COMMUNICATION FACTORS AND COMMUNITY MANAGEMENT TOWARDS SUSTAINABLE TOURISM

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ABSTRACT

Title of Dissertation	Communication Factors and Community Management towards Sustainable Tourism
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The research aims to 1) explore tourism communication factors, community tourism management, and sustainable tourism, including other related factors in the community of Lanta Island in Krabi Province, and Yao Noi Island in Phang-nga Province, 2) study the direct and indirect effect of the tourism communication factors and community-based tourism management, including other found factors, on sustainable tourism of the communities of Lanta Island, Krabi Province , and Yao Noi Island, Phang-nga Province, and 3) develop and test the congruence of the measurement model and the structural equation model of tourism communication factors and community tourism management with empirical data. The research used mixed methods and divided the research procedure into 3 stages: the first stage by the qualitative method through 1) documentary analysis, 2) in-depth interview by semi-structured interview guide with 14 representatives of all concerned sectors, both within and outside the communities. The second stage was conducted by quantitative method with survey questionnaires collected from leaders of community-based tourism networks, community leaders, tourism entrepreneurs, officials of local administrative organization and regional governmental offices, representatives of educational and private sectors, and local people, totally 519 samples: 259 of Lanta Island, Krabi Province, and 260 of Yao Noi Island, Phang-nga Province. Data were analyzed by descriptive and inferential statistics, including the analysis of structural equation model SEM). The last stage was the qualitative method by a focus group interview on the constructed model with government, private, and educational

sectors, including community and tourism network leaders in the potential area in the south. The constructed model was further examined and verified by the experts for additional advice to improve the model to be more complete.

From the study, it was found that in the first stage, an additional issue or factor, namely responsible tourism, was obtained from the in-depth interview. Responsible tourism was thus included in the study as a latent variable, with four observed variables 1) decreased economic, environmental, and social impact, 2) increased income and bettered quality of life of host communities, 3) increased decision-making power, and 4) participation in conserving natural and cultural heritage. The collected data was developed to be a research instrument for data collection in the second stage, which was quantitative research. The study found that the measurement model of tourism communication factors, community tourism management, and responsible tourism affect sustainable tourism of both communities with all latent variables is congruent with empirical data since all observed variables are at the 0.01 statistically significant level. Besides, the structural equation model of tourism communication factors and community tourism management towards sustainable tourism of both communities is congruent with the empirical data as hypothesized, since more than three indices pass the determined criteria. In this study, six indices pass the determined criteria as follow: (1) RMR = 0.041 ($\leq$ 0.05) (2) NFI = 0.93 ($\geq$ 0.90) (3) NNFI = 0.90 ($\geq$ 0.90) (4) CFI = 0.93 ($\geq$ 0.90) (5) IFI = 0.93 ($\geq$ 0.90) and (6) RFI = 0.90 ($\geq$ 0.90).

Furthermore, from the analysis of effect size or Path coefficients of all latent variables in the structural equation model, it was found that tourism communication factors (COMMUNICATION) have a positive direct effect on responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY). However, tourism communication factors (COMMUNICATION) have a negative direct effect on sustainable tourism (SUSTAINABILITY) while both responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY) have a positive direct effect on sustainable tourism (SUSTAINABILITY). From the analysis of total effect, it is apparent that the operation of the structural equation model of tourism communication factors and sustainable community tourism management is related to all variables in sequence. Specifically, to lead a community towards

sustainable tourism, it has to start with tourism communication factors in combination with responsible and community tourism management.

After the examination of "the constructed structural equation model of tourism communication factors and sustainable community tourism management" by scholars and experts from all sectors: government, private, and public to confirm the model, it was recommended that another tourism communication factor should be added in the model, namely a concern about social and cultural context in tourism communication. In addition, four issues of integrated marketing communication were recommended: 1) to make an understanding of target customers, 2) to create interestedness by innovative marketing communication, 3) to create body of knowledge related with tourism, and 4) to create points of differences and parity into tourism, to make the model clearer and cover various dimensions for further uses.

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CHAPTER 1

INTRODUCTION

1.1 Background and Significance of the Problems

Nowadays, the tourism industry has been growing and expanding increasingly, including playing vital roles in the economic and social systems of Thailand. Tourism can be considered as one of the major sources of income, which bring about foreign exchange, create job opportunities, and distribute prosperity to rural areas. Besides, it facilitates the development of fundamental infrastructures of transportation and communication, including trades and investment. Whenever the country faces any economic crisis, tourism helps to increase national income leading to more rapid economic recovery than any other manufacturing and service sectors do. Nevertheless, tourism competition has become more severe continuously, confronted with abrupt changes and been easily affected by both internal and external factors inevitably. (National Tourism Development Plan 2012-2016, 2011).

Since 2015, the government led by General Prayut Chan-o-cha has given high significance to tourism by scheduling the year 2015 as "2015 Discover Thainess" and promoted the said year to be the year of tourism of Thailand formally. Tourism and tourist attractions of Thailand has been publicized widely to serve the entrance towards the ASEAN Community and to push tourism as a national agenda to present the image of Thailand in a new dimension. Tourists are stimulated to feel the value of visiting Thailand via Thai ways of life to increase an understanding and to admire Thainess. Especially, continual sharing of experiences among tourists is emphasized to arouse their perception of Thai graceful image and Thai identity or uniqueness. In 2018, there were 38,277,300 tourists with 2,003,837.13 million baht income and with gross revenue of 2,754,000 million baht (Economic Division of Tourism and Sports, 2019)

Despite tourism development policies of the government for increasing income and distributing income to rural communities as a consequence of increased local tourism, the expansion of rural- community tourism cannot be sustainable without good management nor an effective use of tourism resources. Accordingly, to develop tourism, the government uses a sustainable tourism approach as a frame for developing community tourism. From analyzing tourism strategies of concerned offices, i.e. National Research Strategy and Policy No. 8 (2012-2016) by National Research Council of Thailand (NRCT), the eleventh National Economic and Social Development Plan (2012-2016) by the Office of the National Economic and Social Development Council (NESDC), and National Tourism Development Plan by the Ministry of Tourism and Sports, it was found that all plans focus on the goal of Thailand in developing tourism towards "Sustainable Creative Tourism" (National Tourism Research Strategic Plan 2012-2016, 2011), which is a kind of tourism aimed to balance three major components of the country: economics, society, and environment. (Shaw & Williams, 2004). To achieve such sustainability, it requires cooperation from all concerned, i.e. entrepreneurs, local people, concerned organizations and institutions. (Usawadee Poolpipat, 2011)

In the past, in spite of some crises affecting the tourism image of Thailand, once the crises were resolved, increased numbers of tourists returned to visit Thailand rapidly. This phenomenon indicates tourists' confidence in Thailand. Still, Thailand is perceived as an economical tourism attraction while several tourism problems have been accumulated for a long time without being solved. Those problems obstruct Thailand to improve its competitive capacity in the long term. Examples of some accumulated problems are decayed tourist attractions, the crowdedness in some tourism sites, non-readiness of facilities provision, risks on tourists' life and belongings, unskillful and low-knowledge of tourism officers and staffs, low capacity for a higher number of tourists, and management and maintenance problems of the state, including the problems of integrating all plans to drive their strategic plans, and obsolete law enforcement, etc. Consequently, if Thailand needs to depend on their national income on tourism and to distribute its income and employment to better a quality of life for local communities and Thai society, it requires a review on the national development direction based on facts, potentials, and feasible opportunities in order to develop

Thailand as a quality and sustainable tourism attraction. (Tourism Strategies of Thailand 2015-2017, The Ministry of Tourism and Sports, July 2015)

The way helping to specify the coordinate of communication and tourism is to use a paradigm, which can be divided into two main paradigms: mainstream and alternative. Mainstream Paradigm means general tourism service industry while Alternative Paradigm is a new form of tourism, i.e. Ecotourism, Community-based Tourism, etc. In parallel, communication is also divided into two main paradigms: Mainstream Paradigm in the era of Mass Tourism believes in the power of mass media of all kinds or the power from a sender to receivers and Alternative Paradigm, which believes that a communication process is a process of information, knowledge, and opinion exchange to create common understanding and good relations.

From the aforementioned paradigms of tourism and communication and their interface, three main paradigms are found: 1) mainstream paradigms of both tourism and communication, 2) alternative paradigm of tourism and mainstream paradigm of communication, and 3) alternative paradigms of both tourism and communication (Kanjana Kaewthep, 2014)

When analyzing the classification of tourism and its impact on communication, the first impact that can be clearly and instantly seen is the variables of tourism classification relating to "types of receivers or tourists." An example is Pilgrimage Tourism in which tourists who are the elderly interested in religions. The next impact relates to "types of content and activities" or so-called in communication terms as "message and activity design". To illustrate this, for the message or activity design for Ecotourism or for promoting Thais to have domestic tourism, what should be proper message or activity? The last impact relates to "types of media or channel" or "with media selection. As an example, for the young generation, new media will be a more accessible channel than mass media, i.e. radio, television, or magazine.

As abovementioned, in the last period of tourism, a new paradigm of tourism, namely alternative tourism or community-based tourism, is introduced. It means a type of tourism where a community manages its resources towards maximal social, economic, and environmental benefits. Benefits are shared righteously and transparently. Another new tourism trend in Thailand is tourism with responsibility. This kind of tourism has been witnessed in Europe a long time ago. It is the type of

tourism that causes the least negative impact while creating utmost economic benefits for local people (Prachyakorn Chaiyakot, 2018). Accordingly, to alter types of tourism in relations to paradigm changes covers a change in every part concerned at both surface and deep level. For instance, Ecotourism does not emphasize tourists' comfort while Cultural Tourism calls for good understanding and respect for others' culture. Therefore, eco-tourists cannot use their understanding of commercial tourism in this kind of tourism, etc. The change covering all parts concerned at all levels requires a major agent. That is communication.

New forms and distinctive styles of tourism have been created continually. From the tourism history, it is found that tourism can always be integrated specifically or generally with other life and social dimensions, i.e. integration with politics, commerce, pilgrimage, etc., or up to tasty journeys, adventures, ecotourism, agricultural tourism, etc. Hence, tourism is a form of social practice that opens highly for creativity. Since tourism is counted as a kind of social practice and a social institution, the forms of tourism often vary by social evolution in each period. Thus, tourism in modern society will be different from that in postmodern society. Because of this fact, a variety of tourism forms can be explained. Additionally, new forms of tourism are often created to improve the pitfalls of the old ones. As an example, sustainable Tourism, either in a large or small group, with good management can maintain tourism resources to attract visitors without a decay. Especially, if the tourism business keeps improving the quality leading to fair profits, a substantial amount of tourists will visit the site regularly with the least negative impact on the environment sustainably.

From the literature review of definitions, meanings, and keywords related with sustainable Tourism, the following factors or variables, both a priori and conditional, leading to sustainable Tourism, from the communication perspective are found:

1) Communication relating to tourism means frequencies of exposure to tourism information through media in a community, opinions towards the provision of tourism information, and participation in tourism communication.

2) Community-Based tourism management means the awareness of tourist attractions potentials, the establishment of networks for developing domestic

and international tourism, the evaluation of the competitive capacity in serving tourists, and the planning of community development.

3) Responsible tourism means the decrease of economic negative impact, the increase of income, the development of community residents' quality of life, power in decision-making, and participation in conserving natural and cultural heritage.

4) Sustainable tourism means a kind of tourism with great concern on the continuity of natural resources and culture, which are major tourism resources, and a kind of tourism that can give good experiential recreation for tourists with good quality of the environment, good experience, and good quality of life of community residents. It is a kind of tourism that can balance the needs of the tourism industry and the needs of community residents with a high competitive capacity of community resources.

The aforementioned key success factors of tourism communication, community management, and responsible tourism are all major conditional factors of the enhancement of sustainable Tourism in tourism sites. In other words, to bring about sustainable Tourism, it requires responsible tourism for tourism resources and environment, a focus on giving knowledge and experience to tourists about nature, culture, and ways of living, a sustainable maturity yield for tourism entrepreneurs, and a payback of tourism resources and environment of the community. Besides, all of these requirements, the development plans for fundamental facilities, especially learning facilities, systematic information service, human resources to drive community-based tourism, and the creation of knowledge of local communities, is for supporting the expansion of sustainable tourism in future.

Correspondingly, the concept of tourism communication is appropriate to be used in the area-based studies, which pinpoints "area" as a sphere for collaborative working among actual stakeholders to obtain data to deal with important issues of the area or of a particular province, leading to the rural development. It emphasizes the work bettering the quality of life in economic, environmental, social, and cultural domain of stakeholders involved at different levels: short-term impact (for oneself) and long-term impact (for his or her descendants). Networking with stakeholders is vital since it helps to jointly brainstorm, create, and develop. (Area Based Development Research Journal)

To develop overall tourism towards sustainability in terms of economics, society, and environment, it is very essential to drive national tourism with a clear direction by focusing on the development in balance, starting from arousing an awareness of collaborative development via communication as a major tool and as a connector of stakeholders in all tourism sectors. It begins with the integration of "communication within a community" and "resources of external organizations" in all dimensions, i.e. knowledge and experience provision, a stimulation towards collective participation, public relations of a community-based tourism to general public, and a modification of communication patterns responding to a community's needs and capacity, i.e. roles in networking for fundraising for tourism management (Ploychompooh Thitiyaporn, 2010), which will give yields to entrepreneurs and responsibility to the community, to tourism resources, and to the environment's management, and sustainably. Thus, the researcher is interested in studying tourism communication factors, the community management for tourism towards sustainable tourism, and the concept of Area-Based tourism.

From the literature review on the issues regarding tourism communication, community-based tourism management, and responsible tourism in general, the researcher found the significance of those issues; therefore, tourism areas with some similar potentials, i.e. Lanta Island, Krabi, and Yao Noi Island, Phang-nga will be chosen for this study due to the fact that such areas have been operating their tourism by their resources so long that they are well-known tourist attractions for both Thai and foreign tourists. Those areas are used as central sites for collaborative working among stakeholders in both the short and long run. Besides, an opinion survey of tourism stakeholders, both insiders and outsiders of the community will be conducted to investigate how tourism communication factors, community-based tourism management, responsible tourism, and sustainable tourism of both areas look like. Subsequently, the findings will be used to develop and verify the congruence of the measurement model and structural equation model of tourism communication, which leads to the creation of a protocol for tourism development in a sustainable way.

1.2 Research Questions

1) What are the component factors of tourism communication, community tourism management, and sustainable tourism of the communities on Lanta Island Krabi Province, and Yao Noi Island, Phang-nga Province?

2) What are the direct and indirect effect of the tourism communication and community tourism management on sustainable tourism of the communities on Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province?

3) Is the measurement model and the structural equation model of tourism communication and community sustainable tourism management congruent with empirical data and how?

1.3 Research Objectives

This study is aimed towards the following three research objectives:

1) To explore component factors of tourism communication, community tourism management, and sustainable tourism of the communities, including other related factors in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

2) To study the direct and indirect effect of the tourism communication and a community-based tourism management, including other found factors, on sustainable tourism of the communities on Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

3) To develop and test the congruence of the measurement model and the structural equation model of tourism communication and community sustainable tourism management with empirical data.

1.4 Research Hypothesis

The latent variable measurement model and the structural equation model of tourism communication and community sustainable tourism management is congruent with the empirical data.

1.5 Scope of the Research

The scope of the research entitled, "Communication Factors and Community Management towards Sustainable Tourism" is as follows:

Scope of population The population of this study are stakeholders on Lanta Island in Krabi Province and Yao Noi Island in Phang-nga Province, who are local people or people outside the communities who perform the roles as the area residents and local resources owners, including entrepreneurs and related government and private sectors in tourism who play major roles on tourism in the studied area.

The samples are stakeholders who are insiders and outsiders related with tourism communication, i.e. leaders of tourism networks, sub-district headmen, village headmen, government officers relating to area-based tourism development (i.e. officers of Sub-District Administration Organization, Tourism of Thailand at Krabi Provincial Office, and Tourism of Thailand at Phuket Provincial Office. Additionally, the samples from private sectors are officers of Krabi Tourism Council and Phang-nga Tourism Council, tourism entrepreneurs of hotels, restaurants, travel agents, etc.

Scope of the area Lanta island in Krabi Province and Yao Noi Island in Phang-nga Province

1.6 Operational Definitions

1) Tourism communication factors: (1) Frequencies of tourism information acquisition via community media (2) Three aspects of stakeholders related with communication for a community-based tourism: communication skills and knowledge, positive attitude towards tourism communication with an awareness on social and cultural status (3) the level of participation in tourism communication of stakeholders of a community-based tourism.

2) Community tourism management: Opinion of stakeholders related with community-based tourism comprising 1) an awareness of tourist attractions potential 2) networking for developing local tourism among insiders and outsiders 3) an evaluation of competitive capacity in serving tourists 4) planning for community development

3) Responsible tourism: Opinion of stakeholders related with community-based tourism comprising 1) a decrease of negative impact on economics, environment, and society 2) an income increase and improvement of quality of life of community residents 3) power in making decisions 4) participation in conserving natural and cultural heritage.

4) Sustainable tourism: 1) tourism with continued existence of natural resources and culture, which are major resources of tourism and which can give good recreation for tourists 2) quality tourism composing of quality of three main things: environment, experience, and recreation for tourists, and quality of life of community residents 3) balanced tourism with a good balance between the needs of tourism industry, the needs of the community, and resources capacity.

5) A structural equation model: a model of the causal relationship of variables based on and supported by theoretical concepts and research findings, leading to a statistical test to verify the congruence of the developed model with empirical data. The model covers tourism communication and community-based sustainable tourism developed from the findings of qualitative research in combination with a literature review of related theoretical concepts and studies. Statistical analysis to find the congruence of the model and quantitative research findings and to verify the direct and indirect effect of all studied variables in the model is also conducted.

1.7 Expected Benefits

1) Tourism offices in the area of Krabi and Phang-nga Province can apply and adapt the structural equation model related to tourism communication and community-based sustainable tourism that is developed and verified in this study for their area.

2) The structural equation model related with tourism communication and community-based sustainable tourism that is developed from the findings of qualitative research and relevant theoretical concepts and studies and confirmed by the findings of quantitative research can be used as an actual prototype for a community with particular social and cultural context.

3) Tourism personnel of both government and private sectors can adopt the structural equation model related with tourism communication and community-based

sustainable tourism that is developed and verified in this study to be used in the responsible areas properly.

4) Researchers, scholars, and people related to tourism communication can modify and extend their studies on the developed structural equation model to build an advanced body of knowledge on tourism communication.

