

แนวทางการปรับตัวของชุมชนต้นแบบด้านการท่องเที่ยวโดยชุมชนภายหลังวิกฤตการท่องเที่ยว
The Adaptation Guidelines for Prototypes of Community-based Tourism Destinations in
Thailand after Tourism Crisis

เต็จ อ้ายหมิน (Deng Aimin)¹

สัญชัย เกียรติทรงชัย (Sanchai Kiatsongchai)²

อุปิน อุ่นแก้ว (Yupin Unkaew)³

บทคัดย่อ

การขับเคลื่อนและพัฒนาศักยภาพด้านการท่องเที่ยวหลังวิกฤตการท่องเที่ยวให้กลับมา มีศักยภาพและสามารถรองรับความต้องการเดินทางมาเยือนของนักท่องเที่ยวได้อย่างประทับใจและรู้สึกปลอดภัย โดยเฉพาะการท่องเที่ยวในระดับชุมชนหรือการท่องเที่ยวโดยชุมชน (Community-based Tourism-CBT) เป็นวาระสำคัญเร่งด่วนที่จำเป็นต้องเตรียมความพร้อมให้มีการบริหารจัดการได้อย่างทันท่วงที่เพื่อเป็นการกระตุ้นเศรษฐกิจในระดับฐานรากให้สามารถพัฒนาและรองรับความต้องการของการเดินทางท่องเที่ยวได้อย่างมีประสิทธิภาพ การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาแนวทางการปรับตัวของ 14 ชุมชนต้นแบบด้านการท่องเที่ยวโดยชุมชนในประเทศไทยภายหลังวิกฤตการท่องเที่ยว โดยเป็นการวิจัยเชิงคุณภาพ เครื่องมือที่ใช้ในการวิจัย คือ แบบสัมภาษณ์เชิงลึก ทั้งนี้ผู้ให้ข้อมูลหลัก คือ ผู้นำชุมชนหรือตัวแทนที่เกี่ยวข้องของชุมชนต้นแบบด้านการท่องเที่ยวโดยชุมชนในเขตพื้นที่พิเศษเพื่อการท่องเที่ยวอย่างยั่งยืนขององค์กรบริหารการพัฒนาพื้นที่พิเศษเพื่อการท่องเที่ยวอย่างยั่งยืน หรือ อพท. จำนวน 14 ชุมชน ซึ่งช่วงระยะเวลาในการศึกษาครั้งนี้ คือ ระหว่างเดือนกันยายน-ธันวาคม 2565 ทั้งนี้ ผลการศึกษา พบว่า แนวทางการปรับตัวของชุมชนต้นแบบด้านการท่องเที่ยวโดยชุมชนภายหลังวิกฤตการท่องเที่ยวแบ่งเป็นแนวทางการปรับตัวได้ 6 ด้าน ได้แก่ 1) ด้านมาตรฐานการท่องเที่ยวและความปลอดภัย 2) ด้านมาตรการเกี่ยวกับนักท่องเที่ยว 3) ด้านกิจกรรมและรูปแบบการท่องเที่ยว 4) การตลาดและการสื่อสารออนไลน์ 5) ด้านการอบรมเพิ่มทักษะต่าง ๆ และ 6) ด้านการประชุมหารือต่าง ๆ ภายในชุมชนและภาคีเครือข่ายทั้งภาครัฐและภาคเอกชนด้านการท่องเที่ยว

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¹ Tourism Management, Business School of Zhongnan University of Economics and Law, Wuhan, People's Republic of China E-mail: dam99@163.com

² Tourism and Hotel, Faculty of Management Science, Loei Rajabhat University, Thailand E-mail: sankiet@hotmail.com

³ Tourism Management, Business School of Zhongnan University of Economics and Law, Wuhan, People's Republic of China E-mail: ohotourism@gmail.com

