

The Roles of Local Administrative Organization in Promoting and Maintaining Tourist Attractions as Sustainable Tourist Sources: A Case Study of Kutchomphu Subdistric Administrative Organization in Phiboonmangsahan District of Ubon Ratchathani Province

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อนำเสนอบทบาทขององค์การบริหารส่วนตำบลกุดชุมภูในการพัฒนาและดูแลรักษาแหล่งท่องเที่ยว ซึ่งเน้นการศึกษาในแหล่งท่องเที่ยวทางธรรมชาติทั้ง 7 แห่ง ได้แก่ แหล่งท่องเที่ยวหินนางเกะ แก่งไก่อ๊ะ แก่งไฮ หาดหินบ้านหินลาด หาดบ้านดอน เกาะดอนคำพวงและหาดหินโด่ โดยอาศัยกระบวนการ SWOT analysis ในการวิเคราะห์เพื่อหา จุดอ่อน โอกาสและ อุปสรรคของบทบาทดังกล่าว ทั้งนี้ ได้นำกระบวนการ TOWS matrix มาวิเคราะห์เพื่อการสร้างกลยุทธ์ และได้แสดง ถึงประโยชน์ ที่คาดว่าจะได้จากกลยุทธ์ที่เกิดขึ้นดังกล่าวด้วย ผลการวิจัยพบว่า

บทบาทขององค์การบริหารส่วนตำบลกุดชุมภูในการสนับสนุนและดูแลรักษาแหล่งท่องเที่ยว ถูกกำหนดขึ้นจากแนวคิดบทบาท องค์การปกครองส่วนท้องถิ่นกับการพัฒนาด้านการท่องเที่ยวและแนวคิดการท่องเที่ยวโดยชุมชน ซึ่งเมื่อได้ทราบบทบาทดังกล่าวแล้ว ได้ทำการวิเคราะห์ SWOT analysis เพื่อนำจุดแข็ง จุดอ่อน โอกาสและอุปสรรค ของบทบาทดังกล่าวมาวิเคราะห์ในกระบวนการ TOWS matrix ตามแนวทางการมีส่วนร่วมของชุมชน

กลยุทธ์สำคัญที่ส่งเสริมบทบาทขององค์การบริหารส่วนตำบลกุดชุมภูในการสนับสนุนและดูแลรักษาแหล่งท่องเที่ยว ประกอบด้วย กลยุทธ์ที่ 1 คือ กลยุทธ์ด้านงบประมาณเพื่อการส่งเสริมการพัฒนาการท่องเที่ยวที่ยั่งยืน ส่วนกลยุทธ์ที่ 2 คือ กลยุทธ์ด้านการ ประสานความร่วมมือกับชุมชนและองค์การปกครองส่วนท้องถิ่นอื่นๆ ร่วมกับ กลยุทธ์ในการส่งเสริมการท่องเที่ยวโดยชุมชน ทั้งนี้ ประโยชน์ที่ คาดหมายว่าจะได้จากกลยุทธ์ดังกล่าว นั้น ได้สะท้อนถึงการพัฒนายั่งยืนในมิติทั้ง 5 ด้าน ได้แก่ มิติด้านเศรษฐกิจ สังคม การเมือง วัฒนธรรมและสิ่งแวดล้อม

คำสำคัญ : การพัฒนาการท่องเที่ยว ; การท่องเที่ยวที่ยั่งยืน ; การท่องเที่ยวชุมชน

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ABSTRACT

This research aimed to present the roles of Kutchomphu subdistrict administrative organization in promoting and maintaining tourist attractions with case studies of the following seven natural tourist attractions: Hinnagkae, Kangkaikhia, Kanghai, Hadhinbanhinlad, Hadbandon, Kohdonkumphu and Hadhindo. SWOT analysis was conducted to study the weaknesses, opportunities and threats found in performing the role. A TOWS matrix was used to form the strategies and determine the expected benefits of the proposed strategies. Findings of the study revealed that the roles of Kutchomphu Subdistrict Administrative Organization in developing and maintaining the tourist attractions were first determined by considering the roles of the local administrative organization regarding tourism development and the idea of community-based tourism. The researcher then used SWOT analysis to analyze strengths, weaknesses, opportunities and threats in performing the roles and applied the TOWS matrix to analyze the collected data based on community participation guidelines.