CHAPTER 2

CONCEPTS, THEORIES, AND RELATED STUDIES

The research entitled, "Communication Factors and Community Management towards Sustainable Tourism," used the following concepts, theories, and related studies as a framework for the study:

2.1 Tourism Communication Factors

    2.1.1 Concepts of Participative Communication

    2.1.2 Functions of Personal Media

    2.1.3 Community Media

    2.1.4 The Concepts of Receivers' Media Selection

    2.1.5 The Concepts of Media Exposure

    2.1.6 The Concepts of Community Participation

2.2 Community Tourism Management

    2.2.1 Concepts of Community Management

    2.2.2 Concepts of Tourism Potential

    2.2.3 Concepts of Network Building

    2.2.4 Concepts of Tourism Carrying Capacity

2.3 Responsible Tourism

    2.3.1 Concepts of Responsible Tourism

2.4 Sustainable Tourism

    2.4.1 Concepts of Sustainable Tourism

    2.4.2 Concepts of a Community-based Tourism

2.5 Related Studies

2.6 Research Conceptual Framework

2.1 Tourism Communication Factors

2.1.1 Concepts of Participative Communication

The concepts of participative communication among community members in operating community activities may not be new in Thai society, especially in social, cultural, and traditional ways of living context. However, it might be a new agenda under the context of power relations between "leaders" and "people", including under the context of economic, political, social, health, and environmental development.

In 1970, several pieces of research on development used the concept of "participation" as their main approach and strategy in developing and supporting the process of community development effectively. It can say that civic participation of this new dimension involves the empowerment for community members in collective thinking and collective decision-making in all matters related with community development, including collective action towards community development in the proper direction (Parichart Sthapitanonda, Duangporn Kamnoonwatana, & Haruthai Kadnak, 2006, pp. 17-18)

"Participative communication" is an issue to which people actively pay attention widely, in both Thai and international society. In Thai society, the Constitute of the Kingdom of Thailand gives high importance to the communication of people, including people's participation in managing environmental issues of their community clearly and diversely. At the same time, individuals, groups, and organizations, responsible for community development have been active in developing people's participation in determining and regulating public policies, including their participation in developing and managing all kinds of media in their community.

Kanjana Kaewthep (2000) points out that participative communication is a the main factor for community development as follows:

1) It helps to stimulate a community to see its value

2) It ensures community members who participate in their community development to realize the value of each member's ideas and belief, which enables their community to feel confident in its value as well.

3) It proves that community members' participation in the training of media production enables them to use new technologies when an opportunity allows.

4) It strengthens people's skill in producing media for their community as a channel in transmitting the message from their standpoint and perspective.

5) It allows people to express their feeling, problems, and their ways of problem-analysis and resolutions from the insight of the community.

6) It helps to raise the level of consciousness and responsibility of a community or other concerned communities in collective problem-solving.

7) It helps to increase the proportion of media production under the responsibility of the community to balance the coming communication focusing on entertainment and problem avoidance fed by external media into a community.

In other words, participative communication is a major component in developing the potential of a community in thinking and operating its practices and mission together. It starts with the support of encouraging community members to face one another, communicate, listen, and be willing to share their ideas with an understanding. It also helps them to be able to analyze a community's problems by their own and to decide how to solve their problems together by trying to develop, fix, connect, and manage their communication within the community. This yields a circulation of information among their members widely and equally. On the other hand, it helps a community to have an alternative for consuming media content useful for their community, including helping to reflect their self-value and their collective responsibility.

At the international level, the issue of participative communication has been a topic for conversation, to which has been paid high attention broadly and continually for over 30 years since the social development stepped towards an alternative development aimed to increase a variety in terms of people, process, and outcome. This issue has also been a challenging issue in driving the conceptual ideology towards serious implementation.

From the reflection of people viewing the roles of people in participating in developing their community, it is found that the concept of participative communication covers a broad range of people's ideas as follow:

Arnstein (1969) indicates the importance of ranking the level of people's participation in a community. He also points out how civilians step to have their roles in their community with other offices or units in a community.

Arnstein explains civilians' participation by considering the foundation of power relations between people and offices in the area, in parallel to the consideration on people's opportunities in presenting their information and participation in decision-making of concerned policies, including their opportunities in information-exchange. Besides, he refers to the proportion of people's information power, which is the legitimate power they should possess in their community development.

From his concept, it leads to the model of people's participatory development communication as illustrated in the following diagram:
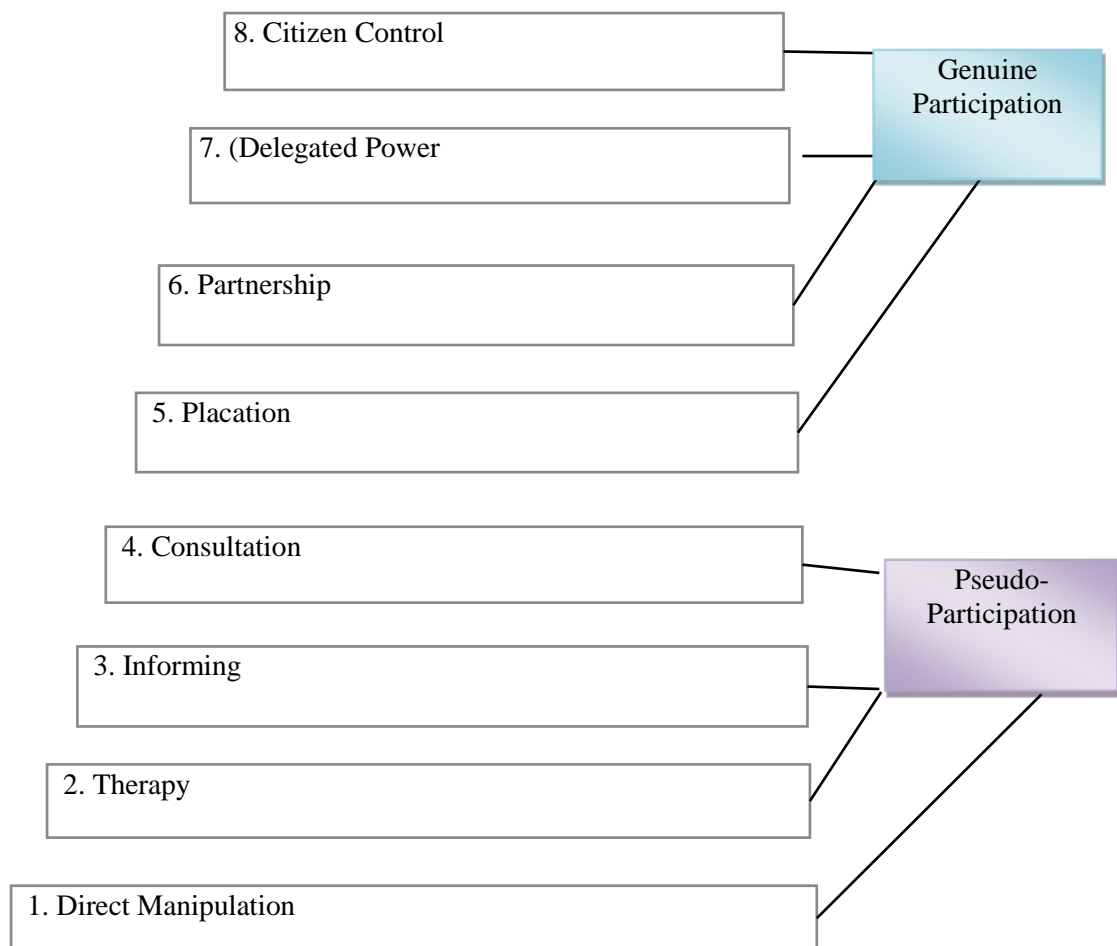
Figure 2.1 The Ladder of Citizens' Participation

Source: Adapted from Arnstein, 1969; and White, 1994.

Step 1: Direct Manipulation. The concerned offices often play a role in managing all things directly by themselves or in a totalitarian way without citizens' acknowledgment. Step 1: Direct Manipulation.

Step 2: Therapy. The concerned offices often invite citizens to be informed and to acknowledge information, including joining in decision-making. However, but they do not pay attention to responding to the raised-up questions or genuinely listen to citizens' opinion.

Step 3: Informing. The concerned offices may invite some representatives related to the issues to join in giving information; however, they still do not give importance to people's feeling and ideas genuinely. After receiving information from people or citizens, such offices often select or screen only the information useful for the further decision-making of their responsible projects.

Step 4: Consultation. Citizens play a role in providing information and in expressing their ideas as desired by the concerned offices; however, the governmental offices still have power in making decisions.

Step 5: Placation. People gradually have an opportunity in trigging an issue they feel important and in having a role in giving opinions and presenting information from their point of view and standpoint. Still, the governmental offices withhold all decision-making as the government's mission.

Step 6: Partnership. People start to work closely with the governmental offices and have power in presenting their ideas and arguments, including being able to stimulate the concerned offices to make decisions based on information from a variety of standpoints.

Step 7: Delegated Power. Some representatives of citizens are authorized to participate in decision-making. A part of people is selected and perform their duties as the representatives of the group to express their ideas, present their arguments, and have a legitimate right to participate in making policy decisions.

Step 8: Citizen Control. Power of all decision-making falls in the hand of citizens and the governmental offices play a role in providing information to support citizens' decision-making.

In addition, Singhal (2001) develops his idea called "6 Cs Principles" based on the conceptual framework of de Negri, Thomas, Illinigumugabo, Muvandi, and Lewis

(1998) who give importance to the level of local people's participation and to the related activities of local people as criteria for explaining the word "citizens' participation". Singhal's 6 Cs Principles comprise the following:

C1: Co-operation or working with local people collaboratively. This principle relates to the delegation. However, these delegates are not necessarily people who can provide important information nor are powerful in a community.

C2: Compliance or working for local people. This principle relates to a delegation of work or missions, together with providing some stimulus. Nevertheless, external people often function as a major agenda setter and people who determine the direction for operating all processes.

C3: Consultation or both working with and working for local people. This principle relates to the inquiry of opinions from members of the local community. However, outside people can still analyze the data and have power in making decisions of all activities implementation.

C4: Cooperation or working with local people. This principle relates to the collaboration between community members and people outside the community to search for any proper way for the community. By this principle, external persons can only support data on operation direction while local people make decisions for an operation.

C5: Co-learning or working with and working by local people. This principle relates to the knowledge exchange between community members and outsiders to create a common understanding and to work together as a team. By this principle, outsiders give support for community members to mobilize community activities.

C6: Collective action or working by local people. By this principle, local members set their agenda and drive those agenda into practice without any initiation nor support from outsiders.

The last perspective is the perspective of the Social Research Institute and Environment Research Institute, Chulalongkorn University (2002, which classifies people's participation based on the evolution of development projects. Namely, the process of people's participation composes of five major missions as shown in the following diagram:
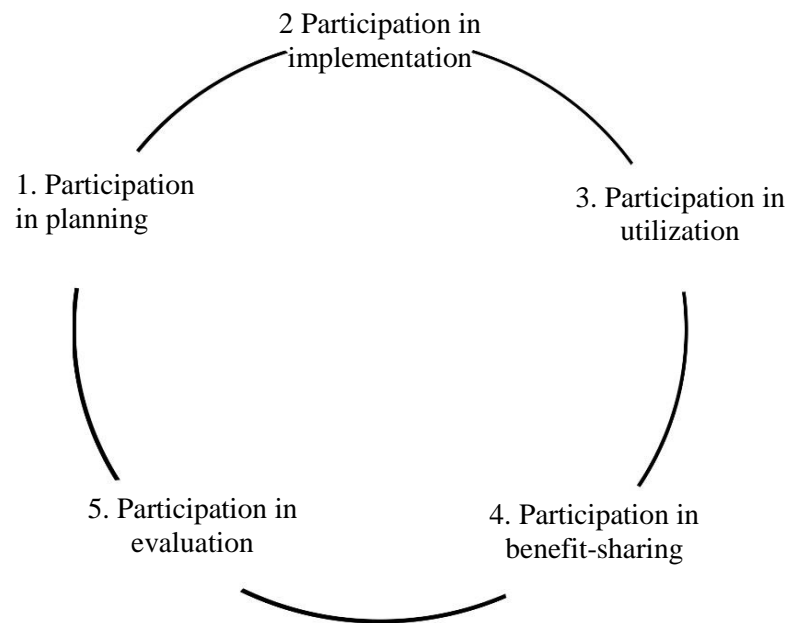
Figure 2.2 The Process of People's Participation

Mission 1: Participation in planning. People have a role in activities relating to project planning, starting from analyzing a problem, prioritizing problems, determining a goal, determining ways for an operation and a follow-up, and evaluating a project.

Mission 2: Participation in implementation, i.e. support of resources and coordination in organizing activities.

Mission 3: Participation in utilization, i.e. an application of activities for use, especially for increasing the level of self-reliance and social control.

Mission 4: Participation in benefit-sharing, i.e. a fair distribution of benefits from the development.

Mission 5: Participation in evaluation, i.e. letting people be informed of the problems and obstacles and jointly find solutions subsequently.

From synthesizing perspectives of the abovementioned scholars who explain about people's participatory development, it can say that those concepts reflect a genuine people's participatory development, which is not only a physical appearance in a group nor idea-expression in conducting activities related with development, but it also covers a transformation of people's roles from a service receiver to someone participating in decision-making and responsible for community development missions

in parallel to the governmental offices. Besides, it includes people's roles in a follow-up and an evaluation of a project to help improve the community properly. The expected outcome from such a process is the empowerment of a community and community management based on a shared awareness as citizens and interdependences among citizens.

Main principles of participatory development communication.

According to the community development context, a participative communication involves seven main principles: diversity of participants, media accessibility, confidence in human potential, the salience of message, a dialogue, facilitation or support, and democratic process, as following:

2.1.1.1 A Diversity of Participants

Grey-Felder (2001) states that a participative communication is not only a "medium" but is the voice of a diversity of people since the process of participative communication emphasizes listening and acceptance of other people's opinions.

Accordingly, participative communication gives importance to a variety of people or groups of people. Specifically, the more diverse participants are in different dimensions, the louder the voice of people is. Besides, this can reflect a sharing of different needs more clearly.

Nevertheless, any communication activity that focuses on a diversity of participants requires to be conducted based on "voluntary" not "compulsory" act. People's willingness to participate is induced by people's interest or faith in the issue in which they participate. Besides, voluntary participation may also occur because of some "pressure", i.e. anxiety, trouble, or dissatisfaction with some effects or consequences, etc.

Therefore, those who responsible for organizing a communication activity in different forms, i.e. a meeting, a conversation, or a mediated activity, need to realize the importance of the diversity of participants or groups of participants, including designing an activity in the way that allows these diverse people to be able to access media, information, and communication conduction based on the respect of right and equality.

2.1.1.2 Media Accessibility

Participative communication gives importance to people's opportunity to access media or communication channels. The concept is developed from the theory of Democratic Participatory Media, which pinpoints that people have equal right and freedom to access information and various kinds of media, including having a right to communicate, to express their ideas, and to make use of public media.

"Media accessibility" comprises media accessibility as a consumer, a producer, and manager, as following:

1) As a consumer. It means people have an opportunity in using media as "listeners". Namely, people can choose to consume media from various program patterns and media with a channel that can reflect their responses or feedback to a producer.

2) As a producer. It means people have an opportunity to participate in the process of production, i.e. as a guest in a program, as a source of news, as a participant in choosing issues to be presented, etc.

3) As a manager. It means people have an opportunity to participate in any decision-making system of a media organization, i.e. to determine proper content and form, including time for organizing an operation or finance system, to participate in making plans and policies, to determine ways for finding and managing capital resources, and to determine communication plans at community and national level.

2.1.1.3 A Confidence in Human Potential

Confidence in human potential is a fundamental factor required for an initiation of a participative communication process.

White (1994) states that people involving with any problem issue need to have confidence in the potential of people, especially a confidence that everybody possesses a cognitive ability and communication competence in managing their ways of lives freely.

Singhal (2001) points out that no participative communication will happen without confidence in human potential.

2.1.1.4 Salience of Message

Not every issue of problems can lead to participative communication since communication issues often are the major condition that arouses people to have an interest or desire to participate in any activity.

The issues that can stimulate participative communication often contain content that is liberating or which relates to community lifestyles, that responds to a community's needs, or that is practical or useful. (Kanjana Kaewthep, 2004).

Grey-Felder (2001) emphasizes the important issues for a community. He believes that the more community members share the feeling of ownership of a particular issue or the more they feel familiar or attached with the benefits or consequences from the issue, the more attentively they want to participate. Moreover, people responsible for preparing essential information have to give importance to both broad and deep information and have to allow concerned people to understand involved issues and to exchange such information.

All of these requirements are important to help concerned people to see the connection between issues and to understand the cause of the issue, including its impact on themselves, others, and environment. Besides, they help people to present their views more openly and fully.

2.1.1.5 Dialogue

Participative communication is not a persuasion that causes changes in a desirable way of a particular group, but it is a process in which people involved turn to one another and have a dialogue on an issue.

The concept of "Dialogue" emphasizes the transmission of information, perspectives, and recommendation from a person accepted as having higher status or having more experiences to another person with perceived lower status and lower experiences to yield compliance as recommended. On the other hand, a dialogue is also a process of idea exchange among members by allowing all involved to share their information, perspective, and opinion symmetrically (Rahim, 1999). Importantly. (Rahim, 1999) However, it is important that such a dialogue has to base on the respect of opinion of all parties concerned, not only those "who determine policies," but it must involve people who might be affected by policy and community members as well, whom Gumucio Dagron (2001) calls "beneficiaries."

2.1.1.6 Facilitation

This principle is important since the process of participative communication involves support from a variety of people and opens communication in the form of "a dialogue" on the complex issues that can cause a wide impact.

Therefore, participative communication requires a design of various support systems and specifies a particular group of people playing the role of facilitating the participative process to be carried out effectively.

In general, supporters or facilitators can be classified into three main groups: 1) facilitators in a face-to-face conference or dialogue, 2) facilitators via participative action research process, and 3) facilitators within the social structure.

Accordingly, facilitation of external organizations is another important component in participative communication, especially in stimulating collective thinking towards a collective action completely.

2.1.1.7 Democratic Process

Deetz (1999) indicates that participative communication is a democratic process since communication is a key factor of a democratic process involving an ideological exchange, a dialogue, common understanding, discourses, and an expression of ideas.