Abstract

After tourism crisis, driving and restoring the tourism industry's potential has returned it to its full capacity and given visitors a sense of security. In particular, community-based tourism (CBT) is a critical issue that has to be promptly prepared for management in order to strengthen the local economy and successfully revitalize and maintain tourism demand. The purpose of this research study aimed to develop the adaptation guidelines for 14 prototypes of community-based tourism destinations in Thailand after the tourism crisis. A qualitative research design was used in the study. The research instrument included an in-depth interview. The key informants were leaders or associated representatives of 14 prototype community-based tourism destinations that have been created and are being managed by the Designated Areas for Sustainable Tourism Administration (DASTA). The study was carried out between September - December 2021. Results indicated that the adaptation guidelines for prototypes of community-based tourism destinations in Thailand after the tourism crisis were classified into six aspects: 1) Tourism standards and cleanliness, hygiene, and safety, 2) Measures for tourists, 3) Activity/types of tourism, 4) Online marketing and communication channels, 5) Upskill (to enhance different skills), and 6) Meeting and discussions in both the public and private sectors among partnership network and the local community

Keywords: The adaptation Guidelines, Prototypes of Community-Based Tourism Destinations, Community-Based Tourism, Tourism Crisis, Thailand

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1. Introduction

1.1 Background and Significance of the Study

Community-based tourism is one of the ways that government agencies employ to assist communities in creating sustainable communities, with assistance from all sectors. The community's potential, natural resources and traditions, distinctive culture, and the potential of local people who recognize the

value of tourism and engage in action, collaborative thinking, decision-making, and management are critical to the success of operations (Klavijan, 2017). Therefore, community-based tourism is an alternative, touristic experience that is managed directly and creatively by the local community, with the opportunity for learning and developing to a certain standard, leading to sustainability of the

local environment, culture, and good quality of life of people in the community.

In a review on the potential for community-based tourism in Thailand, it was discovered that 14 prototypes of community-based tourism have been created and are being managed by the Designated Areas for Sustainable Tourism Administration (DASTA). The following three elements are included in the 14 prototypes of community-based tourism that apply DASTA's tools:

1) Members of the academic team, development organizations, marketing departments, municipal officials, and community members make up the working group supporting community-based tourism. 2) Building box 9+1, a block that will aid in community brainstorming. 3) Management standards for community-based tourism destinations, which are based on the Global Sustainable Tourism Council's (GSTC) global sustainable tourism criteria and are a crucial planning, implementation, and evaluation tool for the development of community-based tourism.

Additionally, as part of DASTA's mechanism for promoting sustainable community-based tourism development, the community is required to establish a "community-based tourism promotion club" that would operate as the central focus for managing community-based tourism and stimulating development efforts. This is authorized under DASTA's method for encouraging sustainable community-based tourism development, in

which they offer the chance to the community to collectively select a representative to form the club's committee. Its duties as the core organization include managing community-based tourism, spearheading community-based tourism development operations, exploring various potentials, and constantly keeping an eye on development evaluations. The data above illustrates the community's potential for managing tourism and how it can effectively manage community-based tourism.

The Coronavirus 2019 (COVID-19) epidemic outspread since early 2020 and caused an 83.2% drop down for Thai tourism compared to the year 2019 (TDRI, 2021). Thus, it enforced adaptation across all sectors in order to maintain regular operations and daily life. The tourism sector, which is being hit hardest by the crisis, has to make changes to reassure tourists and visitors who have faith in the industry by promoting high-quality tourism that adheres to standards and is clean, hygienic, and safe. (Department of Tourism, 2021) Tourism entrepreneurs must therefore have a strategy in place for preparing the industry for the COVID-19 breakout as well as for adjusting to a new way of life or "new normal." One of the crucial local tourism providers is prototypes of community-based tourism destinations. Therefore, it would be desirable to do research on the adaptation guidelines for prototypes of community-based tourism destinations after the tourism crisis. And the study's findings will be helpful to Thailand's community-based tourism in adapting strategies

to the context of each tourist destination, raising the standard for tourism after the pandemic tourism crisis, and preparing it to meet New Normal tourism trends and Next Normal tourism behavior.

1.1 Research Objectives

The research objectives aimed to study the Adaptation guidelines for 14 prototypes of community- based tourism destinations in Thailand after the tourism crisis

1.2 The Scope of the Study

1.2.1 Scope of Content: this research focuses on topics related to the adaptive approaches used by 14 prototypes of community-based tourism in Thailand after the tourism crisis; 1) Tourism standards and cleanliness, hygiene, and safety, 2) Measures for tourists, 3) Activity/types of tourism, 4) Online marketing and communication channels, 5) Upskill (to enhance different skills), and 6) Meeting and discussions in both the public and private sectors among partnership network and the local community

1.2.2 Scope of population: the population is leaders or associated representatives (key informants) of the 14 prototypes of community- based tourism destinations in Thailand under the development of Designated Areas for Sustainable Tourism Administration (DASTA), a public organization.