Two strategies were proposed for promoting and maintaining tourist attractions : Strategy I was budgeting to promote or support sustainable tourism development, and Strategy II was cooperating and networking with the local community and other local administrative organizations, together with community-based tourism promotion. The expected benefits to be gained by using the proposed strategies can be reflected in five dimensions of sustainable development: economic, social, political, cultural and environmental.

Keywords : Tourism Development ; Sustainable Tourism ; Community-based Tourism

Introduction

At present, the local administrative organizations are facing the problems in developing tourism as they lack effectiveness and clear directions in the process. The consequence results in failure in tourism as seen in 1) inconvenience in transport and so tourism is not developed as it should be, 2) lack of the experts and the personnels in tourism (Saowakun, et al., 2007 and Pusingha. 1999) 3) lack of participation of the public in management of tourism, lack of knowledge and understanding in management of the community tourism (Pusingha. 1999 : abstract) and 4) inadequacy of budget in the development of tourism (Pairojrat. 2000 : abstract). Thus, it is essential to find out the guidelines in developing the local administration organization for tourism at various levels in accordance with

the administration power of the local government law (Chuaybumrung. 2009 : introduction).

Considering the problems described above, the researcher is aware of the importance of the role of the local administration organizations in developing tourism. Hence the researcher conducted a case study of the tourist sites of Kutchomphu subdistrict, Phiboonmangsan district,

Ubon Ratchathani province. Kutchomphu subdistrict in the study has seven natural tourist attractions, namely Hinnagkae, Kangkaikhia, Kanghai, Hadhinbanhinlad, Hadbandon, Kohduankumphu and Hadhindo. The study was conducted to seek a guideline in enhancing the development of tourism to sustainability. The guideline can be used by Kutchomphu subdistrict administrative organization to develop tourism efficiently.

The paper presents the role played by the local administration organization in supporting and

maintaining the tourist sites, which is part of responsibilities of the organization in question. The study focuses on the role of the local organization in the aspects of cleanliness, landscape and care for the natural environment as the common base of production for the community (Suansee. 2003 : 21).

Objectives

1. To study the role of Kutchomphu subdistrict administrative organization in developing and maintaining of all natural tourist attractions in the study to be sustainable tourist sources.

2. To study the weaknesses, opportunities and threats confronted by Kutchomphu subdistrict administrative organization in developing and maintaining of all natural tourist attractions in the study to be sustainable tourist sources.

3. To propose the strategies for support the role of Kutchomphu subdistrict administrative organization in developing and maintaining of all natural tourist attractions in the study to be sustainable tourist sources.

Scope

1.The research covered seven tourist attractions:

- 1.1 Hinnangkae located in Banhinsung.
- 1.2 KaengkaikhialocatedinBankangcharoen.
- 1.3 Kaenghai located in Banhinlad.
- 1.4 Hadhinbanhinlad located in Banhinlad.
- 1.5 Hadbandon located in Bandonsumran.
- 1.6 Kohdonkumphu located in Bansaento.
- 1.7 Hadhindo located in Bansaento.

2. Population and sample groups consisted of

1) One representative from Kutchomphu subdistrict administrative organization, 2) fifteen local

representatives, 3) eight representatives of tourists, and 4) four persons concerned with the role in the development of Kutchomphu subdistrict administrative organization.

3. The scope of the content was the study of the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions to be sustainable sources based on the ideas of the local administrative organization. SWOT analysis was used to study the strengths and weaknesses, opportunities and threats. And TOWS matrix was used in recommending in term of strategies for support the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions.

Research Methodology

The present study was a qualitative research using the method of non-participant observation. In-depth interview was used for the study of the issues of the community participation and the role in the implementation by Kutchomphu subdistrict administrative organization.

Research Instrument

The research instrument was the use of the questions in the interviews. The questions were based on two ideas as guidelines in raising the questions: 1) the idea of the roles of the local administrative organization for tourism development, and 2) the idea of community based tourism.

