang (2020) noted that educational level is correlated with the selection of tourist destinations based on travel preferences and behavioral patterns.

In examining effective service coordination, the analysis revealed that respondents at different income levels expressed statistically significant differences in their opinions, with a significance level of 0.05. Notably, respondents in the income range of 40,001-50,000 baht reported more favorable opinions compared to those earning less than 10,000 baht and those in the 10,001-20,000-baht range. This trend may be attributed to the higher income group being more familiar with communication tools, channels, and tourism networks, all of which contribute to effective service coordination. As highlighted by Chinphonong (2017), sustainable tourism management, which impacts the quality standards of tourist destinations, encompasses effective coordination,

personnel training, and the promotion of natural resource diversity along with the development of travel information service manuals.

Additionally, differences in opinions were noted among respondents of varying marital statuses, also reaching a statistical significance level of 0.05 regarding the effective management of travel routes in the community. Single respondents tended to express stronger opinions on the effective management of travel routes compared to married respondents. This variance can be explained by the fact that single individuals often travel for relaxation and participate in a wider range of tourism activities offered by the community. Conversely, married respondents prioritized concerns such as safety, travel convenience, and the suitability of tourism activities for their gender, age, and family members.

The provision of tourism services and safety within community-based tourism significantly influences tourist satisfaction across all age groups. Tourists inherently prioritize the quality of services and the safety of their chosen destinations, as these factors play a crucial role in shaping their overall impression and satisfaction with the experience. High standards in service provision and safety not only enhance the enjoyment of tourists but also contribute to their willingness to return and recommend the destination to others.

Conclusions

Enhancing the quality of services and safety within Baan Bakchoom's community-based tourism requires a focus on local residents as central to the development process. Baan Bakchoom is renowned for producing robust wooden furniture crafted from submerged wood, which not only reflects the community's identity but also plays a significant role in its economic development. Enabling local residents to participate actively in community-based tourism fosters a sense of belonging and ensures that development outcomes directly and indirectly benefit the community.

Community-based tourism serves as a vital tool for promoting community development through various tourist activities, empowering individuals of all ages to manage their resources effectively. However, some community members may be reluctant to engage in this developmental approach. Therefore, community leaders must devise strategies to encourage participation and demonstrate the tangible benefits such development can bring. Importantly, it is essential that

tourism development does not impose adverse effects on tourism stakeholders, ensuring that all parties involved derive positive outcomes from the initiative.

Suggestions

Members of the Baan Bakchoom Community-based Tourism Club should consider the following actions to enhance their tourism services:

1. Enhance Preparedness: Focus on developing tourism services and safety measures that cater to the diverse needs of tourists across varying demographic characteristics, including educational level, income, and status. For instance, facilities such as bathrooms should be maintained to ensure cleanliness and always be ready for use to maximize tourist satisfaction.
2. Empower Local Interpreters: Invest in the training and development of local interpreters to ensure they provide clear, accurate, and informative guidance to tourists. This will enrich the visitor experience and improve communication regarding local culture and attractions.
3. Improve Public Relations: Actively engage in public relations efforts to disseminate information about local tourist spots and activities through various online channels. Utilizing social media, community websites, and other digital platforms will help keep both tourists and residents informed.
4. Record Tourist Satisfaction: Implement a system to gather and analyze tourist satisfaction data as part of best practice activities. This should be integrated into service and safety improvement strategies, allowing for continuous feedback and refinement of the tourism experience.

Suggestions for further research

1. Stakeholder Needs Assessment: Future research should focus on identifying the needs and perspectives of all tourism stakeholders involved in the development of Baan Bakchoom community-based tourism. By encouraging participation from diverse parties, the research can facilitate collaborative tourism development activities.
2. Guidelines for Tourism Resources: Conduct a study to create guidelines that optimize the use of tourism resources within the community. This includes evaluating both tourist attractions and educational or experiential activities that can be offered. Ensuring that these attractions are fully developed will enhance their positive impact on both local residents and visiting tourists.

3. Website Development Research: Investigate the development of an updated Baan Bakchoom Tourism website. The current site is sparse and outdated, so future research should focus on collecting and presenting current, relevant information about the community to benefit tourists and improve their experience.

4. Multilateral Coordination Networks: Explore strategies for establishing multilateral coordination networks that support the development of Baan Bakchoom community-based tourism. A comprehensive approach to communication and collaboration among stakeholders will strengthen these networks and enhance the overall effectiveness of tourism initiatives.

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