1.2.3 Scope of Area: 14 prototypes of community- based tourism destinations in Thailand under the development of Designated

Areas for Sustainable Tourism Administration (DASTA), a public organization.

1.2.4 Scope of time: for a total of 4 months, the study was carried out between September 2021 and December 2021.

1.3 Definitions of Terminology

The Adaptation Guidelines means the preparation for handling, adjusting, and restoring tourism activities as well as guidelines for adapting different aspects of prototypes of community-based tourism destinations after the tourism crisis from the epidemic, both in the past and now, that affects management capabilities, tourism operations, and other, both in the short term and in the long term. The adaptive approaches comprise the following: 1) Tourism standards and cleanliness, hygiene, and safety, 2) Measures for tourists, 3) Activity/types of tourism, 4) Online marketing and communication channels, 5) Upskill (to enhance different skills), and 6) Meeting and discussions in both the public and private sectors among partnership network and the local community

The prototype of a community-based tourism destination means the 14 prototypes of community- based tourism destinations under the development of Designated Areas for Sustainable Tourism Administration (DASTA), a public organization. They have been developed to become community- based tourism in accordance with Thailand's standards for the development of community- based tourism, which were created from the sustainable tourism development criteria of the Global Sustainable

Tourism Council (GSTC). Additionally, in terms of the thinking process, development, knowledge transmission, as well as consecutive monitoring and evaluation, they have also received help from a variety of elements. The 14 prototypes of community-based tourism destinations in this study are as follows:

- 1) Laem Klat Community, Trat province [Traditional fishery with environmentally friendly livelihood]
- 2) Ban Nam Chiao Community, Trat province [Harmonious multi-culture community with an award-winning tourism project]
- 3) Takhian Tia Community, Chonburi province [A learning center of Thai culture and folk art in the midst of coconut plantation]
- 4) Chakngeaw Community, Chonburi province [Ancient Chinese community, the breath from the past]
- 5) Nakhon Chum Community, Kampangpatch province [The ancient market with the legacy of Thai cuisine and amulet]
- 6) Ban Khuk Phattana Community, Sukhothai province [The community of Pra Ruang kite, with Sufficiency Economy livelihood at heart]
- 7) Mueangkao Sukhothai Community, Sukhothai province [The community is surrounded by historic places and connected to the past through its livelihood]
- 8) Pla Ba Community, Loei province [Reforestation and ecological restoration community]

9) Kok Sathon Community, Loei province [Community of legend and natural aesthetics]

10) Bo Suak Community, Nan province [The vibrant community of local wisdom, passing down from generation to generation]

11) Nai Wiang Community, Nan province [Eastern Lanna community with enriched culture and religious legacy]

12) U Thong Ancient City Community, Supanburi province [Ancient community with the legend of Suvarnabhumi civilization]

13) San Lom Choi Community, Chiangmai province [The community of mixed ethnicity, living in harmony]

14) Ban Rai Kong Khing Community, Chiangmai province [Healthy community with body and soul happiness]

A tourism crisis means an occurrence that has an impact on the 14 prototypes of community-based tourism destinations' reputation, credibility, safety, and tourism management, and that may have a direct or indirect impact on their capacity to manage tourism in the short and long term, from the past to the present. However, this study is limited to the tourism crisis brought on by the coronavirus (the 2019-nCoV) pandemic.

2. Literature Review

The term "adaptation" has several definitions, with the following experts providing their viewpoints: according to Arkoff (1968), adaptability is a way of socializing. When a

person interacts with their environment, adaptation results in work that balance their requirements with those of their surroundings. And Bernard (1960) adaptation is a person's capacity to adjust successfully to oneself and the outside environment, as well as their capacity for satisfaction, maximum understanding, socially acceptable conduct, and the skill to confront and accept the realities of life. Grasha & Krischenbaum (1980) described adaptation as the method by which people react to life events, while Trakulsakrit (2003) defined adjustment as the process of a person making an attempt to adapt or alter himself when confronted with difficult conditions, or troublesome situations. Up until you can stay in that circumstance or place contentedly, you may experience anxiety, tension, irritation, etc.