One of the fundamental concepts supporting the roles of participative communication as a democratic process is the concept of Habermas, a German scholar in a democratic society. Habermas believes that dialogue brings about the creation of decentralized identities. It means that all groups of people have been trained and developed their potential and competence for a communicative action based on democratic ethics. Thus, participative communication does not only affect physical changes but also on the concept of power in a community.

In short, participative communication is a process of decentralizing power from those with high power to local people or community members. In other words, it is community empowerment and training towards collective self-reliance and self-management based on equality in freedom of expressions, power in proper problem-solving and decision making towards sustainable tourism, and collective responsibilities for all consequences occurring in the area.

The concept of participative communication was used to respond to the research objective 1, 2, and 3.

2.1.2 Functions of Personal Media

The study of functions of communication bases on the main concept of Functional Approach, which says that for any sub-institute, including personal media, to exist within a society, it needs to function its roles as assigned. (Kanjana Kaewthep, 2005, pp. 88-89) Functions of personal media in development communication or communication for a community are as follow:

1) Expressive function. Individuals or groups can express themselves to create their own identity.

2) Social function. Individuals or groups participate in communication to create a common feeling as one same community.

3) Information function. It opens an opportunity for individuals to exchange their information and knowledge to raise the level of understanding and knowledge in communication and transmission skills to other persons involved in community development activities.

4) Control activation function. It is a channel leading to an improvement or problem-resolution, including encouragement for feedbacks from all units of a community. (Windahl, Signitzer, & Olson, 1992, pp. 155-166)

Moreover, Kanjana Kaewthep (2009, pp. 42-423) indicates another advantage of personal media over other media that personal media is the most influential media in networking and developmental work of all kinds. Personal media can function like what mass media, i.e. radio, television, telephone, computer, etc., do (in spite of different level); on the other hand, it can perform some functions more than other media because of human qualifications: giving an encouragement or condolence, giving words to make others think, adapting information from a source to make it easier, etc. However, functions of personal media need to a network of families, relatives, friends, etc. to provide stronger support.

Regarding communication competence of personal media, three major domains can be measured:

1) The first domain: Knowledge for communicating to or with other people

2) The second domain: Skills for transforming knowledge to practice.

3) The third domain: Tactics for choosing which kind of knowledge or skill for a particular person at a certain time and certain place, or be called "communication strategy"

In various circles, personal media is assigned to be "a community leader" or "a community chief". Sometimes, if we look personal media through "communication glasses," we can see personal media in many roles: governing roles (i.e. a community development planner, who can be base voters of a political party, etc.), social roles (i.e. an expert, an exemplar, etc.) (Amornrat Tiplert, Weerawat Amphansuk, Prapassorn. Rattanapasura, Jaros Siripanich, & Rattana Rattanasupara, 2006). However, in terms of communication roles, the study of personal media in these roles is still insufficient. From the literature review, at least five major communication roles are as follow:

1) Coordinators between a community and municipality

2) Negotiators

3) Knowledge providers (like teachers or instructors)

4) Consultants

5) Community representatives for contacting with the outside world

Roles and functions of personal media are an indicator of personal media's potential. The more roles a personal media performs, the more potential such personal media has, including higher communication competence. Besides, to study the communication roles can indicate what and how communication is conducted, both receptive communication competence (i.e. listening and reading) and expressive communication competence (i.e. speaking and writing).

From the aforementioned concepts, the concept of personal media functions is used as one of the influential factors, which has both a direct and indirect effect on communication behaviors for supporting sustainable tourism.

The concept of personal media is used to respond to the research objectives no. 1, 2, and 3.

2.1.3 Community Media

For communication in a community, a variety of media should be allowed openly and broadly. The variety of each kind of media is illustrated in diagram 2.3
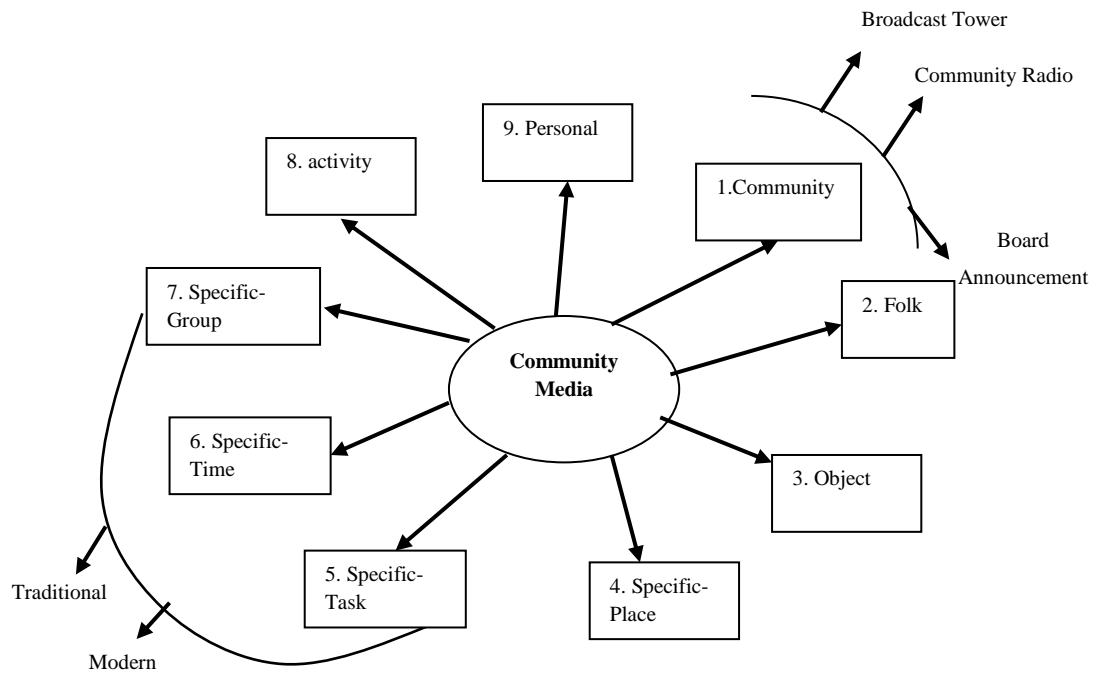
Figure 2.3 A Variety of Media Types in a Community
Source: Adapted from Kanjana Kaewthep, 2009, p. 45.

Therefore, from the synthesis of the meaning of "community communication," personal, folk, specific-place, specific-task, and activity media are the types of media that can be used well in a community. The definitions of each type of media are as follow:

2.1.3.1 Community media means all types of media within the community that enhance the intimacy and convenient use, i.e. community radio, broadcast tower, community meeting, and boards. To consider what is a community medium, Jankowsk (2002, as cited in Kanjana Kaewthep, 2009, p. 53) and Mowlana (2001, as cited in Kanjana Kaewthep, 2009, pp. 53-55, 422) give a comment, "if one lacks an understanding of what community media is or has a narrow understanding that

only mass media is community media, the opportunities to use a more variety of media for development will be tremendously decreased."

Criteria in considering "community media." The criteria are the goals of community media, ownership and the content regulation, production and diffusion process, receivers, and finance and budget management, with details as follow:

1) Goal. The goal of a community media is to provide information or knowledge to respond to the needs of a community, including providing an opportunity for community members to participate in public communication of a community. Additionally, it empowers a community.

2) Ownership and Regulation. Since the ownership includes the power to regulate community media, the types of media that local people can own potentially are folk or traditional media, etc., which a community can also fully regulate. Thus, in case that local television or radio is regulated by the state or government, the state is the owner of the power and the genuine usefulness of media for local people then is decreased.

3) Content. The content of community media relates with a community and the community produces the content by itself. For example, local people can acknowledge that an agricultural technology service and transmission center is a community medium only when the knowledge provided by such a center relates to the plantation of the area.

4) Media production process. Community media have to be produced by local people or community members, who can be only volunteers. They are not necessarily experts nor professionals. To illustrate this, in one of the research projects on the campaign media of AIDS in Chiangrai, Thailand, the media producers are children, youth, and local people who can know well about their community situation, i.e. flip media with the narration was produced to respond to local people who are illiterate, etc.

5) Diffusion. One of the most important criteria is that all individuals of all groups can access community media, not only as receivers, but also as others, i.e. co-producers, participants in determining operation direction, plans, or policies, etc.

6) Receivers. In general, the size of the community media audience or receivers will not be large. They should be community members and be known well who they are. The receivers will not be a dispersed mass of people who are unfamiliar in a community.

7) Financial and Budget Management. The management should not be "commerce-oriented," in spite of some possible sponsors to support a program or of support from the government. The financial management aims mainly to keep the media production go on without focusing on financial benefits.

2.1.3.2 Personal Media. Personal media is the most influential media in networking and in developmental work of all kinds. Personal media can function like what mass media, i.e. radio, television, telephone, computer, etc., do (in spite of different level); on the other hand, it can perform some functions more than other media because of human qualifications: giving an encouragement or condolence, giving words to make others think, adapting information from a source to make it easier, etc. of families, relatives, friends, etc. to provide stronger support.

Besides, Kanjana Kaewthep (2009, pp. 422-423) and Arroyave (2012, pp. 195-196) add that "personal media" is the most beneficial media in development work of all kinds as mentioned earlier about the functions of personal media.

2.1.3.3 Folk Media means media of each region that has been introduced in a community since a long time until local people get used to it as a part of their ways of living, i.e. Woso (Khao Sor or a form of northern literature or poetry, Norah, Molam (northeastern folksinger), Likay (Thai traditional dramatic performance), Lamtat (Thai-style antiphon), etc.

2.1.3.4 Objects or space mean any object or media that contains message or some content related with a community or functions as a tie among people, i.e. shelves of spirit, shrines of the ancestors, Buddha's images, sacred log, etc., or space that functions as a medium, i.e. community's temple court, monument, etc.

2.1.3.5 Specific-group or specific-task media means media used in some activities or tasks of a community, including serving some groups of people in a community, i.e. internet is a specific-group medium for teenagers or office workers, etc. Besides, they include specific-time or temporal media, i.e. media produced in the period of campaigning "No drive while drunk". Usually, specific-group media are often

interpreted as modern specific media, i.e. brochures, posters, banners, etc. It covers old-time media or so-called, "traditional media," i.e. media used in special occasions or tradition, media used in a temple ceremony, object media produced at a certain time, i.e. Songkran-flag parades, the yellow robe of the Buddha's relics, etc.

2.1.3.6 Activity Media is the media often used for tourism and development activities since it is the media that allows a large sphere for people's participation, i.e. exhibitions, Afforestation activities, etc.

2.1.3.7 New media. Regarding tourism communication nowadays, new media, such as emails, websites, search engines (i.e. google.com, yahoo.com), Line application, Facebook, YouTube, etc. all play a vital role. They are used with a purpose for development, continuation, and Q&A for the target audience in Real-time. Thus, it encourages two-way communication. Besides, new media is influential in building networks and establishing participation in health communication needed in all parts of a community.

Moreover, Berigan (1979, pp. 10-13) adds additional qualifications of community media as follows:

1) It needs to be adapted properly for use to reach a community's objectives.

2) It must be a medium that community members can access all the time to search for information, knowledge, or entertainment.

3) It must be a medium in which community members can participate in different roles, i.e. planners, producers, opinion leaders, etc.

4) Besides helping to transmit information, it must be a channel for exchanging information as well.

5) The publicized content must come from or be determined by community members.

From the aforementioned literature review, the concepts of community media were used to examine the frequency of information exposure of the stakeholders related with tourism communication from community media, i.e. personal, community, specific-group, activity, and new media and to what kind of tourism content they expose. Additionally, four concepts related with tourism communication factors of a

sender were reviewed: 1) community leaders, 2) characteristics of a sender, 3) roles and functions of personal media, 4) community media.

From these concepts, it leads to a study if all these tourism communication factors can be causal variables influencing other variables directly and indirectly in the Structural Equation Model on tourism communication factors and community management towards sustainable tourism. The concepts of community media were used to respond to the research objective no. 1 and 3.

2.1.4 The Concepts of Receivers' Media Selection

Media selection of receivers depends on eight factors as stated by McCroskey (1997, pp. 155-157) and McQuail (1997, pp. 318-324, 2005, pp. 423-431) as follows:

1) Social background and milieu mean social classes, including education, religious, cultural, political, and family background. Receivers with different background and social environment will choose to expose to different media and information. It also covers different cultural capital, skills, and taste, which have been inherited from generation to generation via social, family, education, and cultural cultivation.

2) Personal attributes are indicators of a receiver's personality and characteristics, i.e. age, sex, family background, occupation, economic status, lifestyles, etc.

3) Media-related needs depend on the uses a receiver expects from his or her exposure to media.

4) Personal tastes and preferences depend on what type or pattern of media a receiver prefers

5) Media-use habits in leisure time. Since nowadays receivers can access media in all time and space, i.e. at home, on a bus, in a car, etc., depending mainly on their habits.

6) Awareness At present, there are a gigantic amount of information sources and a large variety of media. Consequently, active receivers will use media selectively every time they expose to needed information.

7) The specific context of use involves social aspects and where media is used, i.e. in the context of friendship, family, working, tourism, entertainment, etc.

8) Chance. Media selection depends on how many chances receivers have in exposing to any media.

2.1.4.1 Factors Affecting Receivers' Gratification of Media Use

Blumler and Katz (1974, as cited in Kanjana Kaewthep, 2014, pp. 139-141) view that media selection of each receiver is active with certain goals and objectives. Namely, a receiver expects in advance the gratification, both psychologically and socially, of each selected media relatively. The examples are as follow:

1) To have a conversational topic for communicating with surrounding people

2) To look for security and reassurance

3) To search for meanings and make an understanding of it.

4) To create one's own identity or group identity of which one is affiliated.

5) To upgrade one's taste or improve one's personality

Besides, Kanjana Kaewthep (2009, p. 289) adds some types of motivation for media use towards expected gratifications:

1) To acquire information and advice

2) To decrease one's lack of self-confidence.

3) To find supporting information for emphasizing the value to which one adheres.

4) To learn about society and the wide world.

5) To have fundamental knowledge on a topic in conversing with others.

6) To escape from problems and anxiety

7) To find information for supporting one's embedded attitude and value.

McQuail (2005, pp. 425-429) studied information exposure behaviors of people through various kinds of media and found that receivers were gratified with the following information:

1) Surveillance. Receivers' gratification occurs because they can follow the movement of things surrounding them to make them updated and to catch up with global concern.

2) Guidance. Receivers need information for making their daily decisions. They need advice for proper conducts in a society without being a misfit.

3) Excitement. Receivers are gratified if they can participate in any event presented in the media. This makes them feel involved and excited.

4) Reinforcement. Receivers feel gratified if they are supported by others that what they do is accepted or if they can make others comply with their ideas.

5) Entertainment. Entertaining information can help receivers feel relaxed and gratified.

Also, Wenner (1982) classifies gratification of media use into four types:

1) Orientation Gratification means to use the exposed information as references or for supporting receivers' idea on how to live in a society.

2) Social Gratification means to use the exposed information on surrounding society for connecting with receivers' network, i.e. using as a topic in a conversation with friends or family members. Especially, if the topic is paid high attention, the gratification then is high.

3) Para-social Gratification is to use the exposed information to present receivers' identity or ideal selves, i.e. to imitate their ideal anchor, or in any other aspects, etc.

4) Para-Orientation Gratification is to use the exposed information for releasing receivers' stress.

From reviewing the above concepts on media selection and gratification of media use, the researcher aimed to examine if receivers' gratification with health information to which they expose from community media is influenced by the causal variable, namely communication factor, and if such gratification can have both direct and indirect effect on functions of personal media as a tourism communication leader and participative communication of the community tourism. The concepts of media selection were used to respond to the research objective 3.

2.1.5 The Concepts of Media Exposure

Burgoon (1974, pp. 152-154) and Schramm (1973, pp. 126-135) indicate that the major factors of receivers' media exposure are as follow:

1) Receivers often use media in proximity or that is convenient and within their capability to use. Thus, most receivers prefer exposing to nearby media to far-away media or to media required to be paid from outside.

2) Receivers often expose to distinguished media or media that can draw their attention.

3) Receivers often select to expose to information in accordance with their existing attitude, values, and experiences.

4) Receivers often acquire information for specific purposes in each time of their exposure to media. For example, a student who sits in class for a certain length of time will know well to what subjects he or she has to pay attention highly.

2.1.5.1 Steps of Message Exposure

Burgoon (1974, pp. 152-154) and Klapper (1960, pp. 298-299) divide message exposure into four steps (as illustrated in diagram 2.5) as follow:

1) Selective exposure means a receiver will select to expose to information from any media to respond to his or her needs. This step is the first step in selecting a message channel based on each person's interest. Normally, people need information that supports their ideas. Thus, it will influence how they select a program on television, a station on the radio, and a column in newspapers. According to Parama Satawetin (1998, pp. 115-122), every day people have an opportunity to expose to information from mass media, or from a number of senders; however, due to limited time and limitation of exposing to all media simultaneously, including due to some satisfaction and dissatisfaction of receivers with senders, receivers will select to expose to information and media with which they are satisfied mainly.

2) Selective attention means receivers try to escape any contradictory with or oppositional information to their existing attitude, belief, and experience.

3) Selective perception and interpretation mean receivers try to distort exposed information by interpreting it in a congruent way with their existing attitude, belief, values, and experience.

4) Selective retention means receives will retain or select to memorize only information in which they are interested, or which supports their existing attitude, beliefs, values, and past experiences. On the contrary, they will avoid information that contrasts with their existing attitude, beliefs, values, and past experiences. Besides, in accordance with Thanawadee Boonlue, Jaranai Galgoson, Rungnapa Pitpreecha, Peera Jirasopon, and Parama Satawetin (2003, pp. 637-638), people will recall only information that is congruent with their ideas, beliefs, and attitude rather than opposing information. This thus enables the strengthening of their existing attitude, beliefs, and values.
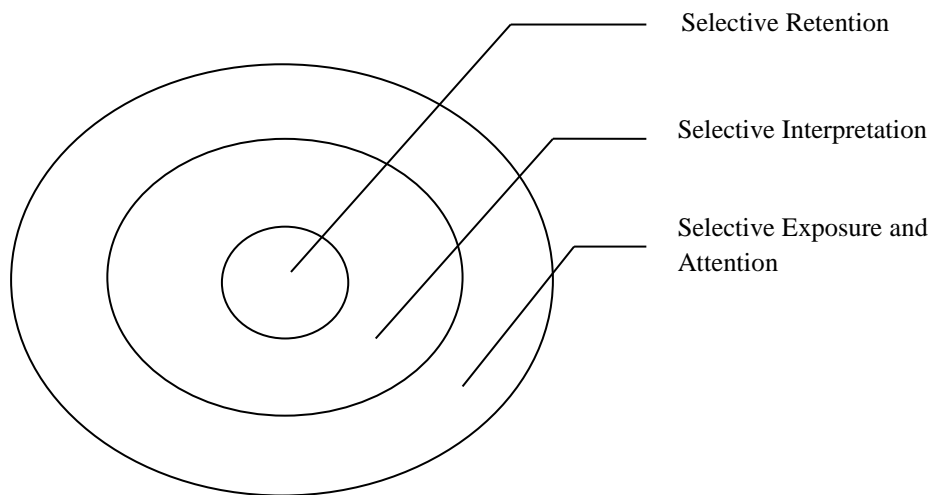
Figure 2.4 Steps of Media Perception and Exposure

Source: Thanawadee Boonlue, Jaranai Galgoson, Rungnapa Pitpreecha, Peera Jirasopon, and Parama Satawetin, 2003, p. 637.