The questions used would lead to the strengths, weaknesses, opportunities, threats, and role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions to be sustainable sources and to



the proposal of the strategies in developing the tourist attractions as the sustainable tourist sources.

The first set of the questions was used to interview the representative of Kutchomphu subdistrict administrative organization to study the role in the sustainable development.

The second set of the questions was used to interview the village leaders and the villagers over the issue of the popular participation in the development of the tourist attractions to be sustainable ones.

The third set of questions was used to interview the representatives of tourists to examine the opinion of the tourists towards the development of the tourist attractions to be sustainable ones.

The fourth set of questions are used to interview those concerned with the role of Kutchomphu subdistrict administrative organization in the development of the tourist attractions. The subjects were the entrepreneur of accommodation, food shop, and those providing the security service (police officer and disaster prevention volunteer).

Data Collection

1. Interviewing the representative of Kutchomphu subdistrict administrative organization

In the study, the researcher interviewed Ms. Warisra Pho-ngarm, head of the office of Kutchomphu subdistrict administrative organization as regards the role of the body in developing and maintaining of the tourist attractions.

2. Interviewing the local representatives

The researcher interviewed the headmen of five villages and ten villagers. The samples of the headmen were selected by a purposive sampling and the samples of villagers were derived by an

accidental sampling.

3. Interviewing the representatives of tourists

The researcher had publicity in holding activities in a pilot test in Kutchomphu subdistrict. Eight tourists took part in the activities and were later interviewed one after another.

4. Interviewing the persons concerned with the role in the development of Kutchomphu subdistrict administrative organization

The researcher interviewed an entrepreneur of accommodation, an entrepreneur of food shop, a police officer and a disaster prevention volunteer. They were selected by a purposive sampling.

Data Analysis

1. The researcher made a contemporary conclusion and reduced the data available to find out the main issues on the role of Kutchomphu subdistrict administrative organization in developing and maintaining of tourist sites.

2. After knowing the role of the local organization in question, the researcher did an analysis by using the basic indicator and the development indicators to find out the strengths, weaknesses, opportunities and threats.

3. The researcher analyzed SWOT matrix by emphasizing the community participation, which would lead to the strategies in developing and maintaining of tourist attractions.

4. The researcher synthesized the expected benefits from the strategies proposed under the context, 'the role of Kutchomphu subdistrict administrative organization in developing and maintaining of tourist attractions,' to reflect five dimensions in development: economic, social, political, cultural and environmental.

Results

The results showed the effectiveness and the strategies of the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions. The researcher reflected the effectiveness of the ideas concerning the local body and analyzed by SWOT analysis process. For the strategies, were derived from the combination between two ideas by using the process of SWOT matrix based on the community participation.

1. The effectiveness reflected from the idea of the roles of the local administrative organization for tourism development

Each tourist attraction could be detailed as follows.

1.1 Kanghai and Hadbandon (Watsrapatummalai)

It was found that the two of tourist attractions were clean. The finding was in line with the basic indicator in the system of developing and maintaining the tourist attractions according to the guidelines of the Department of Local Administration. Kanghai was preserved and cleaned by the owner of the land. Hadbandon (Watsrapatummalai) was cleaned by the Buddhist monks and other locals. Thus, both of tourist attractions were clean and the garbage bins were adequate.

1.2 Hinnangkae and Kangkaikhia

Hinnankae was preserved and cleaned by the village volunteers; however, the preservation and cleaning was not adequate as there were garbage and other wasted seen around. The main

reason might be there were no rubbish bins or other containers for the wastes. As for Kangkaikhia, the responsibility in cleaning is taken over by the service agency; however, the service was not sufficient as the rubbish bins or other containers for the wastes were not adequately arranged.

1.3 Hadhinbanhinlad, Kohdonkumphuang and Hadhindo

It was found that there were no persons responsible for preservation and cleaning the three of tourist attractions and no sufficient garbage bins. The study found that Kutchomphu subdistrict administrative organization played the role in developing and maintaining of the tourist attractions as clearly seen in the sites of Kangkaikhia and Kanghai.

