



Upgrading the Grass-roots Economy Through Community-Based Tourism under the Concepts of Innovative Business and Creative Economy

Wanphen Kuensman & Wipada Mukda*

Faculty of Management Science, Suan Dusit University, Bangkok, 10300 Thailand

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Abstract

This academic paper aims to study the upgrading of the grass-roots economy through community-based tourism under the concepts of innovative business and the creative economy. The grass-roots economy at the local community level needs to be strong and increase competitiveness this means it must be self-reliant through economic and behavioral restructuring by promoting the learning process of the community such as educating open exchange platform and organizing a community learning center or community information center to collect history. These efforts provide the community with a foundation for driving community-based tourism, enabling them to innovate, add value, and elevate the quality of products and services, thereby building trust among stakeholders.

Introduction

Thailand's policy on service development and tourism promotion to create Thailand as a tourist capital of Asia was stated as setting the main goals in developing public utilities, accommodations, basic public health, access to tourist attractions, various forms of tourism, presenting a unique Thai culture, establishing safety standards for tourists and welcomed with hospitality. The goals require the cooperation from all stakeholders or related parties in order to promote Thailand's tourism to its full potential and achieve the goals for all parties to benefit fairly and sustainably (Department of Local Administration, Ministry of Interior, 2018).

For Thailand, tourism has been part of life for a long time. In the past, tourism was considered as recreational activities. Currently, the forms of tourism are more diverse, as noted by tourism being divided into several types such as eco-tourism, agricultural tourism,

historical tourism, adventure tourism, rural tourism. When the idea of community-based tourism began in which the community managed tourism in their local area, it set a new tourism principles in which the community played a role as the owner, participated in management and used tourism as a tool to develop local people in which communities could benefit from tourism. There is increasing promotions for community-based tourism (Suansri, 2011). Community-based tourism is viewed as an activity where people can rest and relax as well as a method to approach culture and nature. This type of tourism should be planned in advance in order to pursue a special way to bring satisfaction to both the individual and the collective when traveling with an open mind. Community-based tourism aids in tourist's self-knowledge as well as mutual acceptance and awareness of the true differences between races and cultures. (Department of Local Administration, Ministry

* Corresponding Author
email: Wanphen_3956@hotmail.com

of Interior, 2018).

Community-based tourism is an alternative for tourism development that allows people in the community to participate and benefit from tourism. It is a tourism that takes into account the sustainability of the environment, society and culture where people in the community have a part in determining the direction and management of the community for the community and allowing the people in the community to have a role to own and have the right to manage tourism in providing visitors to learn about their way of life. Community based tourism is therefore a tool to strengthen villagers 'organizations in managing natural resources and culture. For the development of the community's economy, it is important that all process should start from the local community and be fully managed by the people in the local community, whether it is capital such as strong funds, production, community product, product processing, community services and marketing. The whole management process of the community has an important objective to solve the basic needs of the people in the community to be appropriate and sufficient. Therefore, the diverse cultures with unique ways of life, in regions throughout Thailand can be a selling point in Thai-style tourism. Thailand is a cultural and spatial center in the Southeastern region, making the region suitable for adaptation.

Based on the above importance, upgrading the grassroots economy with community-based tourism under the concept of innovative business and the creative economy. Therefore, the authors implemented the concepts about the fundamentals of a good community-based tourism destination. This includes the partners involved in tourism development and in helping to determine the direction of development according to the existing problems. It is important to acknowledge the way of live and the unique community context in order for the community to create a beautiful tourist destination and preserve culture and inherited traditions.

Objective

To study the upgrading of the grassroots economy through community-based tourism under the concepts of innovative business and the creative economy.