The 4.0 era of organizational adaptability is a topic covered in Luankaew (2018). Overall, it may be divided into the following 5 aspects: 1) By considering the requirements of the task and the environment, the organization's size may be optimized. 2) Vision; The work plan's visionary flexibility. In the 4.0 era organizations have several paths they may take to realize their vision. By combining these paths, they can accelerate the time it takes to reach their objectives while also reducing their overall risk exposure. Having many alternatives also enables manpower and resources to be used more efficiently than selecting only one, in terms of both people and resource utilization. 3) Centralization of key people and resources;

some humans and resources should be centralized to permit dispersal to work in various places as necessary throughout time. 4) The method for seeking out opportunities which will lead the way to success in the future. Organizations in the 4.0 era prioritize opportunity and align their operations with it. This entails establishing flexible organizational structures and cultivating a workplace where change is accepted as a regular aspect of doing business. 5) The role of leaders, 4.0 organization leaders recognize that planning is impossible in an environment where change is constant and quick. Instead, moving an organization forward involves experimentation, success, and failure. What occurred either success or failure should be considered as a lesson learned.

According to Hall, Prayag, & Amore (2018), organizational resilience in tourism consists of three elements: 1) The Role of People: it is crucial to develop a connection between the functions of the networks and processes that will impact the organization's resilience, as well as the human management aspects that can encourage and support recovery in four categories: 1.1) Psychological Safety 1.2) Social Capital 1.3) Diffuse Power and Accountability 1.4) Broad Resource Network; 2) The Role of Processes: Management's task is to prevent destruction or other concerns that might prohibit anything from operating or from continuing to run; and 3) The Role of Networks: To develop relationships with people throughout the whole supply chain.

Furthermore, the industry after the outbreak of Covid-19 will definitely change, for both tourists and entrepreneurs. Technology will become part of people's lives, and societies will become more cashless; the tourism and service industry must adapt to various issues as follows: 1) Hygiene standards will be the first and most important topic that travelers pay attention to. Procedures for cleaning surfaces, washing methods, and the cleanliness of the service providers must be communicated clearly to build confidence and reliance for travelers; 2) Communication systems and emergency plans are essential; and 3) Small group tourism plays a key role after the covid-19 epidemic crisis. This is for the safety and confidence of travelers. Limiting the number of people entering the tourist destination will play a greater role in deciding where to travel. Hospitality marketing will be changed, marketers must penetrate each target group by focusing on specific interests and lifestyles. (Kariyapool, T., n.d.)

3. Research Methodology

This study used semi-structured interviews to collect data from in- depth interviews, which is a qualitative method. The key informants were 14 community leaders/ representatives of prototypes of community- based tourism destinations. The research tool was the interview form, which was used to discuss the interview research result, to determine the adaptation guidelines for 14 prototypes of community- based tourism

destinations in Thailand after the tourism crisis. Data collection: contact, coordination, and writing a letter of cooperation request for conducting research from the university to collect data from the key informants. Data analysis was a content analysis technique. To validate the data, the researchers analyze the data from the content analysis and interview notes to explain the situation explicitly. In addition, the research results were re-validated by the key informants to confirm the validity and reliability of the contents.

4. Conclusion

4.1 Tourism standards and cleanliness, hygiene, and safety:

The Department of Tourism of Thailand (DOT) awarded community- based tourism standards to 14 prototypes of community-based tourism destinations. It has also been upgraded through auditing and receiving a certificate of new normal for safety and health standards from COVID-19 (Amazing Thailand Safety and Health Administration: SHA), which serves as a form of the symbol for the community's improvements in terms of products and services, including health. This is a collaborative partnership between the Ministry of Public Health and the Department of Disease Control, the Department of Health, the Department of Health Service Support, as well as the public and private sectors of the tourism industry. It is being carried out by the Tourism Authority of Thailand (TAT) and the Ministry of Public Health. The scheme is

important in restricting the COVID-19 virus's spread capacity through the implementation of public health measures. Additionally, certain areas have been certified as Safe Tourist Areas (Safe Tourist Zones), such as the Ban Rai Kong Khing community in Chiang Mai.