2.1.5.2 Factors Influencing Information Exposure

1) Needs means physical and psychological needs of receivers

2) Attitude and Values are influential factors on receivers' media selection and exposure.

3) Goals are also determinants of receivers' media selection and exposure.

4) Capability influences receivers' media selection and exposure because they will select to expose to information corresponding to their potentials.

5) Utility means the way receivers acquire information for specific purposes and uses.

6) Communication style means the preference or different tastes of receivers on media, i.e. some receivers prefer newspaper while some prefer television, etc.

7) Context (environment) means environmental factors influencing directly on the receivers' selection under certain circumstances.

8) Experience and habit means receivers' media or information exposure since the old days (Hunt & Ruben, 1993, as cited in Parama Satawetin, 1998, pp. 122-124)

From the above literature review, the concepts of media and information exposure were used to study if and how stakeholders involving in tourism communication are gratified with information exposure to tourism community media of the community. Such concepts were used to respond to the research objective 3.

2.1.6 The Concepts of Community Participation

Civic participation in the process of local community development creates learning since the beginning up to the completion of the project. It also enhances a drive towards any initiation or conduction of other operations. In other words, local people's participation and the evolution occurred reflects a political significance since development is an activity in which the government has played a major part for a long time. The government is the only party that studies and analyzes the state of the problem, determines goals and strategies of development, allocate and regulate the use of all concerned resources. People seldom have an opportunity to learn and manage all changes they involve. Participation is thus an alternative for development that does not mean an opportunity for people to participate only, but also a return of rights and power to people for determining their own future or destiny. The government thus facilitates people's empowerment in managing and controlling their own resources. Accordingly, it is vital to stimulate and promote participation widely.

2.1.6.1 The meaning of community participation. Narinchai Pattanapongsa (2010, as cited in Sulaporn Sukkee, 2011, pp. 8-9) defines civic participation or local community participation as follows:

1) People's roles in supporting voluntarily in any public project expected to produce positive national development with no emphasis on an attempt in inducing people to change a project or criticize the content of a project.

2) A stimulation of people's awareness to acknowledge the receipt of help and to respond to concerned development projects. On the other hand, the initiation of local people's idea is supported.

3) A provision of people's involvement in decision-making, operating, and gaining-benefit process. Besides, it includes an attempt to encourage people to evaluate the developed projects.

4) Rights and duties in participating in solving a community's problems, including increased responsibilities in exploring all necessities, mobilizing local resources, and suggesting new solutions.

5) An industrious operating process or the initiation of ideas by stakeholders who put their effort and their potential to make their initiation completed.

6) An endeavor to acquire any management process to increase a community's capacity in handling its resources and in issuing for regulating all concerned institutes under certain social condition.

Boonlert Chittangwattana (1999, as cited in Sulaporn Sukkee, 2011, p. 9) indicates that community participation requires the willingness of a community, especially a willingness in welcoming tourists since coming tourism can cause both positive and negative impact on a community. Correspondingly, it will be advantageous to evaluate how much potential a community has for tourism supply.

Somkuan Surapoppisith (1999, as cited in Sulaporn Sukkee, 2011, p. 9) summarizes characteristics and steps of community participation as following: a planning meeting by expressing ideas and suggestions, a co-operation to conduct a project as planned through a sacrifice or donation of energy, materials, money, or any community resources, a sharing of common benefits, and a participation in a follow-up of a project.

Sulaporn Sukkee (2011, p. 11) points out 4 main characteristics of community participation:

1) Community members are key persons who determine what are essential needs or necessities of the community.

2) Community members are those mobilizing all resources to serve such fundamental necessities.

3) Community members play a major role in improving the methods of distribution of products and service.

4) Community members must be gratified and have a motivation to enhance the continuity of the development process.

Netina Phothinphongsa (1998, as cited in Sulaporn Sukkee, 2011, pp. 11-12) also summarizes characteristics of community participation, emphasizing participation in decision-making, as following:

1) Formal and Informal Participation

(1) Formal Participation is legitimate organizational participation. It follows an organizational chart and lines of authority. Specifically, it is participation by duty within an organization's scope and policies.

(2) Informal Participation is emergent unstructured participation, agreed among group members or workers or is an idea exchange between superiors and subordinates in a relatively more personal atmosphere than formal participation.

2) Direct and Indirect Participation

(1) Direct Participation is immediate participation that involves directly with members or workers in an organization. Each member has equal rights and opportunities to express his or her involvement.

(2) Indirect Participation is participation among workers via their representatives.

2.1.6.2 Types and Stages of Participation

Cohen and Uphoff (1980, as cited in Sulaporn Sukkee, 2011, p. 12) divide the forms of participation into four kinds as follow:

1) Decision Making. This kind of participation comprises three stages: initiation, decision-making, and decisions for operation.

2) Implementation. An implementation may be in the form of participating in supporting resources, management and cooperation, and united cooperation in action and spirit.

3) Benefits. Benefits can be materialistic, social, or personal.

4) Evaluation. It is a participation in regulating and auditing the overall operation.

Besides, Jermsak Pinthong (2004, p. 20, as cited in Sulaporn Sukkee, 2011, pp. 12-13) classifies the participation of people into 4 steps:

1) Identification of problems and causes of the problem

2) Planning the operation of an activity.

3) Investment and operation

4) Follow-up and evaluation

Additionally, Numchai Tanupol (2006, as cited in Sulaporn Sukkee, 2011) identifies four steps of the participation of people:

1) Identification of problems and causes of the problems. This step is the most important because if people have no participation in identifying their problems and needs, the established projects then will be useless because they do not respond to the genuine needs of people. Besides, people will not see the importance of such projects so the projects will face failure. On the contrary, if people can participate in identifying and analyzing their problems, the goals of such projects can be achieved more easily since people feel that they are the owner of the projects and can solve the problems by themselves.

2) Planning of the operation of an activity. To participate in planning any activity related with people can help to respond to people's needs. However, some knowledgeable persons must be included in the step of planning to give guidance and advice, including offering some alternatives for solving a problem. Still, it does not mean that such experts or developers will plan and determine all solutions by themselves. The negative following consequence is that people will not be able to solve a problem they may face in the future by themselves. Participation in this step also gives a sense of belonging and brings about voluntary cooperation in running further operation.

3) Investment and operation. A developer should stimulate people to involve in an investment of natural resources with their possible potential and capability instead of using all resources and facilities from outside. The co-working of activity can enhance people's ability to work together.

4) Follow-up and evaluation. This step enables people to evaluate if and how much their performance yields a positive or negative outcome. Besides, their participation in evaluation allows them to see some obstacles can help to enlarge their experiences of judging what kind of activities are good or bad. Thus, they can use such experiences for their planning in the future.

The concepts of participation were used as tourism communication factors related to tourism communication towards sustainable tourism in the area of Lanta and Yao Noi Island, in cooperation with the government and private offices, including community members. The concept of participation was used to respond to the research No.3.

2.1.7 Theories of the Relationship between Receivers' Attitude and Behaviors

Knowledge-Attitude-Practice Theory: KAP Theory. This theory believes that attitude is a mediator between knowledge and behavior. Therefore, knowledge about something connects with the attitude towards such thing and results in behaviors. Communication is a major factor influencing people to have positive and attitude towards a certain stimulus and leading to acceptance and compliance as expected by a sender eventually. (Schwarz, 1975, pp. 28-31)

1) The Concepts of Knowledge

Knowledge is human basic perception, which most people can perceive through experiences from learning from a response of a stimulus or S-R approach. Then, knowledge structure is systematically organized by integrating information and psychological state. Therefore, knowledge is an internal process since it is the selected memory that accords with a person's psychological state. By definition, knowledge means the acquisition of factual data, means, and practical guidelines of a phenomenon or human beings learned from an observation or a perception via media in combination.

2) The Concepts of Attitude

Attitude is tightly related to beliefs, which are embedded worldview or predispositions. The difference is that attitude is an evaluative belief of what one likes/dislikes, agrees or disagrees with such worldview.

Besides, the following factors affect attitudinal changes: 1) communication elements, i.e. the qualification of a sender, content of communication, and receivers' opinion on the sender and content 2) what receivers expose to from various media, i.e. personal media, mass media, or even new model, all affect attitudinal changes and lead to complying behaviors as expected by a sender. Nevertheless, it also depends on how much the communication channel and message is congruent with receivers' existing knowledge and attitude. If they are highly congruent, there is a tendency that receivers will comply greatly with what a sender expects as well. (Orawan Pilunowad, 2011, pp. 35-40; Surapong Sothanasathian, 1990, pp. 118-123).

3) The concepts of behaviors or participation

Behavior is an action based on an individual's attitude and knowledge. Individuals express different behaviors because of their different knowledge and attitude. Besides, different behaviors are also caused by different information exposure and different message interpretation. Schwartz (1975, pp. 28-31) mentions about the relationship between knowledge, attitude, and compliance and states that attitude is a mediator that induces learning and practice. In addition, knowledge and attitude with a positive relationship will lead to compliance subsequently.

However, a good attitude may not necessarily lead to action nor compliance due to some intervening factors. For instance, an individual may have a set of contradictory beliefs within himself or herself; thus, he or she will express the behaviors that comply with the attitude he or she feels positive the most. Nevertheless, a gap between knowledge and behavior (KAP-GAP) can be reduced in four ways:

1) To provide increased knowledge about the methods or how to behave for the target audience.

2) To advise on what one should do by letting an opinion leader demonstrate it closely and directly to the target audience.

3) To reward individuals with desirable behaviors to motivate other members to follow.

4) To use persuasive strategies through personal media as opinion leaders who can contact the members directly or through the target's friends to persuade those who have not complied with. (Orawan Pilunowad, 2011, pp. 44-45; Rogers, 2003, pp. 464-467)

The concepts of the relationship between attitude and behavior of the receivers were reviewed and used to respond to the research question no. 1 and 3.

2.2 A Community-Based Tourism Management

2.2.1 The Concepts of Community Management

Community development can be considered as a major mechanism that determines the direction, policies, and guidelines for development towards the ultimate goal, namely the prosperous community (or people). Community development is systematic connectivity comprising internal factors, i.e. the general condition of a problem, needs, problem-solving process, and stakeholders, and external factors, i.e. globalization trends and natural changes.

Community development is an entity of mobilizing mechanism composing of governmental, local, private, and civil sectors by having the local sector as the main part and civil society as the ultimate beneficiary. Therefore, community development is the duty of everyone in collective thinking, action, and responsibility to gain common benefits.

In general, the term "development" means growth or advancement, i.e. community development or national development. In other words, it means to do something for the better or for the more prosperous to respond to the needs of the majority of people. Thus, "development" is a process of moving from dissatisfactory condition to a more satisfactory one. It is a dynamic and on-going process. A development relates directly with changes or it is a process of planned changes to change the old condition to the better new one. However, a change is a problem itself, more or less, by nature. The meaning of development thus can be interpreted in two meanings: 1) "development" in a meaning of the modern time means to make some object or patterns better that can be measured quantitatively, i.e. the number of roads,

buildings, economic index, etc. 2) "development" in a Buddhist's meaning means the development of body and soul of a person with an emphasis on the quality of life and principles of righteousness and good balance, which bring about harmony and support for all livings without any exploitation nor natural and environmental destruction, which is the supreme benefit of human beings.

On the other hand, "a community" means a gathering of people, groups, or organizations. In other words, it is a group of people living together and interacting with one another in a certain area. The most fundamental level of a community is a village or a gathering of people for solving one same problem, i.e. river-basin or river-watershed communities, cultural communities, etc.

A local community means living area of people who are interconnected by geography and social relations system, which requires generosity and helpfulness, including engagement and interaction as ways for common well-being. Thus, a local community is an assembly of people who are connected by both spacial and social relationship. It is a fundamental unit of self-reliance and self-administration, which involves participation in social movement and is also a psycho-cultural unit with an identity indication. Thus, it involves with ideologies, rights, and power in developing a local community. Thus, it is an operational process for changing itself to be better or more prosperous in all dimensions: economic, social, political, and environmental, including globalization towards effective self-reliance in problem-solving, decision-making, and responding to the needs of individuals and society as a whole.

Correspondingly, whether and to which direction a local community can be developed depends on some factors based on the principles of community development and development management, including the adaptation to catch up with all changes in economics, society, politics, and environment.

The fundamental concepts for developing a local community are crucial since they help to facilitate how to work with people in a community more properly and effectively. Such concepts are as following:

1) People Participation is the heart of community development based on the main principle that local people are the key participants in thinking, planning, operating, and maintaining.

2) Self – Reliance is a concept of developing local people to be able to rely on themselves increasingly by having the government facilitate within their capability potential and in an appropriate timing with appropriate criteria.

3) People's Initiation is required as a democratic way while the government should stimulate people to think and express their ideas that are useful for their community, district, or sub-district.

4) Felt – Needs is crucial as development must come from the needs of a community, which can enhance more participation and more willingness of people to cooperate and to maintain their community because of their sense of belonging.

5) Life-Long Education is an essential process in local community development. A community needs to have continual education as long as people still live in such a community.

2.2.1.1 Principles of Local Community Development

The essence of community development is faith and confidence in human beings that all human beings are valuable. They are meaningful beings with dignity and potential. As human beings, they should not be disparaged, insulted, or abused by other human beings. On the contrary, as human beings, they should be accepted and can turn visions to be activated by other human beings. Therefore, genuine local community development is a principle of people, which covers the following:

1) Initiated by people or by the standpoint of people. Developers need to perceive the world, a life, and problems from people's perspective to understand their problems and needs in a community. This can enable them to reach people's lives and spirit.

2) Working with people by helping people to understand the problems of the community and themselves and to encourage them to fight against those problems by collaborative thinking and working. Solutions can be possible without difficulty if problems are understood and needs of people are responded.

3) People as a center by letting people be developers by themselves instead of being passive reactors as the consequence of the development will be for them and the community directly. Thus, people can get either fortune or misfortune from the development.

From the basic concepts, the principles of community development are used as guidelines in developing a community as follow:

1) Human dignity and potential-centered by providing an opportunity for local people to use their maximal potential. Importantly, developers should make them be assured that they have the potential to use their knowledge and capability to improve themselves. The opportunities should also be provided for people to think, plan, and solve their community's problems by themselves.

2) Self-reliance centered by supporting people to depend on themselves, especially by empowering the community. The government should play a role in facilitating and supporting the community by considering the capacity limit of people.

3) Participation-centered by allowing community members to collaboratively think, plan, decide, and execute the plans, including following up and evaluating all activities and projects conducted their community to increase genuine participation of local people and to implant their awareness and sense of belonging and ownership.

4) democracy-centered in all local community development by initiating a conversation and meeting for collective thinking, decision-making, and implementation with common responsibilities under a democratic way and amidst supporting atmosphere.

2.2.1.2 Objectives of Community Development

Community development aims to two main objectives:

1) To maximize the human potential within their capability limit.

2) To develop well being and prosperity for human beings and the ultimate goal of community development is to make a community (including its people) prosperous, be able to rely on themselves and be able to support their problems and community's problems. Besides, the development should lead people to stand by themselves, to earn their income, and to do good or beneficial things for others in a community.

2.2.1.3 Problems and Obstacles of Community Development

From the steps of community development process based on fundamental concepts of community development and previous operation in various communities,

it is found that many communities could be developed and be strengthened, either totally by the communities themselves or by their collaboration with the governmental offices; people in the communities had better lives with more stability.

However, on the other hand, some communities faced the following problems and obstacles in mobilizing the process of community development:

1) In the context of urban or semi-urban communities, the diversity of social systems or the multicultural society delayed the process of development, which was different from the unified social system in which the development could be faster.

2) In spite of the growth of democracy in combination with the advancement of communication technologies which encouraged people to learn things equally, there had been a disunity within a society, i.e. Thai society was separated into different ideological groups: yellow-shirted, red-shirted, white-mask, etc., which affected the process of development at all levels, including local level.

3) The society lacked an independent authority between the government and local communities, which violated the principle of decentralization and the concept of the self-administered local community.

4) The communities were short of the participation from the part of civil society in collective thinking, planning, and implementation, including common responsibilities.

Therefore, amidst rapid changes in global society due to the advancement of technology, Thai society has to adapt and change rapidly too. The process of community development thus should be adaptable and updated, with broader perspectives in the following major issues:

1) A community or social manager, who can be an authorized superior in a governance sector, needs to adapt his or her way of thinking. In other words, a governance leader should think creatively and try to increase the capability or potential of people in a community sincerely and honestly based on the whole community's benefits. A leader or manager should be able to understand his or her people and listen to them. The government sector has to alter its structure from vertical to the horizontal structure. Besides, a top-down approach or thinking for people should be changed to a bottom-up approach or promoting people to think for themselves, and

listening to their opinions. People should be encouraged to learn and develop themselves.

2) All welfares and facilities, i.e. economic, education, health, and social welfares, needs to be provided for all areas equally. Besides equal opportunities, quality of concerned welfares and facilities should be focused. For instance, economic systems should be self-reliance economics based on each community's potential, i.e. people may produce commodities mainly for their consumption and sell or distribute the remaining to others. In terms of education, quality is focused by developing people's ability of thinking and people's skills, i.e. professional skills and life skills. People are encouraged to have a spirit of life-long learning and development. Regarding health context, people need to get an equal opportunity for health care with convenient and duly service for different purposes, i.e. sickness, health and life insurance, death, etc. In Thailand, in some local communities, community welfare funds are established to take care of their people without depending on the help from the government only. On the other hand, they are developed to be able to protect themselves and create a quality of life.

3) People and communities have to adapt themselves. At present, it provides a good opportunity for them to adjust themselves since all parties start to see the importance of development and put an emphasis on the development of people and communities. People and communities need to adapt themselves to the following:

(1) Learning. People and communities have to learn to develop themselves by empowering their skills and competence, especially in their profession.