Content

1. Community-based tourism: CBT

Community-based tourism is a form of tourism that considers community sustainability. It is a tool for

social development from the individual to the community to be self-managed, make their own decisions and realize their own values and present them through a tool called pride tourism. At the same time, the values are exchanged between the community and the tourists to create added value which is fairly distributed to the community (Pongsakornrungsilp, 2014). Communitybased tourism is a paradigm arrangement emphasizing the interaction between local communities and nature in a way that supports conservation of tourism resources along with the development of the local community to be strong, including efforts to build the capacity of nature to support the distribution of tourism benefits to the community. Community based tourism operates best when community members adhere and act within the framework of principles because everyone in the community is the owner of the resources and is a stakeholder of the tourism. Community-based tourism is a tool to strengthen the organization. The villagers jointly manage natural resources and culture through the process of participation of the people in the community and determining the direction of development that is transparent in sharing the benefits of tourism rationally (Tanchaen, 2018). As Maneerote (2017) mentioned, community-based tourism is when local people in the community participated in the management of tourism within the community, such as determining agreements or rules for compliance , choosing the strength or identity of the community that acts as the selling point for presenting to tourist. This is undertaken with the main idea that the traditional way of life will not be destroyed including maintaining various resources within the community are sustainable. As for the designated areas for sustainable tourism administration: DASTA and Sriharan & Khaphet (2018) noted that community-based tourism is an alternative tourism that is creatively managed by the community and meets standards that enable learning to lead to the sustainability of the environment, local culture and good quality of life. Which is consistent with Chuaybamrung (2009) stating that community-based tourism is a tourism that encourages collaborative learning of people in the local community with visitors as well as preserving various community resources by community-based tourism as a tool for sustainable community development. In the participation of all sectors in the community for the benefit of the community. In addition, Strydom et al, (2018) of stated that community-based tourism generates benefits and

can improve the quality of life and livelihood of local people.

The Thailand Community-based Tourism Institute: CBT-I (2018) has defined the components of community-based tourism management in 4 aspects, consisting of 1) Natural resources and culture consists of the community's natural resource base and a production method that relies on and uses sustainable natural resources, the community has a culture and tradition that is unique to the locality. 2) Community organization means the community has a social system that is understood by each other. There are wise people or people with knowledge and skills in various matters. The community feels ownership and takes part in the development process. 3) Management: the community has rules for managing the environment, culture and tourism and there is an organization or mechanism working for tourism management and being able to link tourism to overall community development, there is a fair distribution of benefits, there is a community fund that is beneficial to the economic and social development of the community. 4) Learning: the community offers tourism activities that can create awareness and understanding of the way of life and different cultures, there is a system to manage the learning process between villagers and visitors, create awareness for conservation of natural resources and culture in both the villagers and visitors. In this study, the researchers proposed 8 components of community-based tourism as a guideline for studying the potential of community-based tourism consisting of 1) Attraction 2) Accommodation 3) Accessibility: access to tourist attractions and convenience. 4) tourism activities 5) Amenities (facilities) 6) Community organization 7) Management and 8) Learning.

Therefore, community-based tourism offers benefits to the community, namely, it is an important part in supporting the management of natural resources by the community, causing the restoration of good local cultural traditions for people in the community, including tourists, and creates value for the community by increasing financial support allowing for an increase in the quality of life for people in the community (Permsuphakkul & Sammukkeetham, 2020).

However, community-based tourism management must begin with community members participating in tourism management. If there is no cooperation, there will be no tourism in the community, tourism will be unsustainable because there is no cooperation from