The operations of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions were in accordance with the basic indicator of the Department of Local Administration. In overall perspectives, it was found that all tourist attractions lacked a proper development and maintenance and inappropriate with the development indicators from the guidelines of the Department of Local Administration. In other words, 1) they lacked support and have no persons assigned in developing and maintaining of the tourist attractions, and 2) the tourist attractions lacked support or community participation in preserving the tourist attractions under study.

The findings from the idea of the roles of the local administrative organization for tourism development were summarized in table 1.



Table 1 : The overview of the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions to be sustainable tourist sources

Tourist Attractions	Hin nangkae	Kang kaihkhia	Kanghai	Kadhin bannhinlad	Had Bandon	Kohdon kumphuang	Had hindo
Indicators							
A. Basic Steps support in collecting the garbage or wastes : the person was to be put in charge for preservation and cleaning. The rubbish bins and the containers of waster should be adequately provided.	✓	✓	✓	×	✓	×	×
B. Development Steps 1) Support to maintain the tourist attractions to be attractive places : the places were to be kept beautiful and culturally attractive.	✓	✓	✓	×	✓	×	×
2) Support in participation of the community to preserve the tourist attractions : the community should be engaged in maintaining the tourist attractions to build the consciousness of preservation.	×	×	×	×	×	✓	×

2. Effectiveness reflected from the idea of community based tourism

The idea could be seen in support and development of natural environment and support for regulations, and rules in management of environment.

The study found that Kutchomphu subdistrict administrative organization played the role in supporting and developing the natural environments related to tourism, for example, cooperation with the electricity generating authority to release fish and shrimp species to solve the problems of fishery resources caused by the building and closing Pakmoon Dam. The zone for the preserving fish species was established. There were zones for planting trees and not catching wild species. As regards the natural environments related to tourism, it was found that the landscapes were destroyed and damaged by overflowing water, especially, Kangkaihkhia, Hadbandon and Hadhinbannhinlad which were affected by the building and closing

Pakmoon Dam. The building and closing had a huge impact on natural environments and people's way of living. The fish stock had dramatically reduced as a consequence. Although the cooperation with the electricity generating authority had released fish and other species into the Moon river, it could not solve the problem of fishery resources.

SWOT analysis for the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions to be sustainable tourist sources

From the process of SWOT analysis, there was no strength. The researcher found only the weaknesses, opportunities and threats.

1. Weaknesses of the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions

1.1 Island tourist attractions (Kohdon kumphuang, Hadbandon) were abandoned and lacked a proper development and maintenance

1.2 There were no garbage collectors.

1.3 There were not enough garbage bins.

1.4 There were no persons in charge of the tourist attractions.

1.5 There was no community participation in development and maintenance of the tourist attractions.

1.6 Fish were illegally caught even during the egg spawning seasons.

1.7 There were no staffs and coordination with other agencies to solve the fishery resources.

2. Opportunities for the role of Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions

2.1 There were budget from support of Ubon Ratchathani provincial administrative organization.

2.2 There were many groups of visitors from the other local administrative organizations came for learning and observation.

3. Threats confronted by Kutthomphu administrative organization.

3.1 There were not enough budget.

3.2 There were the effects of building and closing Pakmoon Dam.

Strategies for the role of Kutthomphu subdistrict administrative organization in developing and maintaining of the tourist attractions to be sustainable tourist sources by the process of SWOT matrix

The strategies came from the process of SWOT matrix and proposed two strategies: one was the modifying strategies by using budget for support in the development of sustainable tourism and the others were 1) the modifying strategies by coordination and cooperation and 2) the passive strategy in supporting community based tourism. For all of the strategies were the operations for sustainable tourism in five dimensions: economy, society, politics, culture and environments.

Strategy one : the modifying strategies by using budget for support in sustainable tourism development

1.Support and development for restoration in Watdonkumphu to be a religious place as the learning source.

2.Support and development to provide the staffs for preservation and cleaning in tourist attractions.

3.Support and development to provide enough garbage bins at the tourist attractions.

Strategy two : 1) the modifying strategies by coordination and cooperation and 2) the passive strategy in supporting community based tourism.