(2) Concentration on self-reliance.

(3) Goals of life and a community. For instance, the ultimate goal of a community can be people's good health or strong community. Thus, people and communities have to adapt their goal of life to suit the goal of the community.

(4) Management. Both people and communities have to perceive themselves in a holistic view. Comparatively, they have to see the relations between body and mind, including all organs. If any of them is affected, the rest of the body will be affected as well. Similarly, human beings are a part of a society and all are connected and inseparable. If one part of a society is affected, the rest in the society

will be affected too. Thus, it is important that all parts and systems have to be well-managed, but basically, it requires people and communities to manage by themselves.

In brief, whether and to which direction the community development can move forward, it requires a concern on the major factors of development based on fundamental concepts of community development, development principles, and the process of mobilizing the development, with a consideration on other intervening variables, i.e. changes in economics, society, politics, and environment, including dynamic globalization current.

The concepts of community management were reviewed and used to respond to the research objective 1 and 3.

2.2.2 The Concepts of Tourism Potential

Tourism potential is the readiness of tourist attractions which facilitate any development, improvement, or changes. It also means if local tourism is attractive enough to draw tourists to visit its attractions.

Wiwatchai Boonyapak (2007) specifies criteria for considering and determining the potential or the importance of each tourism attraction as follow:

1) Value of tourist attractions, i.e. beauty, distinctiveness, historical oldness, cult or religious significance, climate, natural landscape, interesting ways of life, etc.

2) Convenient access, i.e. routes, transportation, length of time, distance from a city to tourist attractions, etc.

3) Facilities, i.e. accommodation, restaurants, drinks, services, electric and water systems, telephone, security, etc.

4) Environment, i.e. physical environment, weather, ecology, and condition of tourist attractions, etc.

5) Limited capacity in carrying tourists, i.e. special limit, service constraint, limited facilities, security system for tourists, etc.

6) Present reputation, i.e. the fame of tourist attractions, the numbers of tourism in tourist attractions, etc.

Jaruch Klindeeplee (1998, as cited in Vipa Srirathu, 2008) also indicates four criteria in considering the potential of tourism:

1) Site of tourist attractions, i.e. unique natural resources, distinguished ancient history, places related with eco-system, culture, and tradition, including other factors that can attract tourists to the area, i.e. landscape, convenient access to tourist attractions, etc.

2) Management, i.e. safety system, facilities management, the limited numbers of tourists, etc.

3) Activities and process, i.e. the variety of activities, the creation of awareness and knowledge provision on the environment, etc.

4) Participation, i.e. the participation of local organizations in surveilling tourist attractions in different ways, the interest and satisfaction of people in a community to have their tourist attractions developed, etc.

In summary, to study tourism potentials, the criteria for considering are: 1) value of tourist attractions 2) convenient access 3) facilities 4) restraints in serving tourists 5) environment 6) reputation 7) tourism activities and 8) participation of a community.

The concepts of tourism potential were reviewed and used to respond to the research objective 1 and 3.

2.2.3 The Concepts of Networking

The networks in which people gather and the established networks at present are mostly those of people and NGO. For people or public sector networks, they are the gathering of people from various areas. Especially, for rural communities, they are the merge of individuals or groups based on a community's culture and a co-working with other sectors through the use of technology systems. Usually, civil networks are established due to some necessities in uniting power in solving problems. They also can occur from shared learning and experiential transmission. It can be a natural process and takes place by the support of governmental or other offices, which aim to make an organization, a community, or a society to be stronger, to have potential in developing oneself as planned or determined by the organization, community, or the government. (Bhra Maha Suthith Arphakaro, 2004)

The attributes and structure of a network are formed according to the mission of the beneficiaries. The beneficiaries may support in establishing a network or help to enhance some learning processes. The development process will be in accordance with

missions, activities, and main goals of each group under the condition that each concerned party must see the importance of the gathering of power to solve the community's overall problem. For Thai society, the beneficiaries are divided into four main parts:

1) Governmental Sector

The government has to adapt or reform its working by supporting more participative working, i.e. promoting people to group together as a network or to have dialogue increasingly. In community development initiated by the government, the governmental offices will give the concept of the working process rather than the knowledge to increase people's learning. Besides, the way the government promotes networking is to assign rather than to emphasize the gathering of people towards shared learning.

For network organizations, networking occurs by the assignment of the governmental offices, most of which focus on the process of development and the roles of supporting working system at the community, sub-district, and district level by coordinating the government's work with the civic sector.

From the above situation, the government sector has to adjust its operation with a community and concerned offices increasingly. To illustrate this, at present, there have been a large number of new independent organizations under the support of the government. These organizations all aim to increase the participation process of all parties. As an example, King Prajadhipok's Institute, National Economic and Social Advisory Council (NESAC), Community Organizations Development Institute (Public Organization) (CODI), Social Investment Fund (SIF), or even Village Fund. This indicates that the government sector has some common ways of mobilizing a society with the civic sector in the right direction or to the direction suitable for the situation.

The advantages of networking of the government sector are to create a mass of people based on the national security, to promote the development that responds to the government's policies, and to help develop the country as a whole. Each office may have different and unique management regulations and have diverse activities to mobilize a society by the missions of each ministry or department.

2) Private/Business Sector

It is common that for the private or business sector, mutual benefits for decreasing production costs and increasing profits is important. Most of common benefits and synergy for developing society is a merge of business entrepreneurs in the same line. Thus, networking in the private or business sector indicates the harmony in coordinating and maintaining business profit, which leads to social development in other dimensions consequently. At present, there have been many networks that work together with government and civic sectors, i.e. SME network for developing products, a business network for community development, etc.

3) NGO

NGO is another sector that plays a great role in social development, which evolved from humanity support of international organizations to promote working and learning of the civic sector. Later, organizations and civic sector were encouraged to solve current problems in society. NGOs have different approaches to develop a country to empower people's potential and capability in developing and relying on themselves. The main roles of NGO are to present problems of the disadvantaged and push them for being solved. Thus, NGOs play a role in enhancing development process, creating awareness, stimulating a merge of people, publicizing the participative process of people, and encouraging a continual social movement based on emerging missions at each period.

The strength of NGO is to offer alternatives for social development, to empower people's self-reliance, and to participate in developing the country.

4) Public sector

The working process of the civic sector's network can be classified into two main levels: The first level is to strengthen a community's ability to adjusting people's learning and managing by themselves. The second level is to create an opportunity and potential of the networks, including expanding community organizations to other networks at the provincial or national level or across borders. The coalition of these civic sectors is the power that enhances self-reliance and social development. The main purpose is learning, wisdom inheritance, and the adaptation of a community, including participation in the local community and national development. The civic society will determine the scope of networking through activities,

occupational base, and connection process. Nevertheless, such activities and their continuity need to base on self-reliance and community culture. Therefore, most of the working process is for strengthening or empowering a community, managing community resources, and working with the government sector as the foundation to gather alliances at the higher level, such as a professional group at the sub-district level, etc. Accordingly, civic-sector networking is considered to have a crucial role in developing the country as it is the power of the area involving a huge number of people.

In addition, the use of cultural system, beliefs, trust, and the access to problem condition happening at the community level is an important tool in relating and connecting good relations among people, especially if the development is based on good understanding, harmony with ways of life and nature of all things, which is the creation of one own's culture to exist in the society. Accordingly, to enable a community to become sustainable community tourism, it is essential to create and develop tourism networks in the community. The network should comprise community leaders or chiefs, local administrative organizations, civic-sector organizations, and volunteers in the community who perform as tourism-network coordination and support unit, based on the operation within the availability of resources.

Roles of networks for collaborative work

Besides the aforementioned working process of networks, another issue that stakeholders related with networking process should concern is the roles and functions of networks since each network has different roles and functions. For example, the network that emphasizes working process on the area or the current issues of the community, networks will function as a coordination center between networks and all concerned sectors, including networks of institutions and a core social unit, which promotes the occurrence of development process and provides consultation and guidelines for practices, etc.

It is apparent that the roles and functions of each group and its network have a different level of participation and perform different roles in an operation. Still, all networks may coordinate for cooperation in other tasks or dimensions. Nevertheless, to specify clear roles and functions of networks can help the operation to achieve the target goal faster.

Thus, the working process of networks is an important strategy in coordinating a supporting collaboration between members and affiliated parties. The networking process starts with working in the area from a trivial issue and expands to cover an inquiry of new knowledge through the communication system and innovations as tools in constructing the meanings and good relations towards one another. (Bhra Maha Suthith Arphakaro, 2004)

Besides, Somphan Techaathika (1994) identifies two kinds of networks in a community and factors affecting the strength of each kind as follow:

1) Networks within a community. The factors affecting the strength of networks are the participation of people, consequences of activities, and the strength of a leader.

2) Networks outside a community. The factors affecting the strength of networks are the connection with local offices and learning process of outsiders.

The above concepts were used for explaining factors in creating networks of tourism management of the community in the area of Lanta Island and Yao Noi Island and their collaboration with the networks of the government, private/business, NGO, and civic sector, including other networks within the communities and networks of neighboring communities.

The concepts of network establishment were reviewed and used to respond to the research objective 1, 2, and 3.

2.2.4 The Concepts on the Carrying Capacity

The overwhelming amount of tourists beyond the carrying capacity of each tourism attraction can cause problems in managing natural resources and in serving tourists to meet their expectation, i.e. the problems of crowdednessก, insufficient facilities, the negative impact from entertaining activities can cause deterioration of natural resources and environment. Subsequently, it reduces tourists' satisfaction and causes a long-term negative impact on tourism.

Carrying capacity means the capacity level for tourist attractions to grow or to bear any changes while environment can be maintained or exist in a normal way without any negative impact causing any damage or risks to health, well-being, environment, and surrounding elements, including human beings. If the carrying capacity is beyond

its limit, the environment will be affected and destroyed so much that it cannot be repaired and is like the way it used to be. (Teerayut Kamsiripiman, 20; The Faculty of Forestry, Kasetsart University, 2005). From considering the components and structure of each eco-system, carrying capacity can be classified into four types as follows:

1) Ecological carrying capacity. It gives high importance to the use of tourism and recreation that affect the environment or cause any damage or danger to eco-system (over the crisis level) to comply with universally or nationally standard criteria, i.e. water quality standard, etc. Some factors, i.e. impact on aquatic, coral, and aquatic animals need a long time to collect information so the government and stakeholders should specify the goal of area management clearly in details since each goal uses different criteria for evaluating the impact and uses by a different level. One of the management methods in evaluating the ecological carrying capacity is the level of Limits of Acceptable Change or LAC. which is constructed from the the evaluation of indicator variables and from the acceptable environmental, social, and economic standard scores of stakeholders of all parties, i.e. personnel in tourism, community, local people, and tourists. All parties have to jointly follow-up occurring changes to see sizes of changes and to which direction they go, including if and how it is necessary to adjust any measure or strategy.

2) Physical carrying capacity means the use of tourism and recreation that concerns about the size of the space used to carry tourism and recreation activities at one time. Each kind of activities requires a certain space for quality tourism and recreation. For instance, the size of the tourist attraction space determines how large any construction should be and how many tourists it can carry.

3) Facilities carrying capacity depends on the number of tourists. Thus, the number of tourists should not exceed the available facilities. If the facilities carry capacity, i.e. accommodation, toilets, restaurants, ports or piers, sewage disposal, water, etc. cannot meet tourists' needs, it will affect directly tourists' satisfaction and also affect natural resources.

4) Psychological carrying capacity concerns about the effect of the use of tourism and recreation on tourists' feeling. However, the psychological criteria are rather difficult to specify since it involves quality and abstract attributes in spite of a

possibility for measuring it by enumeration, i.e. the number of appeals on the tourists' feeling towards the crowdedness of tourist attractions.

Thus, the determination of carrying capacity in the use of space or area is a fundamental guideline for managing tourism and resources to monitor the effect of tourism and to gain the utmost benefits sustainably. The concepts of area carrying capacity were reviewed and used to respond to the research objective 3.

2.3 Responsible Tourism

The concepts of responsible tourism were reviewed additionally after conducting the first step of the study, which is qualitative research. From an interview with experts mentioned about the concept of responsible tourism; thus, it was reviewed and was used as another variable in the research framework to construct research tool in developing a structural equation model for being tested. The reviewed literature on responsible tourism is as follows:

2.3.1 Definition of Responsible Tourism

Responsible Tourism is a relatively new type of tourism that has not been widely known in Thailand; however, it has been the type of well-known tourism in other countries for a while. responsible tourism is defined by several scholars as following:

Responsible Tourism is not a tourism product or brand but a guideline for planning tourism policies and development to ensure that the gained benefits will be distributed in the most appropriate way among affected local people, the government, tourists, and investors. (Husband & Harrison, 1996)

In 1989, in the seminar, "Alternative Tourism" in Tamanrasset, Algeria, World Tourism Organization (WTO) defined Responsible Tourism, "all types of tourism that concern about nature and cultural environment of the host country or community, including benefits of all concerned parties." (Smith, 1990)

Husbands and Harrison (1996) further elaborate on the meaning of responsible tourism that it is the determination of proper guidelines amidst an ambiguity between

conservative tourism and concern on the external effect on traditional tourism. The focal point of Responsible Tourism is that it is a kind of tourism that can be operated by reducing manifest benefits while assuring long-term benefits to tourists and investors through product development and marketing policies and planning.

Besides, responsible tourism covers positive economic, social, and environmental support from tourism organizations of the host community. According to the Cape Town Declaration (2002), responsible tourism emphasizes better economic benefits from tourism for local people. Thus, it relates to people in the area and outsiders' decision that influences or affects people's life. Consequently, responsible tourism focuses on a good performance in managing the natural and cultural heritage of the host community. (Round Table Africa, 2010, as cited in Feruzi, 2012)

Stanford (2008) indicates three major characteristics of Responsible Tourism:

    1) It covers all types of tourism: mass and alternative.

    2) It covers four parts for promoting and upgrading a local community: culture, environment, economics, and decreased negative impact.

    3) It is beneficial for all involved.

Moreover, "Responsible Tourism" is ethical tourism whose principles can be applied for all kinds of tourism, no matter the small-sized or large-sized tourism is. It is a kind of tourism for both local and international tourism at both individual and mass level. It is like cultural tourism with environment concentration. Such definition accords with Goodwin (2011) who states that the goal of Responsible Tourism is to create motivation of local people and to promote them to have responsibilities to make their community tourism more sustainable. Thus, such principles are aimed for tourism planners, managers of tourism development, and all involved with tourism products and service starting from local people as the hosts, local governors, businessmen of all concerned parts, and foreign tourism entrepreneurs and tourists at the destinations.

In addition, website responsibletourismpartnership.org (2018) defines Responsible Tourism as "the guideline of tourism that aims to develop a better residence for local people and better tourist attractions for visitors." Accordingly, Responsible Tourism needs cooperation from all involved: the government or governmental offices, local people, and tourists, to enhance the sustainability of their community tourism.

In brief, responsible tourism is tourism that promotes responsibilities for the environment through sustainable uses. They are responsibilities for local community involving with the tourism industry and responsibilities for security ad safety of tourists, for the government, employers, employees, and local people. (South African Department of Environment Affairs and Tourism, 2010)

George and Frey (2010, p. 12) add that Responsible Tourism means business management in the form that is beneficial for local people, resources, business, environment, and the community itself.

Furthermore, website pearsonschoolsandfecolleges.co.uk (2019) states that Responsible Tourism is the tourism that concerns about its impact on tourist attractions by promoting positive impact as much as it could while decreasing negative impact on the area caused by tourism. In parallel, website gala.gre.ac.uk (2019) agrees that it is the tourism in which those who are responsible try to encourage sustainable tourism management via tourism while yielding positive consequences for a local society, improving tourist attractions to be better and more attractive, and giving pleasant experiences for tourists, by the collaboration with local people and all sectors responsible for creating a sustainability to tourism of a community.

For Thailand Responsible Tourism Association or TRTA (2017), Responsible Tourism is the tourism that causes no negative impact on society, culture, economics, and environment. As Thailand possesses a variety of tourist attractions, which brings about mass benefits to the tourism industry sector, all sectors collaborate in developing and implanting an awareness of common responsibilities.

Accordingly, Responsible Tourism gives high importance to all parties involving in tourism; thus, support for promoting respect and acknowledgment of the environment's value is highlighted. As an example, when a tourist visits any tourism attraction, he or she will be informed of not destroying its purity, not using resources exceedingly, paying respect to culture of a community without trying to change it or violating a community's norms or beliefs, and paying respect and seeing values of all human beings or respecting the community's ownership. Thus, it is tourism that makes tourist attractions sustainable and encourages all people concerned about the use of tourism for the longest term.

2.3.2 Objectives of Responsible Tourism

McLaren (2006) describes the objectives of Responsible Tourism as following:

1) To increase economic profits for local people while improving well-being for the host community by improving working condition and people's accessibility to the tourism industry.

2) To pull local people to involve in a decision-making process that affects their life and their opportunities.

3) To encourage people to participate in conserving natural and cultural heritage.

4) To give increased pleasant experiences for tourists by connecting them with local people to make them understand the local culture, society, and environment increasingly.

5) To decrease the negative impact on economics, environment, and society.

6) To highlight the importance of culture, leading to mutual respect between tourists and local families. This can create pride and confidence to a local community.

Similarly, website responsibletravelnicaragua.com, (2019) summarizes seven objectives of Responsible Tourism as following:

1) To decrease the negative impact on economics, environment, and society

2) To bring about economic vitality for local people and improve their quality of life and well-being.

3) To increase local people's power or empower local people in decision-making.

4) To encourage participation in conserving natural and cultural heritage to maintain the diversity of the world.

5) To bring about a good experience for tourists by culture, society, and environment within a community.

6) To provide facilities in accessing the disabled or the disadvantaged.

7) To create a culture of mutual respect between tourists and hosts, and to create pride for a local community.

Figure 2.5 Illustrates the Objectives of Responsible Tourism

Source: http://responsibletravelnicaragua.com.

Prachyakorn Chaiyakot (2018), who raises the key roles of Responsible Tourism as following:

1) To yield the least negative impact on economics, society, and environment.

2) To build up economic benefits for local people, improve their quality of life, and to increase jobs and income for local people

3) To empower local people to have decision-making skills of what should do or should not do.

4) To disperse the conservation of natural and cultural heritage to keep the biodiversity of the world.

5) To introduce interesting experiences to tourists by connecting them with local tradition, culture, society, and environment

6) To provide an opportunity for the disadvantaged to access the use of resources.