community members. Therefore, in order for all members of the community to cooperate well, they must see the importance and benefits of tourism in the community, consisting of 1) Conservation and rehabilitation; natural resources, culture, traditions and local wisdom because they are tourism resources that attract tourists to travel to the community. 2) Community-based tourism's value is to improve the quality of life of people in the community. Focusing on people as the center of development, tourism activities are activities that connect with other community development activities that require learning. 3) The quality of life of people in the community increases, which is an indirect result of tourism, such as generating extra income from tourism in the community. Infrastructure that facilitates tourists occur, such as roads, public toilets, electrical systems, water supply, etc. 4) Community-based tourism is a tool for dissemination of culture and traditions, local wisdom and way of life of people in the community to the public. 5) The community increase their awareness of their own ethnicity and are able to educate the community's youth in the value of rehabilitation, preservation, inheritance and conservation of natural resources, culture, traditions and local wisdom as a method to preserve and should continue from generation to generation. 6) Community-based tourism leads to the gathering of members in the community or groups in the community to do activities together. This includes the people with wisdom or various knowledge that exist in the community and allows for them to share their knowledge and expertise to the community's youth and tourists. In addition to the benefits of tourism, in another aspect, tourism will affect society, culture and the environment of the community. When tourism affects the community then it is necessary for the community to come together to participate in community tourism management which includes planning together, implement, share responsibility, develop together and share benefits. As well as creating community rules for those involved in tourism to abide by the rules of the community or establish various community standards in order to prevent impacts that are beyond the ability of people in the community to resolve (Community Organization Development Institute , 2016).

In conclusion, community-based tourism takes into account the sustainability of the environment, society and culture of the community, oriented by the community, managed by the community, for the community. The community takes ownership and as the

owner the community has the role in managing and learning for visitors, it consists of 7 components as follows: 1) There is an organization or mechanism for managing tourism 2) There is a tourism management system that is sustainable 3) Support the development of the community's quality of life and economy 4) Promote community culture 5) Participate in preserving the environment within the community. 6) Create learning. 7) Provide good and safe service. This is organized by transferring the knowledge of community-based tourism to community enterprise groups, which leads to participation in community-based tourism standard assessment from Thailand's Department of Tourism.

2. Innovation concept for society and community

The trend of globalization has caused organizations to adapt to keep up with changing competitive conditions, resulting in today's business operations must allow the organization to reduce production costs and create customer loyalty or produce new types of goods and services that meet customer expectations and needs ahead of competitors (Wong & Chin, 2007) Business organizations can survive in a rapidly changing or dynamic environment. Good innovation management is therefore one of the methods discussed in this study (Dooley & Sullivan, 2003). But successful innovation management is not an easy matter. This is due to the problem of maintaining innovation in the organization in the long term (Kathryn & David, 2004). Meaning of "innovation" usually refers to new things that are created from knowledge or creativity and can actually occur with creating benefits for the economy and society, where innovation is like a cog that drives existing industries to develop further while also encouraging new businesses to create value for the country's value chain. In addition to the economic perspective to develop a country sustainably, it also requires the development of a strong social foundation. Because those two factors must be developed in parallel and balanced. Social development requires the use of new processes and approaches to better address social problems. The mechanism for solving such problems is inevitable through the creation of innovations to meet social needs. (Baregheh et al., 2009).

"Innovation" is combined with the word "society" to form "social innovation", which has a different meaning and context from normal innovation. Social innovation is a new generation of creative ideas whether processes, products or development models are accepted to solve and respond to social problems. In

addition, it must be able to spread to other societies. Social innovation must have 3 important components: 1) being new and meeting the needs of society. 2) it can actually happen and can spread to the society and 3) cause a change for the better in society (Chaengkul, 2012). According to the definition of Mulgan et al. (2007) stating that social innovation is a practical new idea to reach social goals, which is like a vehicle that drives social change initiatives that lead to a better quality of life by developing solutions and methods solving a wide range of problems. And Avelino et al. (2014) implies that social innovation is a combination of social action or social context for the purpose of satisfying or taking action to solve the problems and needs of members of society so that they can continue. Two people who face various problems have the right to solve problems that lead to a better life. Nowadays, most private organizations will focus on the development of society to change. It is difficult to create innovations for society without the support of government agencies. The creation of innovation for society can be divided into 3 factors as follows: 1) Encouraging innovation. 2) Encouraging innovation to spread. 3) Follow-up and enhancing the potential of society to develop innovation. Laosombat, (2019) stated that social and community innovation is important for social leaders, corporate executives, funding entrepreneurs and practitioners. It is an important tool for activating change and inspiring the community to change and solve problems and develop society by using innovation to bring benefits effectively. This requires continual cooperation from government innovation agencies, private sector and community. Changing attitudes and behaviors of communities, integrating knowledge to create a new body of knowledge and bringing various knowledge bodies to design imaginative thinking and bringing imaginative thinking into practice, resulting in new innovations that can be used systematic and continuous real benefits for sustainable survival.