Besides, some communities, including the old town Sukhothai community in Sukhothai Province, are still in the process of requesting assessments to obtain certifications regarding the new norm in health and safety standards from COVID-19, also known as SHA+ or SHA plus (Amazing Thailand Safety and Health Administration: SHA+), that means a certificate that represents tourism industry entrepreneurs' readiness in improving their products, services, and sanitation measures which is the crucial factor in preventing the spread of COVID-19 by complying with the sanitation measures, which requires that 70% of community personnel or establishments have received two doses of vaccination.

For reasons of early epidemic safety, the majorities of 14 prototypes of community-based tourism attractions are closed and rigorously adhere to official epidemic prevention procedures. They are aware of the spread of diseases and monitor and adhere to governmental safety and health regulations. As a result, everyone in the community pays attention to maintaining a safe distance, maintaining good hygiene, preventing infection in the area, increasing the frequency of cleaning, particularly around common touch points,

properly disposing of waste, and using surgical masks, and also distributing suggestions and information via various channels to lower risks and prevent disease within the community.

Additionally, they have group committee meetings on adhering to government regulations and requirements for preventing the spread of various infections within the community and to encourage Covid-19 prevention of governmental initiatives in collaboration with network partners, such as sub-district health promotion hospitals, provincial public health, and local public health volunteers. Likewise, there is education to inform the committee in the community, the creation of meaningful signs, arranging for a regular visit by a public health official, measures to clean tourism equipment and tourist areas, communication within the community, and communication with tourists to raise awareness of COVID-19 and how to prevent it.

4.2 Measures for Tourists

During the early phases of the pandemic, 14 prototypes of community-based tourism attractions suspended their service. When the government loosens travel restrictions, 14 prototypes of community-based tourism reopen their doors to let in a few small groups of visitors. They have limited the number of visitors who wish to come and participate in activities in each community based on the carrying capacity of the area. Tourists must also get vaccinated, scan a QR code on a government application, carefully adhere to government

security regulations, and conduct themselves in accordance with community norms.

4.3 Activity/Types of Tourism

14 prototypes of community- based tourism destinations retain most of the tourism- related activities. Depending on the local context, each community's tourism- related activities have a unique set of features. For instance, the Pla Ba Community in Loei province is a community that planted forests, moving to develop vegetation, so maintaining tourism activities like forest planting activities, planting fire-resistant trees, and eating wild rice. Takhian Tia Community in Chonburi province is a Thai folk art community, Thai community way of life learning center, offers to make local desserts from coconuts, folk art activities, cutting a bunch of Mahot, etc.

However, all of the 14 prototypes of community-based tourism destinations' activities adhere to and prioritize health and safety concerns. For instance, using distinctive equipment, engaging in independent activities, maintaining a safe distance, and restricting the number of visitors joining in each activity.

In addition to maintaining activities, 14 prototypes of community- based tourism destinations have created tourism programs, developed and linked programs to other tourist communities, created additional community products, and utilized local guides. Examples 1) developed programs include the U Thong Ancient City Community in Suphan Buri province, which has developed programs to 1) link

programs to Ratchaburi Province, Kanchanaburi, and Suphanburi Provinces, and 2) link Ang Thong to other communities. 2) Tourists may take a free tram trip and receive information from a local guide. 3) Innovative new tourism activities, such as turning herbs into skin scrubs, expanding the use of bamboo goods, creating the "Hua To" wristband inhaler, stamping portraits of the Lord Buddha at the Wichian foundry, etc. Also, during the community's closure, 14 prototypes of community- based tourist sites cleaned and organized their attractions, boosting different standards and safety in line with the New Normal, and collaborating with other organizations to promote them.

Furthermore, 14 prototypes of community- based tourism destinations have shifted the pattern of tourism and methods for disseminating tourism information by employing narrative approaches to link with tourist sites and additional tourism activities. Bo Suak Community, for example, has given tourist information through story-telling approaches connected to new tourism routes, such as health tourism routes narrative, organic- agricultural tourism routes story, and skill building for local interpreters.