7) To create mutual respect between tourists and the hosts to induce the community's pride and assurance.

From reviewing the above concepts, it was found that responsible tourism involves with four factors: the decreased impact on economics, the increased income and better quality of life of people in a community, decision-making power of local people, participation in conserving natural and cultural heritage. All of these factors were used as causal variables in this study to examine their impact on sustainable tourism. The additional review of responsible tourism was also used to respond to the research objective 3.

2.4 Sustainable Tourism

2.4.1 The concept of Sustainable Tourism

World Tourism Organization (2004) defines the term "Sustainable Tourism" as sustainable tourism, not only of a small-sized or Niche tourism segments, but also holistic tourism which covers a wide range of people or mass tourism. In general, Sustainable Tourism means the tourism that gives high importance to the balance of economics, society, environment, and culture of people in the present generation to next generations in future. Thus, the main principles and concepts of sustainable tourism defined by WTO compose of the following:

Firstly, sustainable tourism must be aware and use natural resources and biodiversity appropriately with maximal benefits. It involves respect of native people's society, culture, and tradition, and requires adaptability with a good understanding of tradition and cultural differences of each community. Besides, sustainable tourism should bring about economic stability sustainably and can disperse fair income for all concerned stakeholders. Moreover, it should lead to employment and increase incomes for community members, which helps to reduce poverty in the region. (WTO, 2004)

Next, sustainable tourism must highlight the importance of society, culture, economics, and environment. A great concern is on the collaboration of all tourism stakeholders and the maintenance of tourists' utmost satisfaction. Besides, sustainable tourism needs a continual planning and an effective indicator device for measuring the impact of the operation of each part for improvement and correction towards sustainability in the future.

2.4.1.1 Principles of Sustainable Tourism

The principle of Sustainable Tourism is congruent with that of sustainable development, which was the mainstream approach of the world two decades ago and was supported by the Commission on Sustainable Development of the United Nations. General principles of sustainable development are to conserve and use resources in balance for future use in the long run. The development has to also disperse benefits to the majority of people. In addition, it requires close cooperation among stakeholders. For such principles to be applied for sustainable tourism, the following should be focused:

1) Tourism resources have to be nurtured for future use in the long term, not only for the present population in a short term.

2) The exploitation of resources and the amount of waste, which are harmful to the environment, have to be reduced.

3) Income and benefits have to be distributed to a local community where tourist attractions are located, and an opportunity should be open for local people to participate in managing and serving tourists.

4) Regular meetings should be held among stakeholders, i.e. concerned offices and organizations, tourism entrepreneurs, and community members, for planning, allocating, and managing finance, budgets, and resources properly.

5) Networks have to be built to disseminate theoretical concepts, studies, and knowledge on sustainable tourism to people widely at both domestic and international level.

Swarbrooke (1998, p. 13) adds five principles of Sustainable Tourism:

1) Sustainable Tourism must not oppose to the growth as a consequence of development but have to emphasize the limitations of the growth and manage tourism within such limit.

2) Sustainable Tourism should concern about long-term rather than short-term effect.

3) Not only is the environment concerned, but also economics, society, culture, politics, and service.

4) Emphasis should be given to the needs of making tourists satisfied under equality and righteousness principles.

5) Importance should be given to the needs of making people satisfied but under the concept of equality and fairness.

Additionally, Usawadee Poolpipat (2011) gives more principles of Sustainable Tourism as following:

1) Conserving and using natural, social, and cultural resources sustainable.

2) Reducing over-consumption and waste to restore the damaged environment and increase the quality of tourism in the long term.

3) Conserving and promoting the diversity of natural, social, and cultural diversity to expand the tourism industry base in the future.

4) Integrating tourism development with the local and national development plan and evaluating the impact on the environment.

5) Promoting tourism that supports local activities by avoiding damage to the costs and value of the environment.

6) Including local communities in the return of investment and environment management to upgrade their quality of life and standards of tourism management.

7) Encouraging collaboration between entrepreneurs, local people, and concerned organizations and institutions.

8) The training involved personnel at all levels on the concepts and practices of sustainable tourism to improve tourism service.

9) Providing information for tourists to make them understand and have respect for natural, social, and cultural tourist attractions.

10) Conducting research and a follow-up to investigate the effectiveness of the operation, including problems and obstacles, leading to useful improvement for every party.

Moreover, scholars in the field of tourism development further determine sustainable tourism management of all kinds based on global tourism development. It is suggested that responsible personnel in tourism management need to be able to cope with resources, both natural and cultural heritage, to maintain their existence sufficiently and effectively by concerning about the capital and quality of nature,

cultural capital, and local wisdom, which are all valuable, as follow: (Rumphaiphan Kaewsuriya, 2004, pp. 3-4)

1) Conserving and using resources in a balanced way. To conserve tourism resources means to keep a good quality of valuable resources for life by enhancing people's well-being and happiness, teaching them how to use resources meaningfully, improving and nurturing resources for lifetime use, increasing the number of resources to be sufficient and proper for living. However, to improve and restore resources, it is necessary to maintain their old or former identity as much as possible with the least negative impact by applying the use of local wisdom with new technologies. Besides, resources should be used economically and properly, and business can be continued for the long term.

2) Over-consumption and waste should be reduced. Those who responsible for tourism development have to jointly plan with stakeholders in managing the use of resources effectively and in searching for other substitutes with similar qualification and same quality to reduce the use of running-out resources. For instance, for reducing the use of wood and the deforestation, it is essential to find other similar substitutes to replace wood, etc. Besides, the following principles of sustainable tourism are as follow:

3) Maintaining and promoting natural, social, and cultural diversity. Those responsible for tourism development need to plan to expand tourism base by maintaining and promoting a diversity of the tourist attractions, such as promoting more diversity into natural and cultural tourist attractions by adding more values and improving service standards so that tourists can spend their time at those attractions longer or want to visit those places again. As an example, the tourist attractions that used to be waterfall may add some more activities, i.e. bird-watching, hiking, etc., or cultural communities or archaeological communities can add buffalo cart ride, bicycling for touring around communities, an archaeological dig and excavation volunteers guided by professional archaeologists, etc.

4) Integrating tourism with development plans of other offices or organizations. People who are responsible for tourism development do not only work as planned but have to coordinate with other offices and organizations, i.e. local development plans of Sub-district Administrative Organization or Municipality,

development plans of the Office of National Resources and Environmental Policy and Planning, provincial development plans, development plans of ministry or departments and concerned offices in the area, etc. in order to increase the potential of the tourism sites.

5) Supporting and expanding local economy based on tourism. The concerned persons have to coordinate with other local administration organizations and related governmental offices for searching the uniqueness of the tourism places or resources, to publicize for public relations, and to promote tourism markets to reach higher numbers of tourists. This can increase the income and disperse benefits to populations and entrepreneurs in the area. They can help to search for new products or activities of each sub-district, which is now one of the government's policies in expanding tourism markets and increasing additional income for local people.

6) Including local communities in the tourism-development networking. Responsible personnel should work together with local communities and let local people participate in co-hosting local activities, i.e. joining in public activities, jointly analyzing, and solving problems. Furthermore, they have to integrate networks with other organizations and other local communities to upgrade the quality of their tourism management in the area.

7) Regularly organizing a meeting and consultation with all stakeholders. People responsible for tourism development have to coordinate with multilateral groups or organizations, i.e. local community or civil society in the area, local administrative organizations, tourism entrepreneurs, academic institutions, religious institutions, governmental offices, etc. The meetings are for increasing the potential of tourism in the area, for evaluating the impact on tourism, solving problems caused by the destruction of the environment or ineffective marketing, etc. The meetings are organized regularly for common practices towards the same direction and for reducing conflicts from an unequal distribution of benefits. Consequently, the fares of local buses or taxis should be the same. In other words, Same standard prices should be determined for all tourist attractions in the area. Moreover, they also discuss on the shared issues, i.e. the use of common space, sewage disposal, waste, or the installation of sewage system, etc.

8) Training concerned personnel by providing knowledge, training, or field trips regularly so that such personnel know and can perform their roles and function towards sustainable tourism. Thus, it helps to upgrade the standard of tourism services. For examples, waiters in a restaurant are trained how to serve food with international standard, or housemaids are trained to welcome guests of homestay tourism.

9) Preparing tourism information. The responsible officers have to work with those who prepare information for tourists, either for free or for sales, to be ready for publication in various forms, i.e. manuals or handbooks for tourism or marketing, brochures, video, CD ROM, etc.

10) Conducting an evaluation, inspection, and research since it is essential for helping communities to solve problems and to increase value and quality of tourist attractions, which also affects the investment in the tourism business. Therefore, all concerned should have an evaluation, investigate the impact, and conduct research consistently through surveys, either interviews or questionnaires, directly with service users. Tourism marketing research has to be conducted as well to evaluate the results of tourism service of a community to improve it to be more effective and to increase tourists' impression and satisfaction.

2.4.1.2 Characteristics of Sustainable Tourism

Sustainable Tourism should consist of the following characteristics: (Usawadee Poolpipat, 2011)

1) It is tourism with continuity or the continuity of natural and cultural resources, offering good experience for tourists.

2) It is quality tourism, which means it emphasizes the quality of three main parts: environment, tourists' experience, and quality of local people's life.

3) It is well-balanced tourism, which means the balance between the needs of the tourism industry, the needs of local communities, and the carrying capacity of tourism resources.

2.4.1.3 Criteria for Sustainable Tourism

The trend of sustainable tourism has been popular and paid high attention widely. Tourism entrepreneurs have invented several new patterns of tourism programs with a purpose to conserve their local environment increasingly, in cooperation with

the supporting policies of the government and international organizations of various countries. Nevertheless, questions frequently asked are "what does Sustainable Tourism mean?" and "what should be presented to enhance consumers' confidence?" Therefore, it is crucial to support the tourism business to be sustainable for the sake of communities and to clarify all doubts affecting such confidence.

Accordingly, it should be noted for any organization or entrepreneurs who are interested in Sustainable Tourism of four Global Sustainable Tourism Criteria as follow:

1) To present how to manage tourism sites systematically while conserving the environment.

2) To increase social and economic benefits for host communities while decreasing the negative impact.

3) To reach the maximal benefits communities deserve and benefits of visitors, while maintaining cultural heritage and decreasing the possible negative impact.

4) To reach the utmost benefits for the environment while decreasing the possible negative impact.

Such criteria cover all sizes and forms of sustainable tourism and respond to The United Nations' Millennium Development Goals, including the goals of relieving problems of poverty, gender equality, and conservation of the environment, all of which are major factors in these criteria.

It should be noted that sustainable tourism criteria and indicators were developed from the indicators of the World Tourism Organization of the United Nations (UNWTO) for measuring the standards of the hotels and entrepreneurs registered under the Global Sustainable Tourism Council (GSTC). All indicators have been proved to be suitable for a variety of tourist attractions.

The criteria determined by GSTC expect the following:

1) To be applied as preliminary guidelines for developing tourist attractions towards sustainable tourism

2) To be information for recommending tourists or consumers on tourist attractions and the concept of sustainable tourism.

3) To be PR media for the general public.

4) To guarantee provided tourism programs to fit in the specified criteria.

5) To be the beginning point for developing necessary factors needed for sustainable tourism, both of government and private sectors.

6) To be preliminary guidelines for education and training organizations, i.e. schools, universities, hotels, etc.

Therefore, guidelines according to the sustainable tourism criteria are basic indicators of what should be operated, which requires support and mobilization to meet such performance indicators, in combination with educational guidelines and performance evaluation from the public. The evaluation of NGO and other independent offices are also a crucial mechanism for inspecting if the criteria are met. Consequently, sustainable tourism criteria are not just guidelines for managing tourism for tourism purposes purely.

2.4.1.4 Guidelines for Application

GSTC proposed such guidelines of sustainable tourism for maximizing the use of tourism, except in case of unadaptability to practice under some circumstances or some constraints, i.e. space, local regulations, environmental, social, and economic condition, and values. Still, these guidelines can be applied effectively for small-sized tourism places and communities due to their limitation of resources use. Therefore, it is important to consider the overall efficiency of the application of sustainable tourism criteria since the impact incurred may not be absolutely the only indicator by itself, especially under genuine surveillance and evaluation.

The concepts of sustainable tourism were reviewed and used for responding to research question 3.

2.4.2 Community-based Tourism

Five main dimensions of the management and development of community-based tourism are economic, social, political, cultural, and environmental dimensions. Mintzberg (2009) summarizes that the management of community-based tourism has to promote the economics of a community by emphasizing community people as a core of the development. In the political dimension, the form of participative development must respond to the needs of a community genuinely while conserving local culture

from generation to generation, as a consequence of managing community resources sustainably by community members themselves. In terms of entrepreneurship, it should produce sustainable employment, land management, product and service provision for tourists in parallel to the conservation of the environment and natural resources. Besides, it has to bring about continual professions and income. Moreover, the success of community-based tourism must come from tourists' participation in a community's activities of all types offered as a service by the community to the tourists. (Middleton, 1998). The heart of community-based tourism is to produce no destruction of the environment, which will result in the success of sustainable development.

The essence of community-based tourism focuses on the tourism management by a community itself. Still, it requires serious support and facilitation from governmental and private agencies.

For community-based tourism, the meaning of the promotion and development of tourist attractions also covers tourism resources, i.e. space, objects, activities, and anything that can yield tourism value for tourists, such as natural beauty, historical value, art and culture, and new experiential learning. Tourism resources can be visible or concrete, i.e. construction, souvenirs, caves, waterfalls, etc., or abstract and invisible but can be perceived by other senses, i.e. local wisdom, ethnic language, the aesthetic value of local performance, etc. Additionally, tourism resources can be innate by nature or made by human beings to be used as tourism sites, activities, tradition, culture, etc., which reflect the culture of each community, which is distinctive and attractive for tourists. (Manut Suwan, Prayad Pandee, & Worapol Wattanaluangarun, 1998)

Potjana Suansri (2003, p. 15) indicates four main dimensions of community-based tourism: 1) natural and cultural resources, 2) community organization, 3) management, and 4) learning. From the study, "Community Based Tourism for Community and Locality," of Sudthanom Tancharoen (2016), points out that a community organization is formally established under mutual management and learning from community's awareness of self-development, self-reliance, self-analysis, and an effort to learn to develop and increase income by forming as a group and empowering the community towards sustainable development as expected and planned. Weerapon Thongma (2012) explains that sustainable development comprising the development of the following: 1) economics, 2) society and culture, and 3)

environment. Besides, one of the most important things is the collection, inheritance, and utilization of knowledge and wisdom. Subsequently, it should result in love and pride of the community with a sense of belonging and ownership of community resources, leading to collaborative learning process eventually, which is a positive impact of community-based tourism by its meaning.

From the concepts, principles, meanings, and major aspects and factors of community-based tourism, it can be concluded that the success of community-based and sustainable tourism management needs economic development or the upgrading of income, work, and benefits in a righteous way through the process of management, participation and authorized operation of community organizations, such as cooperatives, community enterprises, agricultural groups or farmers' housewife groups, etc. to enhance understanding and satisfaction towards the same goals in using community resources. Furthermore, community resources include tourism places and the presentation of tourism service and cultural information with a concern on the conservation of culture.

In short, community-based tourism involves shared learning of people in a community and visitors, the maintenance of community resources, and a tool for developing a community towards sustainability. Thus, community-based tourism is required to have a community as a center with participation from all concerned sectors for the benefits of the community and for upgrading the quality of life of the community in all dimensions: economics, society, culture, and environment. The additional concepts on community-based tourism were reviewed to respond to the research question 1 and 3.

2.5 Related Studies

2.5.1 Research on Tourism Communication Factors

Regarding the study on tourism communication factors, the study of Thanchanok Changrua and Usa Biggins (2017) entitled, "The Usage of Communication to Create Community Participation in Natural Resource Management toward Sustainable Tourism: Ban Tha Phru-Ao Tha Lane Community, Krabi was aimed to study 1) tourism resources management of Ban Tha Phru-Ao Tha Lane Community , 2) to analyze a communication

process for creating a community's participation towards sustainable tourism, and 3) to examine the consequences of communication to form community participation in natural resource management toward sustainable tourism of Ban Tha Phru-Ao Tha Lane Community, Krabi. The study found that (1) The natural resource management of the community towards sustainable tourism was divided into 2 periods. Period 1: the period of executive management processes during resource crisis. Four strategies were used in this period: 1) educating people about natural resource problems in the community, 2) collaboratively establishing corporate groups to manage natural resources based on people's needs, 3) issuing legislation via local acts of the local administrative organization, and 4) establishing responsible local sectors. Period 2: in the period of natural resource prosperity, the community used the concept of sustainable tourism and ecotourism management form in conserving natural resources of the community in parallel to increasing income for community people. (2) For the communication process to encourage the participation of the community, it was found that the community involved all four main elements of a communication process (SMCR). Namely, (1) senders (S) were community leaders functioning as primary senders transmitting (2) message (M) related with problems of natural resources of the community, through (3) media/channel (C), which was personal media in community meetings, both formal and informal, to persuade people as (4) receivers (R) to change their behaviors by analyzing the level of their skill, attitude, and knowledge. The participative communication of the community was divided into three levels. (1) Participation as a receiver or community leaders informed information to local people. (2) Participation as a sender or to listen to community leaders' ideas and to have people involved in the expression of ideas. (3) Participation as a planner or have local people collaborate by empowering them. 3) Consequences of communication for creating community participation were divided into two perspectives. (1) From community members' perspective, they perceived that people in the community participated in solving the problems of natural resources and in managing sustainable tourism of the community. (2) From the perspective of people outside the community, namely tourists, they perceived that the community was successful in tourism communication as tourists acknowledged the message transmitted by the community and participated in eco-tourism of the community continually until it reached three domains of successful sustainable tourism: 1) awareness in conserving tourism resources 2) participation in gaining mutual benefits, and 3)

satisfaction. In short, communication of Ban Tha Phru-Ao Tha Lane, Krabi was successful in creating participation in managing natural resources of the community towards sustainable tourism by their selection of management and communication strategies that accorded with the condition and problems of the community. The above findings accord with the study, "Communication for Community-Based Tourist Attraction Management: A Case Study of 133-year Angsila's Old Market, of Pinpinat Satthamnuwong (2016). The objectives of the research were to study the Angsila market community context, communication process for tourism management, communication style for tourism management with community participation and tourist's perception on tourism management with community participation. The results revealed that there were four key elements in communication: senders, message, channel, and receivers through two main communication directions: communication within the network and between networks. Regarding the efficiency of tourists' perception as a consequence of the community's management, it was found that the mean of the factor significantly affecting the tourists' perception on "133-Year Angsila's Old Market" through various types of media was at the low level. However, the mean of the perception on tourism information was at a high level while the mean of sustainable tourism behaviors, in general, was at the high level as well. This indicated that the knowledge background and attitude of tourists on the received information of tourist attractions were good.