Business innovation is generally an innovation that involves the pursuit of profit or the creation of new ideas in order to lead to business profits. Most innovations consist of technological innovations or organizational innovation, which includes company management strategies. Business innovation focuses on improving company performance, which will benefit both the company and its consumers and competitors through innovation spillovers. At the same time, the definition of social innovation is quite diverse and ambiguous. But

for the most part, social innovation includes innovations that benefit the quality of life of the population. In daily life, social innovation can be seen more clearly through organizational restructuring because the old organizational structure is not appropriate when technological change occurs. Therefore, it can be said that business innovation can lead to social innovation in the next step. For the most part, social innovation overlaps with changes in institutional structures. Improving public utilities or social services that will affect the quality of life of people in the community. However, we can see that business innovation is not necessarily social innovation. For example, one innovation may generate business profits but may have environmental impacts on the community. Social innovation, on the other hand, is not necessarily profit-oriented business innovation, such as The United Nations Environmental Program's Clean up the World, a community-based environmental protection program with more than 35 million volunteers from 120 countries around the world. This study will highlight the importance of the effect of social innovation that enhances the capacity of government through structural improvements on the quality of life of the population and the livelihood of citizens and the importance of the effect of social innovation on the quality of life of the population. There is an impact on the admission rate of education on the level of environmental pollution (Pol & Ville, 2009).

It can be concluded that upgrading the grassroots economy through community-based tourism under the concept of innovative business for society and communities is an important action in developing and elevating the country to a high-income country with income distribution. Thoroughly it is a solid foundation for the Thai economy in the future by promoting the local community's economy to be strong and competitive and to become self-reliant. This will cause the standard to be raised in order to improve the livelihood and well-being of the people in the community and leads to solving the problems of poverty and inequality in accordance with the development goals of the national strategy, especially in creating opportunities and social equality so that everyone can benefit from inclusive and equitable development through economic restructuring and behavior and competitiveness building. In terms of community-based tourism that follows the traditional way of life of various communities, which is a unique tourist destination in terms of resources, environment and culture, and is increasingly popular with tourists.

3. Creative Economy

The creative economy was first discussed in John Howkins' book *The Creative Economy: How People Make Money from Ideas*, which was published in 2001 to promote the idea of a new economic system that would replace an economic system that emphasizes production and use of resources that include old forms of labor and capital. Therefore, the creative economy is an economic system that relies on creativity, imagination and new ideas of individuals to create added economic value and has meaning covering all activities in the economy. The "creative economy" is a concept of driving the economy based on the use of knowledge, education, and job creation, and the use of intellectual property linked to cultural roots, accumulation of social knowledge, and modern technology/innovation (Howkins, 2001) for Thai society, guidelines for the development of the creative economy have been specified starting with the 8th Economic and Social Development Plan and continuous up to the current version (13th edition, 2022-2026), with the focus of adding value towards products and services based on knowledge and innovation in order to continuously create added-value in the production of products and services (Mitpakdee, 2018).

At present, from the development trend according to the concept "Creative Economy", which Thailand is currently in the process of applying for planning and strategies for developing the country both economically and socially. Creation and use of intellectual property linked to cultural background accumulation of knowledge of society along with technology and innovation, which is a new path of development that can bring economic growth and "Value added" under the economic context of today's globalization. In addition to economic growth, which is one of the important goals of national development, other goals that are no less important and should be considered within this development framework are the issues of equality and equity, stability and sustainability (Sustainability) of the development that will occur (Chaemchan & Bunyamanon, 2013).