4.4 Online Marketing and Communication Channels

14 prototypes of community- based tourism destinations have their own Facebook accounts. In order to make it easier to remember, they utilize the name of the page as the name of the community and the name of the popular

tourist destination within the area. For example, the community-based tourism promotion club, Bo Suak community, Phu Bakdai- Pla Ba Community Tourism Promotion Club, Tiew- Gin- Ka- Khon- Mueang Kao: Sukhothai, Phulomlo, Sakura of Thailand, Sanlomjoy community: Chiang Mai, etc. They utilize the Facebook platform to spread information about tourism, update currently accessible tourist news, provide tourism activity programs, still photographs, video clips, tourism activities, as well as informative visits to the community, and organize events. To inspire trust in visitors, they maintain cleanliness, safety, and hygiene. It serves as a direct line of communication for visitors and locals. There are numerous government organizations that use websites to share community information for public relations purposes, including Designated Areas for Sustainable Tourism Administration (DASTA), 7Green Tourism Thailand, the Community-Based Tourism Network Coordination Center, Thailand CBT Network Coordination Center, the Thailand Tourism Directory, etc.

Additionally, communities that have won various awards will have public relations channels on the websites of particular organizations, such as Takhian Tia Community, Chonburi Province, which was awarded the top rural tourism village and received assistance in publicizing the community through the Thailand Rural Tourism Award 2020 website, which is the best rural tourism village website that presents information about tourism programs as well as

images of various activities, etc. Tourists can also get features on the Chonnabot- tirak website (www.ชอนบอททีรัก.com), which has community information, highlighting local events, tourist initiatives, peak travel periods, local goods and services, English guide details, images of events, etc.

Besides, some communities have additional online channels to engage with tourists through various applications, such as Kok Sathon community in Loei province, which offers a call center service; Chak Ngeao Chinese community, which has line official and an online store via Facebook platform to present and sell the community's goods; and Ban Nam Chiao Community Enterprise, which has Tik Tok, Line, etc.

4.5 Upskill (to enhance different skills)

Throughout the COVID- 19 epidemic, several tourism-related government and private organizations regularly offer online training through a variety of applications. The Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA), the Tourism Authority of Thailand, the Department of Tourism, the Ministry of Tourism and Sports, and the Community Development Office, etc. are a few examples. Online courses that 14 prototype community- based tourism destinations have taken include using new technologies/ innovations in online marketing, online media skills, techniques for live broadcasting via Facebook/ Line, techniques for selling products through online media, posting

techniques to sell community products, page creation, and advertising on Facebook, online public relations, writing tourism content, video/ photography editing, techniques for capturing photographs, cost/ price calculations for tourism programs, post-epidemic adaptation, future trends in tourism and visitor behavior, protective measures and destination cleanliness, local interpreters for tourism, community- based tourism during the epidemic crisis, etc.

4.6 Meetings and discussions in both the public and private sectors among partnership networks and the local community

To enhance 14 prototypes of community- based tourist destinations, they conducted conferences with group committees and had meetings with government organizations and the tourism industry's private sector as follows: 1) They have constantly held meetings and discussions with community committees about a variety of topics, including the development of community activities/ products, planning to take part in various contest projects, tourism activities, security and health measures, tourism service measures, past lessons learned, price adjustments to suit activity adjustments, service standards, interior development improvements for the community, etc. ; 2) Consultation meetings with government organizations, the travel industry's private sector, and other pertinent organizations. The topics covered include ways to prevent the COVID- 19 disease, practical advice after the tourism crisis, meetings to exchange travel packages by the

Tourism Authority of Thailand, lessons learned about adjusting tourism after the epidemic, and epidemic training by medical professionals from hospitals/ health In accordance with the government's policy to reopen the nation to private tourism agencies: community- based tourism associations, the Tourism Industry Council, tour companies, etc. , preparation for welcoming tourists after the epidemic, guidelines for disseminating community information, preparation for welcoming tourists after the tourism crisis and listening to appropriate adaptation guidelines and suggestions from the private.

In terms of collaboration (MOU: Memorandum of Understanding) , Bo Suak community in Nan province has collaborated to develop sustainable tourism in a civil state way, which integrates cooperation between government agencies, the local community, local entrepreneurs, and private entrepreneurs including the Nan Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA), the Bo Suak Subdistrict Community Tourism Promotion Club, and the Nan Accommodation Club. These organizations work to establish connections and share information and benefits from trips between the local inhabitants, tour operators, and tourists through tourism-related activities, services, and the sale of souvenirs.