1. The modifying strategies:

1.1 Support and coordination with the community to have rules and allocate the local people for preservation in the community and at the tourist attractions.

1.2 Coordination with the other local administrative organizations for solving the environmental problems.

2. The passive strategy in supporting community based tourism :

Support the community to preserve and clean the tourist attractions for raising awareness of environmental conservation by arranging the rubbish bins or by creating the campaign boards.

Expected benefits from the strategies

1. Kutthomphu subdistrict administrative organization is aware of the problems in developing and maintaining the tourist attractions and natural resources, which will lead to the right solution.

2. The community has a consciousness in developing and maintaining the tourist attractions and the natural resources. As a result, it is expected that the community will get strengthened.

3. The tourist attractions which are damaged or ruined are restored or revitalized to their conditions and values.

4. Watdonkumphu is a tourist attraction for Buddhist study.



Discussion

The key issues of the research consisted of
 1) the strategy one which showed the supporting operations in sustainable tourism development and
 2) the strategy two which showed the direct operations in sustainable tourism development.

The strategy one was the budgetary strategies for solution in terms of support and development in the elements of the tourist attractions. It was in accordance with the research conducted by Asasongtham. (2010) which stated that preservation of natural environments and tourist resources is a factor of managing the community tourism in a sustainable way. The work is also in congruence with the research of Taweekun. (2001) which emphasized the development of the elements of tourism.

The strategy two consisted of 1) the strategies for coordination and cooperation, 2) the strategy in supporting community based tourism. The strategy two put emphasis on the community participation according to the study of Suansee. (2003) explained the sustainable dimensions in five aspects: economy, sociology, culture, politics and environments. In addition, the strategy two was in line with the research of Wongsaroj. *et al.* (2007) which found that the key mechanism to drive sustainable tourism is the participation from various sectors included the state sector, the entrepreneurs and the public sector. There was another relevant research conducted by Ueithaworn. *et al.* (2003) on the ecological tourism with the community participation in the area of Tungsalaengluang national park of Petchaboon province. The study found that the local people established the community organization to preserve the natural resources and manage the local ecological tourism.

Conclusion

The study found the problems confronted by Kutchomphu subdistrict administrative organization in developing and maintaining of the tourist attractions. The threats found were lack of budget for the development, the building and closing Pakmoon Dam. There were two strategies: 1) the strategy one was the budgetary strategies for solution in terms of support and development in the elements of the tourist attractions and 2) the strategy two was for coordination and cooperation with the community and the other local administrative organizations. The expected benefits which are acquired are aimed for the community in five dimensions: economy, sociology, politic, culture and environment on the basis of tourism as the key instrument.

Recommendations for research

1. Kutchomphu subdistrict administrative organization should focus on requirement of the community for development because the tourism resources belong to the communities that depend on them for living.
2. Kutchomphu subdistrict administrative organization should develop the operations of the staffs involved the role in developing and maintaining of the tourist attractions.
3. Kutchomphu subdistrict administration organization should be evaluated in the effectiveness because it is necessary to improve the tourist attractions appropriately and in line with the needs for the communal developments.

Acknowledgement

The present work would not have been successful without the assistance from Dr. Suwaphat

Sregongsang and Assistant Professor Dr. Boonyasarit Aneksuk, my supervisor and co-supervisor, who always give advice, time and space to work.

I would like to deeply thank Dr. Suthida Jamsai Whyte, Ms. Suprawee Watiwuttipong, all faculty members from the Faculties of Business Administration and Liberal Arts, all staff from the office of Business Administration, Ms. Siripat Lapchit, Ms. Lumduan Jarukamon and Mr. Peerawit Sophakun for their kind help and advice.

My thanks also go to Dr. Atthapon Siriweajapun for his recommendations and assistance. I am thankful to Ms. Warisara Pho-ngam, head of the office of Kutchomphu administration organization and other members for giving necessary information, advice and help in the process.

Last I express my profound thanks to my parents, Mr. Suwitchai Chuachote and Ms. Neeranut Chuachote who support and give me encouragement. I thank all my relatives who always express their concerns and support.

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