If considering the creation of added value from culture according to the above paragraph, it must at least be based on the use of knowledge. If knowledge is to be adapted to create additional value, it is necessary that that knowledge be collected in a systematic way. Therefore, since 2005, the Department of Cultural Promotion, Ministry of Culture has collected data and

created a database of cultural heritage in 7 branches: 1) Language, dialect and ethnic language 2) Folk literature 3) Performing arts 4) Social practices 5) Traditional craftsmanship, wisdom, selection of materials. and creative strategies that express identity and reflects the social and cultural development of the people. 6) Knowledge and practices about nature and the universe, which includes , skills, beliefs, practices, and expressions developed from interactions between people and the natural environment 7) Thai wisdom sports.

Howkins (2001) stated that the creative economy is the creation of value from human ideas. In addition, the creative economy is an industry that creates creativity, expertise, and abilities that have the potential to create jobs and wealth through the production and utilization of intellectual property; and emphasized the connection between the creative capital that surely resides in human beings. Without humans, there is absolutely no way to create creative capital. Human capital and creative capital are two capitals that go hand in hand, often resulting in the development of intellectual capital which comes from a good education system combined with one's own values and ideas until something new is created. Krut-ngam (2015), stated that the creative economy is a system developed on the knowledge-based economy. Using educational knowledge for creative work shows that this concept reflects a process that combines culture, economics, and technology to create knowledge for new technology and innovation according to the context of society. As for Boone & Hollingsworth (1990), creativity refers to the operational component of decision-making in business organizations and the awareness of new rules. Learning new things, new ideas, new changes allows entrepreneurs success of the business organization.

However, Thailand has developed a creative economy based on the integration of cultures. Traditions and wisdom have continued until the present. New technology and innovation have been introduced to help create additional value and connect various production and service sectors to be more efficient, such as in the automobile industry, digital industry, design industry and a network of local handicraft enterprises for export. Therefore, in order for the development of Thailand's creative economy to be able to drive concretely and be able to develop sustainably, a strategy has been established to drive the creative economy of Thailand as follows: (Kusuma Na Ayutthaya, 2010)

1. Development of domestic infrastructure and environment. In order to facilitate the development of the creative economy, the government must give priority to the development of communication and transportation infrastructure, promoting investment in research and development, financing, systematic development of education. This must be completed comprehensively in line with market needs including creating creative personnel, modern marketing development and law enforcement, especially intellectual property laws, as well as studying problems and obstacles arising from laws and regulation to lead to further improvements and corrections.

2. Integration and operation of agencies. Creative economy development has a framework that involves a large number of public and private sectors. Implementation of development-driven operations requires major responsible agencies and a clear policy framework and mechanisms to drive strategies, including the preparation of a creative economy development master plan and develop a clear roadmap to lead to successful implementation.

3. In-depth research and development in creative economy and cultural capital. The government should drive a study of knowledge for development in all 5 branches of the creative economy as follows:

- 3.1 Cultural heritage and wisdom and biodiversity
- 3.2 Art and cultural identity
- 3.3 Craftsmanship and handicrafts
- 3.4 Entertainment media and software industry
- 3.5 Design and development of creative products

Development in all 5 creative economy sectors is important in order to create economic value and bring products and services to both domestic and international markets. In addition, research should be conducted implementing a database and an efficient data collection system. This will aid in setting standards and clarity for the scope of the industry and creative services. The database will store information that is acceptable and reliable and useful for evaluation, follow-up, and policy formulation for further development.

4. Creating awareness and opportunities for entrepreneurs. The government should encourage and support Thai entrepreneurs to acquire skills and knowledge to create new products and services that are unique and able to develop ideas and innovations for

responding to market demands and keeping pace with changes in trends in the global society.