Besides, Nattanan Wongprasert (2014) studied "Communications Strategy to Promote Tourism of Rub Bua Festival at Bang Phli, Samutprakan Province" and found that the communication strategies that helped to promote tourism of Rub Bua Festival (obtaining the lotus) at Bang Phli, Samutprakan Province were the clear set of policies and strategies in organizing the festival, which included planning, operation, and procedure methods. For the factors enhancing the success of the festival management were external and internal factors. 1) External factors were: policies and budget of Samutprakan Province, cooperation with Tourism Authority of Thailand, and support from mass media. 2) Internal factors were roles of the leaders and collaboration among community members of Bang Phli District.

From the literature on communication and tourism during 2007-2017, it was found that the studies under knowledge-based platform appeared in the age in which knowledge gaps in tourism communication has been fulfilled. For instance, from the study of

Ploychompooh Thitiyaporn (2010), "Communication of Sustainable Tourism Community: A Case Study of Khlong Lat Mayom Floating Market Community," it was found that sustainable tourism could be used as a device for developing a community like Khlong Lat Mayom Community. In the past, Khlong Lat Mayom Community was intruded by the growth of the modern time and almost all of its living land was bought for commercial purposes, but later after the application of sustainable tourism, its locality came back again. Nevertheless, sustainable tourism still needed "communication" as an agent in a particular form of communication called, "community communication," which is the type of communication by hand and power of community members who take a role as communication manager to manage communication as determined by the community.

2.5.2 Related Studies on the Community-Based Tourism Management

Concerning the studies on community-based tourism management, Pattamaporn Jiramahaphokha (2017) studied, "Strengthening Human Capital for Community-Based Tourism of Esan–Lanna Community for promoting Sustainable Tourism," and found that the way the community empowered their human capital was 1) information exchange, 2) fair dispersion of income and benefits, 3) the encouragement of a sense of resources ownership and a sense of partnership in community development, 4) the promotion of a learning process between community members and visitors through tourism activities, 5) the establishment of networks among communities.Besides, Tassanee Naksanee, Benjaporn Yaemjamuang, and Boonngokngam Iamsriplung (2017) studied, "Tourism Network Construction in Order to Find Ways to Develop Potential Tourism Business Management of Mae Klong River Basin Province Group," and found that there were five types of tourism business related with tourism in the area of Mae Klong River Basin Province Group: accommodations or hotels, restaurants, souvenirs, transportation, and tourist attractions. All types of tourism had kinship-focused management style and established social networks only in the specific areas. Hence, to develop the potentials in tourism management of this group, networks across areas should be established for learning exchanges and for an interdependent relationship as alliances to help to solve problems and crisis. The findings of this research were congruent with the research, "The Strategies of Sustainable Tourism Management of Kamphaeng Phet of Pongsak Phetsatit, Boonton

Dockthaisong, and Wimon Homying (2015) who proposed that 1) in terms of strategies of sustainable tourism management of Kamphaeng Phet Province, it was found that 1) tourism policies factors, in general, were perceived at the high level. From the top rank in order, the ranking of strategies is as follows: the strategy of tourism network construction, strategy of public relations, and strategy of promoting tourism potentials. Regarding the strategy of tourism management of Kamphaeng Phet Province, it composes of Tourism Management Plan for Lower Northern Thailand, Tourism Plans of Kamphaeng Phet Province, and Annual Operational Plan without any master plans, 2) in terms of the factors affecting the strategy of sustainable tourism management of Kamphaeng Phet Province, a) tourism policies of the province, in general, were found at the high level. Ranking from the highest to the lowest, the top ranks were clear measurement and evaluation gained the highest, while clear objectives, continuity, and practicality, were at the high level as well. (b) Factors of tourism management, in general, were rated at the high level and the ranking from the top was governmental management factors, private management factors, and people and local organizations management factors respectively. 3) The top-ranking of strategies suitable for sustainable tourism management of Kamphaeng Phet Province was a) strategies of people and local organizations' management strategies, b) private management strategies, c) governmental management strategies, and d) collaborative strategies among governmental, private, civic, and local organizational sectors.

Nantasan Mukdamontree (2013) studied, "Local Communities and Participation in the Development of Andaman Sea Coastal Tourist Attractions: A Case Study of Ko Yao Noi, Phang-nga Province," and found that 1) Ko Yao Noi community is a potential community for participating in sustainable tourism because of its advantage in its harmony, a collective negotiation group towards future planning for the community, the collaborative working with people in the community, uniqueness of local culture, specified rules by the community, the roles of eco-tourism clubs in the area in organizing activities, the sales of cultural tourism and natural tourist attractions in combination, and local ways of living and locality. 2) social capital of the community was local people capital, which was the strength of the community, and outside capital, which led to changes amidst the current of traditional culture conservation. The examples were the expansion of business sectors from outside the community, the co-working between business sectors and the community, the

dissemination of activities for creating a body of knowledge to enhance professions in the area sustainably, including supporting funds from external agencies, which were facilitating factors enhancing local development, 3) the community developed their sustainable tourist attractions by applying the concept of Sufficiency Economy (of His Majesty King Rama IX) as a protocol, and 4) Muslim ways of living were integrated based on local wisdom, which had been inherited and conserved so deeply that everyone in the community felt as stakeholders and had a sense of ownership in promoting and organizing any environmental activities and in establishing a center for marine-nature learning.

In addition, in 2014, Pitoon Thongchim studied, "Managing Collaboration in Community-Based Tourism on Lanta Island, Krabi Province, and found that there was strong collaboration between governmental and private agencies, including the community who made use of the tourism on Lanta Island, Krabi Province due to supports and mobilization of community and tourism development, including community-based tourism from various agencies, i.e. Krabi Province, Tourism Authority of Thailand in Krabi Province, Tourism and Sports of Krabi Province. The collaborative development of the community induces benefits into the community and tourism stakeholders. Besides, all plans were applied to result in sustainable development for the community and an operation was connected among all concerned offices and agencies. Regarding community-based tourism management of Lanta Island community, it was found that community members were not ready to cope with changes so much and thus this affected potentials of people and sites in the community to compete with entrepreneurs from outside. Moreover, the roles of community leaders in analyzing and solving problems were still relatively little. Accordingly, participation in tourism management within the community could be witnessed in only a few issues. Thus, the management for building good collaboration in the community requires management that was a continual and cooperative process among concerned agencies to increase the strength and sustainability of community-based tourism by Lanta Island community.

Moreover, Tawit Sudsakorn, Pat Pattanarangsan, and Chatchawee Kongdee (2013) studied, "Analysis, Synthesis, and Total Economic Value of Tourism and Service Industry Research Projects of 2013 and found that the land of Lanta Island, Krabi Province was determined to be one of potential area of the Thailand Research Funds, which extended

research projects during 2012-2014 for commercial use genuinely. It was specified as a high-potential tourist attraction with beautiful natural resources, a diversity of culture and unique culture. Nevertheless, it lacked key tourism information and no tourism development plan with a consideration on its carrying capacity was issued. This affected the development and expansion of tourism in future, especially, plans for developing basic facilities, including learning facilities, a systematic information service, personnel and systems for mobilizing community-based tourism, and the establishment of local community's knowledge in managing sustainable tourism.

Besides, three recommendations were proposed for developing and conserving the community in terms of economic, social, and cultural area, which comprise the following:

1) To develop service providers for carrying tourism routes and activities, it was recommended that such development was needed since the tourism service provision throughout the route found in this study was not so effective. Still, the development should be conducted during the occurrence of tourism routes and activities in parallel to the development of service providers while researching to mobilize it towards commercial purposes.

2) Networks of tourism alliances should be established to lead to collaboration and benefits exchange with stakeholders, both governmental and private agencies, to enable the tourism route and activity towards real use in commerce, i.e. The networks of tourism entrepreneurs, educational sectors and academic institutions in tourism, local administrative organization, Royal Thai Police Headquarter, and transportation entrepreneurs. Such cooperative networks will lead to further sustainability of the potential tourism community.

3) Public Relations for introducing and stimulating tourism by the suggested routes should be promoted. But this requires knowledge in integrated marketing communication of various forms as a driver.

2.5.3 Related Studies on Sustainable Tourism

For the study on sustainable tourism, Suthee Sertsri (2015) found in his study, "A Study of Sustainable Tourism Management in Klongkone Community, Mueng District, Samutsongkhram Province" that 1) Klongkone Community possessed three

kinds of identity: old history, ways of living near the water, and prosperous mangrove forest, 2) the process of tourism management and tourism activities that were found proper were proper carrying capacity and the promotion of khlong Khone to be a learning center through tourism activities, such as planting mangrove trees event, visiting the community's way of life by boat, kayaking, and other activities, i.e. clamming mud-sled, boat rowing for feeding local fish, etc., 3) the community developed and managed its tourism by highlighting the conservation of mangroves of the community, cultivating people to have an awareness of the conservation, applying Sufficiency Economy philosophy for their happy living.

Similarly, Thanatcha Ritdech (2015) studied, "Guidelines for Developing Tourism Activities and Destination for Sustainable Tourism of Amphawa Floating Market SamutSongkram Province" and found that most tourists expressed their opinion on the Amphawa Floating Market in general at the good level and on its tourist attractions: restaurants along the canal, souvenir shops, temples, churches, and ancient remains or archaeological sites, at the good level as well. Tourists were satisfied with their tourism at Amphawa Floating Market and expressed their needs for sustainable tourism activities. Most tourists visited Amphawa Floating Market with their family and intended to visit again in one year from 0 to 15 times. Tourists perceived behaviors based on sustainable tourism principles at the good level. Besides, it was found that the Municipality of Amphawa Sub-district had set development schemes, but had been operating slowly step by step continually to ensure more readiness of the tourism management due to too fast growth in the past. This overgrowth caused a lack of development direction and effective measures for control because the Municipality of Amphawa is small and thus the allocated budget for development was not much and most of the income came from tourists. On the part of Amphawa Floating Market Community, there was a policy of group formation by having vending-stand merchant groups, the community chairperson, and Khon-Rak-Amphawa (People who love Amphawa) club, discuss problems of each party to solve the problems and lead the floating market towards sustainability. Regarding the policy of the Municipality of Amphawa in developing the floating market in future, they planned to enlarge the pavements along the canal with the least effect on the entrepreneurs. Besides, they had a plan to open the market every day, not only the weekends but with more systematic development. In parallel, price

and quality control were needed for better and sustainable development of Amphawa Floating Market.

Nattaya Bootyu (2014) studied, "Sustainable Tourism Development Guidelines for Amphoe Mueng, Prachuap Khiri Khan Province," and found that the strength of Amphoe Mueng, Prachuap Khiri Khan were its high-potential tourism resources, low cost of living, and a full of facilities and accommodations. However, its weakness was a travel route to tourist attractions and public relations. Its important opportunity was the opening of a trade relief point between Thailand and Myanmar at Dan Singkhon but its threat was the tourism stakeholders lacked knowledge in sustainable tourism. Accordingly, the way for developing its sustainable tourism was active developmental strategies, i.e. developing tourist attractions to be more eminent, preparing for carrying increased tourists as a consequence of the opening of the trade relief point at Dan Singkhon, and establishing networks between entrepreneurs in developing a tour package for tourists. At the same time, the preventive strategies were to develop working networks between provincial agencies and stakeholders for transmitting the knowledge of sustainable tourism management

The above findings accord with the study of Luxanawadee Boonyasirinun (2014), "Creative Tourist Approaches for Ecotourism Business Sustainable Development in Thailand," and found that from the confirmatory factor analysis of the principal components of creative tourism approaches and of sustainable tourism the congruent factors which were congruent with empirical data were reduced from 20 to 9 factors as following: cross-cultural learning exchange, thorough cultural understanding, an opportunity of tourists in developing their creative potentials and their participation in decision-making, thorough understanding in the local production process and in local products, actual experiences, memory and impression, a balance between conservation and utilization, reduction of overconsumption and wast, participation of local people and a collaboration among concerned agencies. The practice of local people in Thailand and the factors related to creative tourism was found to have no relationship with principles of sustainable tourism. Ecotourists preferred natural tourist attractions the most, especially sea and mountain respectively. Regarding creative tourism approaches for developing ecotourism, most tourists gave importance to the memory, impression, and understanding while they concerned about how to conserve and utilize tourism

resources in the balance as a principle of sustainable tourism the most. On part of community people in terms of their conduct helping to develop ecotourism, they collaboratively took care of the tourist attraction's cleanliness the most at the high level.

In addition, Sudthanom Tancharoen (2017) studied, "Community Based Tourism Management for Sustainable Tourism Development", and found that the important parts of community-based tourism were the overall promotion of community's economics through social process with a focus on developing community people, the assembling of community organizations that adhere to righteous development participation management in responding to the community's needs and leading to genuine democracy, its reflection of political dimensions, and cultural conservation through inheriting from generation to generation by the community members themselves, including the environmental conservation and people's rights in managing the natural resources of their community. Moreover, it was found that collaboration in community-based tourism management enabled the community to be more professional and gain continual income, without any environmental destruction. Thus, all found factors were essential towards the success of sustainable tourism development genuinely.

Pornphan Hemaphan and Chandra-Nuj Mahakanjana (2017) studied "Determinants of Stakeholder Participation towards Sustainable Tourism Management: An Empirical Study of Active Beach Destinations in Thailand" and found that the primary stakeholders were people with at least two major characteristics: powerful and righteous. The social capital and political accountability were found to be the factors influencing the participation of primary and secondary stakeholders. Besides, it was recommended that local administrative organizations should give high importance to increase their accountability by creating their transparency and responsibility.

Additionally, Witoon Moonsri (2011) studied, "Opinion toward Sustainable Tourism Development for Koh Si Chang, Chonburi province", and found that most tourists visited Koh Si Chang for a tour and entertainment. The tourist attractions they preferred the most was its unique identity while the most popular tourism activity was sightseeing due to its beautiful landscape. Besides, the tourists suggested to improve a travel route on the island and the facilities, especially 1) public boats should be improved for more safety, 2) taxi drivers on the island should be trained and improved for better service, 3) the numbers of accommodations on the island should be increased,

4) prices of restaurants should be reviewed, 5) more types of souvenirs should be added, and 6) tourism programs and activities should be increased and varied. Besides, tourists viewed that community members and government officers should collaborate in developing tourism on Ko Si Chang while people needed to have more participation in acquiring tourism and sustainable tourism management information. The undesirable activities the tourists pointed out was hiking, pubs or bars and discos, while tourists' characteristics desired by the community were their ability to comply with the regulations of the sites and to pay respect to the traditional ways of living of the community. Tap water is what people wanted to be improved the most. Besides, they wanted to have a participation in tourism benefits and in specifying maintenance measures for surveillance of the environment. Koh Si Chang was also perceived as a high-potential tourist attraction with a variety but without a variety of tourism activities. The tourism activities that should be promoted towards sustainability were a field trip and historical learning. It was also found that so far people had given good cooperation and tourism on the island did not yield any negative impact on the community's ways of life, tradition, and culture.

Nantasan Mukdamontree (2013), "Local Communities and Participation in the Development of the Andaman Sea Coastal Tourist Attractions: A Case Study of Ko Yao Noi, Phang-nga Province" and found that 1) Ko Yao Noi Community had potentials that facilitated the participation in developing sustainable tourism. Its strength was its harmony, the formation of negotiating group for community planning in future, the collaboration for working together of community members, unique cultural ways of life, well-planned regulations by the community, the roles of ecotourism club in conserving Ko Yao Noi and organizing tourism activities, including ecotourism and natural tourism promotion in parallel, and its locality. 2) Social capital of the community came from personal capital, which was the strength of the community, while some investments from outsiders also brought about changes amidst the conservation of traditional culture. For instance, the expansion of business activities from outside into the community, the co-working between business and community sectors in disseminating activities of knowledge enhancement to create professions in the community sustainably. Such investment from outside agencies was a facilitating factor leading to the local development. 3) The community used the theoretical concept

of Sufficiency Economy (of his Majesty King Rama IX) as a protocol and guidelines in developing sustainable tourism. 4) The community combined Muslim ways with local wisdom, which had been inherited, towards conservation. All stakeholders felt like a part and owners in promoting and establishing the activities for conserving the community's environment and establishing marine learning center.

2.6 Conceptual Framework of the Study

Tourism Communication Factors → Community Based Tourism Management → Sustainable Tourism
- Continual tourism
- Quality tourism
- Balanced tourism
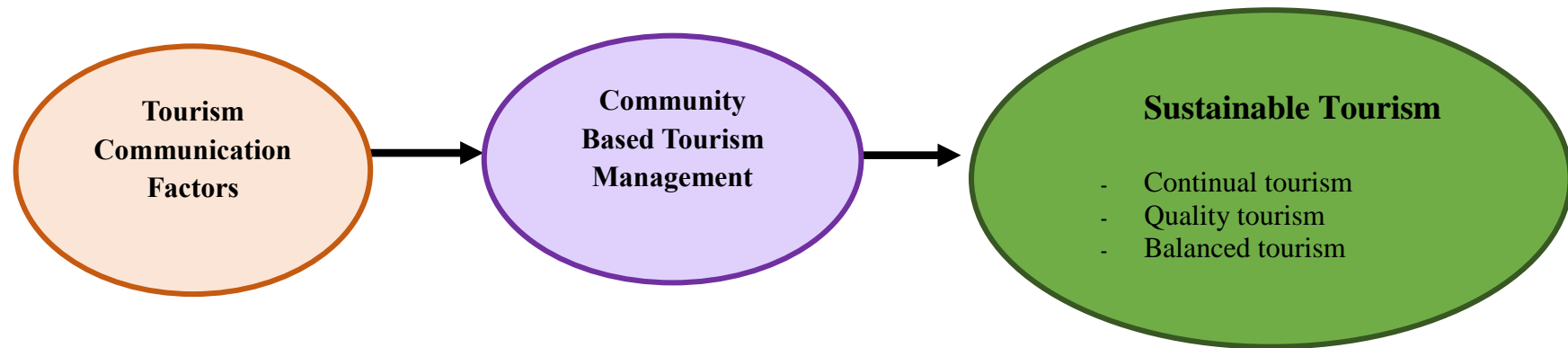
Figure 2.6 Conceptual Framework of the Study

CHAPTER 3

RESEARCH METHODOLOGY

The research entitled, "Communication Factors and Community Management towards Sustainable Tourism" uses mixed research methods by conducting the research procedure into 3 steps: Step 1 is qualitative research by 1) documentary research 2) semi-structured in-depth interview, Step 2 is quantitative research by close-ended survey questionnaires. The questions used in this part are developed from the findings of prior qualitative research in combination with literature review on related theoretical concepts and studies in order to get the questions in accordance with the actual situation of the area and Step 3 is qualitative research again by focus group interview to get a confirmation and consultation of from governmental and private sectors, communities, and scholars experts on the developed structural equation model towards a more complete model and for applying the model for tourism in the potential areas of Krabi Provinceand Phang-nga Province, including for providing guidelines for policies of promoting and developing sustainable tourism in future. The details of the research methodology are as follow:

3.1 Step 1: Qualitative Research

3.1.1 Research Methods

Two research methods were conducted:

1) Documentary research was the first step of data collection to obtain preliminary information from research papers, theoretical concepts, and other related studies, both Thai and foreign.