Additionally, the community Nai Wiang, Nan Province, has collaborated with partners in the tourism network to develop, improve, and

enhance the potential of tourism routes inside the community that are still actively used even during the COVID-19 pandemic. The Nan Designated Areas for Sustainable Tourism Administration (Public Organization) (DASTA), which has consistently planned activities in the area, is the driving force behind this. For instance, hosting craft fairs, creative city events, and a variety of workshop activities for local businesses and government organizations. However, while other tourism routes are being developed, a group of experimental travelers (New Normal Tourism with COVID Measures) consisting of tour operators and business owners in Nan province are evaluating the routes and getting ready to welcome visitors once the COVID crisis has subsided.

5. Discussion

1. Cleanliness/Hygiene and Safety: 14 prototypes of community-based tourism received community-based tourism standards from the Department of Tourism and the new normal health and safety requirements from COVID-19 (Amazing Thailand Safety and Health Administration: SHA). The majority of them are now in the process of requesting an audit for certification in accordance with the new COVID-19 normal health and safety standards known as SHA+ or SHA plus (Amazing Thailand Safety and Health Administration: SHA+). Some of them have also been certified as Safe Tourist Areas (Safe Zones for Tourists). According to the concept of preparing for the COVID-19 epidemic

from the Ministry of Tourism and Sports and the Ministry of Public Health, it aims to raise the standards of the hospitality sector along with hygiene-safety standards, to raise the standards of establishments as well as to prepare and provide services in a new way (New Normal), and to encourage confidence among tourists. Additionally, it complies with recommendations for adapting to sustainable tourism, cleanliness, and wellness, which is a trend in tourism in the Next Normal age since the emergence of COVID-19, making everyone more health-conscious than in the past. Therefore, tourist attractions must raise their standards to meet the requirements of the Ministry of Public Health for hygiene, in order to obtain the SHA (Amazing Thailand Safety & Health Administration) logo, and in order to confirm that their brands have been approved for vaccination against COVID-19 as well as other safety measures have undergone the necessary safety precautions, including being approved for COVID-19 vaccination.

2. Activities and types of tourism: the majority of them have kept their original, unique tourism activities and have expanded them, developing a route connecting tourist attractions, and engaging in a variety of creative activities. They have also developed types of tourism that primarily take into account the safety and hygiene of visitors as well as the shifting tourist behavioral trends. As can be seen, the community's identity was exploited to promote cultural tourism, thus, stimulating visitors' interest to visit, and creating sustainable tourism

within the bounds of the environment, the community, and its traditions, customs, and way of life.

It resulted in the development in many areas to be distinctive, intriguing, and have a distinct identity that can represent the identity of the community, developed from the cultural roots, which helps tourists remember and make an impression. Therefore, it is crucial to be aware of and emphasizes community-based tourism in Thailand after the tourist crisis by continuing to engage in activities that promote wisdom, preserve community identity, add value, and contribute to the already-existing community identity.

According to the research of Srivilai & Thongsri (2021) the spread of COVID-19 greatly affected the tourism industry of Thailand. As a result, tourist businesses in Thailand require the following advice to cope with the COVID-19 epidemic and to prepare for adjusting to a new way of life or New normal: 1) Getting ready for high-quality operations, 2) Giving tourists a safe experience, such as by giving visitors access to cleaning and disinfection tools, 3) Rebuilding trust and credibility, also working with travel and health insurance providers to cover COVID-19, including medical procedures in case of emergency, and distributing pre-travel guides preparation based on government regulations, wearing masks, handwashing with alcohol, and social distancing. With regard to the final point, tour operators must concentrate on modifying their offerings to fit the new tourism norm and

place a greater emphasis on safety, cleanliness, and health.

3. In terms of marketing and online communication, it was discovered that 14 prototypes of community-based tourist destinations utilized a variety of digital platforms and apps as instruments for public relations and engaging with visitors, including Facebook, Tik Tok, Line, websites, etc. Additionally, it can be seen that they have attended meetings with network partners in the tourism sectors, both government and private sectors, and attended courses in online skills necessary for adaptation after the tourism crisis. Moreover, they continue to look for network partners in the tourist and safety sectors and are also forging agreements or memorandums of understanding with governmental organizations, business owners, and other neighborhood groups.