It can be concluded that a creative economy is the concept of driving the economy based on the use of knowledge, education, and job creation. and use of intellectual property linked to cultural background accumulation of knowledge of society and modern technology/innovation. The aforementioned creative economy tourism is the result of changing tourism characteristics that are driven by 2 fundamental factors: 1) Globalization combined with creativity to create a new dimension that can attract tourist and 2) Changes in structure and sociological behavior of tourists. This article focuses on an in-depth analysis of the current tourism situation and the possibility of transforming the new tourism paradigm into creative tourism. The author has proposed a guideline for the development of creative economy tourism that is consistent with the Thai tourism context, consisting of a 5-step development process, namely 1) A focused identity and understanding of cultural values 2) Creation of distinction and differentiation 3) In-depth insight of market needs 4) Enhancement of value for tourism products, and 5) Modification of market development strategies.

4. Upgrading the grassroots economy and community-based tourism development

“Grassroots economy” is the base of Thailand. If the base is strong, it will support the whole country to be stable. If the grassroots economy and the macro economy are linked in a complementary way, this will lead to integrated development, balanced, sustainable and progressive. The strength of community enterprise including community livelihood and agricultural community enterprises are as follows: 1) Food processing and its connection with food strategies 2) Community industry, community market, community enterprise 3) Community tourism 4) Community energy 5) Bank of trees 6) Traditional Thai medicine and herbs 7) Sub-district full technical skills. 8) Sub-district community financial institutions. 9) Community information system (Wasi, 2015). “Grassroots Economy” is the community economic system that can be self-reliant under the philosophy of sufficiency economy with mutual assistance, morality, and a strong and sustainable economic system, society, people, community, culture, environment and natural resources that are strong and sustainable. However, the key components of a strong grassroots economy are: 1) There is integration 2) There is management of the community’s financial system

3) There is community capital management system that covers social capital, everyone restores resources 4) There is an up-to-date information system both internally and externally 5) There is a system of community production, both basic and advanced. 6) Create cooperation at all levels and all dimensions to achieve goals and good relationships 7) There is a coexistence system 8) Morality and ethics 9) Shared ownership 10) People in the community can participate (Khatasombun, 2020). Due to the potential of the community economy, it is necessary that there is a good community environment, no pollution, sufficient natural resources, agricultural people who can grow organic vegetables. The disadvantage of the community economy is the limitation of the tourism season, the inability to attract tourist throughout the year and the need to promote and improve the community economy. There is a need to allow the agency to support the budget for the establishment of community shops to sell community products. In addition, there is a lack of cooperation from government and private agencies, raising standards, a model village based on grassroots economy and a community showcasing the way of life tourism and developed into a self-reliant economy home learning center, creating ancillary occupational groups connecting local cultures and traditions. At the same time, local government organizations should create physical incentives for cooperation among those involved with local government organizations. The government sector and network partners from all sectors must be sincere in being part of the development of the community enterprise market unconditionally because the government sector is considered a direct stakeholder in community development (Tassaneeya Boriphit and Teeraphat Kitjarak, 2020).

Upgrading the grassroots economy and community-based tourism development generates income for people in the community, strengthens the grassroots economy, community people have extra income from community-based tourism activities. There is more money in circulation in the community, creating jobs, generating income and strengthening the community economy, community knowledge is the foundation for development. The community economy requires knowledge enhancement in community management such as community leaders, the condition of community leaders, community network groups as a driving force, further developing product and service innovation activities. Tungseng et al. (2021) found that the management approach can link the standard of

community-based tourism in Thailand to create a grassroots economy for the 3 Southern Provinces under the linkage of human development, tourism development and group management. It is necessary to start from the development of the potential of the community members then proceed to develop a variety of tourist attractions under the identity of community resources. Next, the community will have to establish effective regulation and management as sustainability and create added-value from tourism by upgrading services and operate continuously.

In conclusion, in order to upgrade the grassroots economy and develop community-based tourism, the community must focus on self-reliance, the community must have potential, recognize the self-reliance of the people according to their potential or ability in the community, the potential or people resources for people to have the ability to solve problems and develop communities by themselves. The community needs a tourist attraction that can attract tourists such as having its own identity, there is a unique feature that creates a feeling that there is only one in the world or in Buddhism it is called Ettakka, meaning one who is excellent in some particular way. Have a strong leader who has leadership skills to lead people in the community to achieve the goals that have been planned. There are local wise people who are well versed in the ancient culture and way of life of the community in order to pass on the correct knowledge to the people in the community and raise awareness and love for their homeland. Public relations such as word-of-mouth inside and outside of the community or providing information about tourist attractions through public relations media, social network (Facebook and Line) and billboards to create interest and attract tourists. The above conclusions are considered methods to raise the level of sustainable culture tourism management by the community.

Summary and recommendations

Upgrading sustainable community-based tourism management comes from willingness to collaborate. Because the goal is to improve the quality of life and peaceful coexistence of an interdependent society. Along with the prosperity of the culture and good ways of the community. Those who benefited from sustainable tourism development include tourists, communities, tourist attractions including a network of organizations from all sectors involved in tourism management. In addition, when tourism follows the traditional way of life of the community it will make the

community popular and generate more income from community-based tourism. Community-based tourism also supports economic development to increase income distribution. Emphasis is placed on honoring natural resources, way of life and local culture to stimulate environmental conservation awareness. Therefore, elevate the grassroots economy with community-based tourism under the concept of innovative business for society and communities and the creative economy is a collaborative problem. Therefore, there are 5 important strategies that will help raise the level of tourism for the benefit of the community as follows:

1. Development of people and personnel related to tourism by focusing on developing people in the community to be able to manage their own tourist attractions

2. Increasing the value of local resources by focusing on the community understanding themselves and what makes them unique based on available resources. There is no need to create something new that may not be a local identity.

3. Marketing suitable for the community to find a suitable tourist market for each community and build the ability to meet the needs of tourists without sacrificing the identity of the community.

4. Strengthening the network, focusing on developing the community's potential to be able to connect-exchange resources, knowledge and experience together to work as a strong people sector network in the long term without having to rely always on government support or the private sector.

5. Assessment with community and tourist happiness indicators because the development of community-based tourism is the development of benefits for the people in the community. Therefore, the measure of success is not just the increase in income or the increase in tourist but the various dimensions of well-being arising from tourism. At the same time, it must be considered the visitors experience is an equal exchange of hosts and visitors enjoying together.

Suggestions

Policy recommendation

1. Use as information and guidelines for provincial agencies in transferring research results for use in raising the level of driving force in Suphan Buri Province

2. Use it as information to present the tourism model that has changed to a new way of life or new

normal, which is an important goal that the Ministry of Tourism and Sports supports in order to make the community increase capabilities. Able to manage themselves in a sustainable way because community-based tourism is considered a unique charm based on the way of life, wisdom and local culture. combined with friendship from people in the community. This is considered a value that can truly increase added-value of tourism in Thailand

Management recommendation

1. Use it as information to guide policy development and push tourism strategies to reduce inequality and eliminate poverty in provincial tourism communities. To raise the level of the grassroots economy in community-based tourism under the concept of innovative business for society and community and the creative economy

Academic recommendation

1. Research should be done to compare the operations of other types of tourism groups, paying attention to government policy, strong leaders, participation of people in the community and identity. To be used as a comparison and as a guideline for the operations of other types of tourism groups

2. There should be research to present tourism activities by model communities and recommend packages. Ready to sell to support the new way of tourism.

3. There should be research on the impact of community-based tourism on the economy such as the social and environmental aspects

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