According to the study of Srivilai & Thongsri (2021) the effects of the spread of the COVID-19 pandemic on Thai Tourism provide the following 9Ps advice for enterprise owners and employees in the Thai tourism sector to adapt and maintain up to date with developments: 1) Work process: shortening the work process (lean process) and replacing them with technology, 2) People: employees must have the necessary cross-skills, up-skills, and knowledge in design, narrative, digital marketing, photography, and one-stop services, 3) Business Partner, 4) Products and services: business owners need to provide unique, niche-focused goods and services that enable tourists to create their own

itineraries. Tourists will primarily expect operators to uphold standards of cleanliness and safety, 5) Price: prices for products and services will become more flexible, and visitors' purchasing decisions will be influenced more on convenience and value than on price, 6) Distribution channels (Place): visitors will use platforms like Zoom or Google Hangout to meet and communicate while they are on the road, make purchases, and share information, 7) Presentation: business owners must develop a unique source, a distinctive signature or personality, the ability to employ storytelling to produce material for digital media, and the ability to successfully communicate using both digital and traditional media, 8) Platform: organizations will need to select the best combination of online and offline media since digital technologies will be utilized exclusively in management and marketing. From raising awareness to influencing traveler decisions, both major opinion leaders and small-scale micro influencers are crucial, and 9) Payment: because tourists are accustomed to making online payments and are at ease doing so, operators must offer a full range of online payment options to their clients in order to streamline their transactions and lower the danger of infection.

In accordance with the study of Trachu & Phimonsompong (2021) the development of adaptability competence of Thai tour business to respond to tourism demand in digital Age, the study's findings revealed that the "I-PEUX" Thai tour company model includes: 1) I-Innovative:

the need to look for chances to develop new things; innovation is a tool to create new things that are distinct from existing products and services, offer added value, create competitive advantages, and produce income for the operator; 2) P-Personalized Products & Services: using three approaches, upgrading the creation of new goods and services to satisfy the unique demands of particular clients which are (1) Techniques, tactics, digital marketing, in-depth study of the target market, and great corporate products and services, (2) Gathering consumer and business partner data (suppliers) for analysis in the development of new goods and services, and (3) Strategies for marketing goods and travel services that cater to niche markets' unique needs while bringing out the potential of the local area and developing new tourism routes; 3) E - Exuberant Team & Organization: maintaining organization and work productivity, expanding knowledge and enhancing capabilities with information technology, and creating new energetic staff and business concepts; 4) U-Ultimate Connectivity: connecting corporate procurement with cutting-edge technology (Ecosystem), bringing innovative items and services to sell online would establish a network that clients can access constantly; and 5) X-Xocial (Social Engagement): building customer relationships on social media platforms like Facebook, Instagram, LinkedIn, blogs that can collect customer data in the form of big data and analyze it to create products and services that are distinctive and tailored to the needs of target

customers, as well as effective digital marketing will enhance the creation of valuable experiences with tourists.

6. Recommendation/Implication

6.1 Recommendation of this research

6.1.1 Regarding the tourism crisis, community-based tourism destinations can apply the study's findings as a management guideline, as an action plan for coping with changes in various dimensions, and to raise the bar for community-based tourism in their own destinations to better fit the context of the tourist attractions. The destinations should work with the local tourism authorities such as the regional Tourism Authority of Thailand office and the Provincial Tourism and Sports Bureau.

6.1.2 To enhance the standard of tourism after the tourism crisis and to adhere to the tourism trend as well as the next normal behavior, adaptable guidelines can be adapted to the context of each tourist area. Again, the community could ask for assistance from the certified bodies in their areas such as the Provincial Public Health Office, the Regional Tourism Authority of Thailand office, and the Provincial Tourism and Sports Bureau. Moreover, academic institutes are also appropriate sources of help.

6.1.3 The research findings can be utilized as academic reference materials by academics, lecturers, and researchers to advance their own research on community-based tourism

and share information with communities, students, and other interested parties.

6.1.4 The community tourism business will benefit greatly from these guidelines if it considers planning and adapting with an analysis of future tourism trends, tourist behavior regarding the tourism crisis, and the needs of target tourists. It is important to raise business standards in order to be able to adapt, survive, and grow in the tourism industry under changing conditions.

6.2 Recommendations for further research

The adaptation guidelines for prototype community-based tourism destinations in the context of a variety of tourism crises, such as financial crises, political crises, and natural catastrophes

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