2(In-depth Interview was conducted with those involved in tourism communication of both inside and outside the communities. A semi-structured

interview guide with open-ended questions was the tool for the data collection on the issues responding to the research objectives.

3.1.2 Information Source

There were two types of sources:

      1) Document: books, academic articles on communication for tourism, research reports and paper, and theses on tourism communication, sustainable tourism, community tourism management, tourism plans and strategies, analysis paper, information on websites related with responsible tourism, other relevant organizations, including conference/ meeting reports of the communities and information from internet, i.e. statistics of tourists, etc.

      2) Persons: Key informants were representatives from all concerned sectors related to tourism communication and community tourism management of 1) within the community and 2) outside the community. Purposive sampling was used to select in-depth interviewees while snowball sampling was also conducted from the recommendation of the interviewees to obtain a variety and saturation of information.

3.1.3 Samples

Samples were stakeholders involved in tourism communication and community tourism management from both insider and outside the community. The samples were divided by the research questions as criteria. Fourteen stakeholders from inside and outside the community were samples to reply to the research question no. 1: What are the component factors of tourism, community tourism management, and sustainable tourism of the community in the area of Lanta Island, Krabi Province, and of Yao Noi Island, Phang-nga Province.

1. Narathon Hongthong	Head of community tourism, Ban Thung Yee Pheng, Lanta Island, Krabi Province
2. Madda Sa-waengphol	Head of community environment and head of Homestay tourism of Ban Thung Yee Pheng, Lanta Island, Krabi Province.

3. Teerapoch Kasirawat   President of tourism business of Lanta
                                Island, Krabi Province

4. Samroeng Rakhet   Head of community tourism, Yao Noi
                                Island, Phang-nga Province.

5 .Kori Bamrung   Deputy Head of community tourism, Yao
                                Noi Island, Phang-nga Province.

6. Ah-sis Noi-tophol   Member of car rent groups, Yao Noi
                                Island,Phang-nga Province.

7. Kasem Petch-sung   Former professional-level scholar of the
                                Agricultural Promotion in Phang-nga
                                Province.

8. Prapun Pen-ahmad   Village Chief of Ban Thakhao, Yao Noi
                                Island, Phang-nga

9. Sawittree Pen-ahmad   Head of community enterprise in a bakery-
                                processing, Yao Noi Island,Phang-nga
                                Province

10. Somporn Sarakarn   Head of community tourism network of
                                Andaman Coast

11. Nikorn Sarakarn   Member of community tourism network of
                                Andaman Coast

12. Narawadee Buakwan,   Scholar/ researcher in the local and connecting
Ph.D.   area tourism

13. Taweesin Tungseng Ph.D.   Scholar/ researcher in the local and connecting
                                area tourism

14. Chinnagrit Udomlappaisan   Scholar and instructor in digital media

3.1.4 Research Procedure

This research was a field study conducted in two areas in sequence as follows:

1) Conducted preliminary documentary research from various kinds of document related with tourism communication, community tourism management, and sustainable tourism factors, research reports or paper on area-based tourism on Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, statistical data of the

Department of Tourism, tourism plans and strategies, overall operation or performance reports of Tourism of Thailand at Krabi Tourism Office, documents of the Ministry of Tourism and Sports, academic articles of the Thailand Research Fund (at present, it is named "Commission on the Promotion of Science, Research, and Innovation", community documents, and other related prints, including information from internet related with statistics of tourists, etc.

2) Coordinated and contacted researchers in the areas, executives of related offices, and community-based tourism network leaders in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province for an appointment to explain the research purposes and to enable to contact target samples for an interview.

3) Visited community-based tourism network leaders, executives of related offices, and community representatives in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province who were personal sources to explain about research objectives and to make an appointment for an interview.

4) Conducted an in-depth interview with the following: stakeholders involving in tourism communication and community tourism management within the community, i.e. leaders of a community-based tourism network, members of a community-based tourism network, community leaders (sub-district headmen/ village headmen), executives and officers of Sub-District Administration Organization at Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, people responsible for tourism and stakeholders involving in tourism communication outside the community, i.e. executives of government-sector offices, Tourism of Thailand at Krabi Tourism Office, executives of private sectors, i.e. Krabi Industry Council, and tourism entrepreneurs in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

5) Analyzed data from documentary research and in-depth interviews for developing a prototype of structural relations of success factors of communication towards sustainable tourism. The analyzed data and data from a literature review, theoretical concepts, and related studies were modified to be questions for developing a tool for quantitative research to gain questions that are clear and congruent with the actual situation in the area as much as possible.

3.1.5 Time Frame for Data Collection

It took 12 months for data collection for this study, starting from November 1, 2016, to October 31, 2017.

3.1.6 Devices for Data Collection

In collecting data for this study, 2 tape recorders, notebooks, camera, and Smartphones of researchers were used.

3.1.7 Question Guidelines for an Interview

Questions were divided to reply to each research question as follow:

Questions for research question no. 1: what are the component factors of tourism communication and community tourism management of the community in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province?

The questions were based on 1) the concept of participative communication 2) theoretical concept on community tourism management 3) the concept of sustainable tourism.

Communication

1. Which communication factor enables the community to be a successful tourism community and successful tourism communication?

2. What are your roles or responsibilities concerning tourism communication of the community?

3. Do you think the operation of tourism in this area is different or distinctive from other areas? and why?

4. Do you think people in the community have information or knowledge about community-based tourism? And why?

5. Who or which office involving in the exchange of knowledge, ideas, and experiences for co-producing media in the community is a presenter in training or any activity, and participates in determining approaches for running a project or tourism communication activity? What kind of involvement or participation?

6. Do you think communication is a key factor leading to the success of the community? And why?

8. Do you think what are the obstacles against tourism communication nowadays? How will they be solved?

9. What is the most important goal of operating tourism communication in the community? And why?

10. Do you think people in the community need to be trained or acquires knowledge about tourism communication? How?

11. From which media do you receive tourism information? Please specify some examples of the media. Which media, do you think, is effective in making you realize about your tourism communication the most? And why?

12. Are you satisfied with the information about tourism you receive from the media in the community? Please give some examples of your media. Which issues do you obtain? And why?

Community Management

1. What kind of network projects or activities aimed for sustainable tourism?

2. Do you think what kind of characteristics a leader of community-based tourism should possess? And why?

3. What is the potential of tourism resources of the community? How do you perceive the importance of tourism management within the potential constraint of the community?

4. Are you a part that drives the project or activity related to tourism development to proceed as planned continually?

5. Do you play a role in connecting and coordinating the building of networks of tourism management, both inside and outside the community? And how?

6. At present how does the community stipulate capacity potential of its tourism?

7. How do you involve in searching for ways to improve the effectiveness and sustainability of your community's tourism?

Sustainable Tourism

1. At present, how does the community make the use of tourism resources in parallel to the conservation, restoration, and maintenance of tourist attractions?

2. How does your community develop tourism personnel and establish standards for operating its tourism effectively?

3. How does your community give importance to the optimal use of tourism resources that will not cause a negative impact in the future?

4. How does your community use tourism as a part of increasing individuals' and the community's income?

5. How does your community adopt new technology for a tourism operation?

6. Does your community develop tourism programs under the government's policies? And how?

7. How does your community establish networks to develop tourism in collaboration with other offices?

8. How does your community present the needs of the community to the responsible offices?

3.1.8 Data Validation in Qualitative Research

The validity of data was verified, including additional information needed for planning the next step. Data collected in each time was analyzed and classified by the conceptual framework and scope of the research. After that, data triangulation was conducted on a variety of personal sources or stakeholders related with tourism communication and community tourism management of inside and outside the community until the obtained data was saturated and complete to respond to the research objectives, which was congruent with the actual situation the most. (Siriporn Chirawatkul, 2011, pp. 80-91)

3.1.9 Data Presentation

Findings from documentary research and interviews based on the research questions were summarized and presented in the form of descriptive analysis, supported by some quotations of key informants. Besides, data were classified, compared, and interpreted according to the conceptual framework and related studies in a holistic view covering the analysis of the context-based on both emic and etic perspective.

Additionally, findings from qualitative research and literature review were also included to develop a prototype of the structural model of the key success of communication affecting sustainable tourism. Moreover, such findings were also modified to be questions for quantitative research to obtain more valid, clear, and congruent with the actual situation in the area.

3.2 Step 2: Quantitative Research

According to Suchart Prasithrattasin (2007), quantitative research emphasizes enumeration or countable data for every concept and variables; thus, it is used for concretely confirming the findings. Well-planned quantitative research with proper research methodology can be used generally for every group of population. Especially, to gain more reliability, it requires a data collection from a sizeable group of population. Hence, this kind of research is rather costly and uses quite a lot of resources. However, its advantage is that it allows a researcher to select some people as representatives for generalizing these groups of people in a larger size. For this study, quantitative research was conducted as follow:

3.2.1 Target Population

The target population of this study were stakeholders concerning a community-based tourism management of the community in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, who were divided into tourism network leaders, community leaders, entrepreneurs (hotels/ residence, food and beverage, souvenirs, travel agents, transportation, etc.), local governmental administrative officials, regional government officers, officers of government, state enterprises, and private sector, students and educational personnel (schools, university), and local people.

3.2.2 Sample Size

Since the population of this study is large and covers a variety of people, sampling is needed to acquire representatives of each group of the population. Regarding a proper size of samples, Leslie Kish (as cited in Suchart Prasithrattasin`, 2007), suggests several criteria for considering the proper size of samples and one of

the criteria is the use of analysis technique. The analysis technique used in this study is the Structural Equation Model, which specifies that the sample units should not be less than 20 times of the manifest variables. (Grace, 2008; Lindeman, Merenda, & Gold, 1980; Zhu, Walter, Rosenbaum, Russell, & Raina, 2006) under the advice of several scholars and researchers, i.e. Suchart Prasithrattasin, 2005, pp, 225-230; Supamas Ungsuchote, Somthawin Wichitwanna, and Ratchaneekool Pinyopanuwat, 2009, p. 31; and Suwimon Tirakanan (2010, pp. 233-234). Since there are 14 manifest variables in this study, the proper size of samples should not be less than 300 samples

The population of this study was thus both local people and people outside the community who were like the area residents and owners of the resources, including tourism entrepreneurs and private and governmental sectors who played a major role in driving tourism plans and strategies in the community

3.2.3 Sampling

After determining the size of the samples, sampling was conducted for getting representatives for providing information for this study, and stratified random sampling was used by the following steps:

1) The target population was classified into governmental officers, local administrative officers, community leaders, tourism entrepreneurs (hotels/residence, food and beverage, souvenirs, travel agents or tour companies, transportation, and local people.

2) A sampling of each group was conducted by proportional allocation, which yielded 259 samples of Lanta Island, Krabi Province, and 260 samples of Yao Noi Island, Phang-nga Province. Thus, the researcher chose to have 519 samples to obtain data that could cover the variety of population and accorded with the number of population in the areas.

3.2.4 The Construction of Research Instrument

Questionnaires, which are research instrument, were developed by the following steps:

1) From reviewing concepts and theories from textbooks, document, research articles and reports related with tourism communication, community tourism management, responsible tourism, and sustainable tourism, including from the findings of qualitative research, conceptual framework and research hypothesis were constructed, which led to the construction of questionnaires for data collection.

2) The research instrument, namely questionnaires, were developed and tested for more complete and valid questions through the following steps:

(1) The developed instrument was proposed to the researcher's advisor and co-advisor, together with the following three experts in communication, community-based tourism, and responsible tourism: 1) Assistant Professor Warat Karuchit, Ph.D., an expert in communication, 2) Narawadee Buakwan, Ph.D., an expert in a community-based tourism, and 3) Prachyakorn Chaiyakot, Ph.D., an expert in responsible tourism. Recommendations were provided for improvement and the instrument was submitted again after all questions were approved as passing the stipulated criteria.

(2) After the development and correction of the instrument advised by the advisor, co-advisor, and experts, the questionnaires were pretested with a population group of 30 samples who are not actual samples but possess similar attributes. The responses were analyzed to check if respondents had problems with any question. Reliability of the questionnaire was analyzed, which is to test if the gauge yields the congruent responses. Reliability of the questionnaire was measured by the internal consistency method through Cronbach's alpha coefficient, which indicates how an indicator of each variable is congruent with or relates to other variables. Specifically, the reliability will be high, if the coefficient value of those variables is high. Thus, the internal consistency measurement of each part can yield an indicator of each variable aimed to measure the same variable. (Kalaya Wanichayabancha, 1999).

(3) Groups of factors were verified by exploratory factor analysis or EFA by orthogonal rotation through the use of SPSS for windows. Confirmatory factor analysis (CFA) was tested for construct validity by LISREL Program.

3.2.5 Research Instrument

There are two kinds of research instrument in this study:

The close-ended questionnaire comprises of questions in five parts:

Part 1: General information or demographic information, i.e. sex, age, level of education, occupation, type of work, average monthly income (5 questions)

Part 2: Questions on tourism communication factors in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. (10 questions)

Part 3: Questions on community-based tourism management of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. (11 questions)

Part 4: Questions on responsible tourism of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. (10 questions)

Part 5: Questions on sustainable tourism of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. (10 questions)

3.2.6 The Definitions of Variables and Indices Creation

In this study, there are four latent variables, which are divided into exogenous and endogenous variables.

3.2.6.1 Exogenous Variable

Exogenous variables mean latent variables that are not influenced nor affected by other variables. In this study, the exogenous variable is tourism communication factors, whose components were synthesized from the findings of qualitative research in the first step and theoretical concepts and previous studies. Tourism communication factors were found to have three manifest or observed variables: 1) frequencies of exposure to information via community media 2) opinions on tourism information provision 3) involvement in tourism communication. These variables were modified to be 10 questions in the questionnaire.

3.2.6.2 Endogenous Variable

Endogenous variables mean latent variables that are influenced or affected by other variables. There were three endogenous variables in the model found in this study:

1) Community tourism management related to tourism whose components were synthesized from qualitative research in the first step and from

theoretical concepts and previous studies. (Bandura, 1977; Waranusantikul, 2003, pp. 52-53; Uwanno, 2003, pp. 43, 51, as cite in Tippawan Kittivibut, 2011). Four manifest or observed variables of this factor were found: 1) an awareness of tourist attractions potential 2) the establishment of networks for developing tourism from both inside and outside the community 3) the evaluation of the capacity in serving tourists 4) the planning of community development. 10 questions were constructed from these variables.

    2) Responsible tourism in Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province whose components were synthesized from qualitative research in the first step and from theoretical concepts and previous studies. (Bandura, 1977; Waranusantikul, 2003, pp. 52-53; Uwanno, 2003, pp. 43, 51, as cite in Tippawan Kittivibut, 2011). Four manifest or observed variables of this factor were found: 1) Power in decision-making 2) the increased income and quality of life development 3) the decrease of negative economic impact 4) involvement or participation in conserving natural and cultural heritage. From these variables, 11 questions were constructed.

    3) Sustainable tourism in Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, whose components were synthesized from qualitative research in the first step and from theoretical concepts and previous studies. (Bandura, 1977; Waranusantikul, 2003, pp. 52-53; Uwanno, 2003, pp. 43, 51, as cite in Tippawan Kittivibut, 2011). Three manifest or observed variables of this factor was found: 1) tourism with continuity 2) tourism with good quality 3) tourism with good balance. 10 questions were constructed from these variables.

Table 3.1 The Distribution of Full Names and Abbreviated Names of the Latent and Manifest or Observed Variables, Including Questions in the Questionnaire Being Processed by Lisrel Program

Full Name in Thai in SEM	Abbreviation in English in SEM	Questions in the Questionnaire for Measuring Manifest or Observed Variables
1. Latent variables Tourism communication Factors	**1. Latent variables** COMMUNICATION	
2. Manifest/observed variables	**2. Manifest/observed variables**	
2.1) Frequencies of exposing to tourism information via Community media	2.1) Media	2.1) Part 2.1 Question 1-6
2.2) Opinions on tourism information acquisition	2.2) Information	2.2) Part 2.2 Question 1-10
2.3) involvement in tourism communication	2.3) Participation	2.3) Part 2.3 Question 1-10
1. Latent variables Responsible Tourism	**1. Latent variables** RESPONSIBILITY	
2. Observed variables	**2. Observed variables**	
2.1) the decrease in negative Economic impact	2.1) Economics	2.1) Part 3 Question 1-3
2.2) the increased income and Quality of life development	2.2) Income	2.2) Part 3 Question 2 -3
2.3) power in decision-making	2.3) Power	2.3) Part 3 Question 6- 7

Table 3.1 (Continued)

Full Name in Thai in SEM	Abbreviation in English in SEM	Questions in the Questionnaire for Measuring Manifest or Observed Variables
2.4) Involvement in conserving natural and cultural heritage	2.4) Heritage	2.4) Part 3 Question 4, 5, and 10
1. Latent variable Community tourism management	**1. Latent variable** LOCALITY	
2. Manifest/observed variable	**2. Manifest/observed variable**	
2.1) An awareness of tourist attractions potential	2.1) Potential	2.1) Part 4 Question 1, 5, and 7
2.2) The establishment of a local and outside network for developing tourism	2.2) Network	2.2) Part 4 Question 2 and 3
2.3) The evaluation of capacity limit in serving tourists	2.3) Ability	2.3) Part 4 Question 8 and 10
2.4) The planning of community development	2.4) Community	2.4) Part 4 Question 4, 6 and 9
1. Latent variable Sustainable tourism	**1. Latent variable** SUSTAINABILITY	
2. Manifest/observed variable	**2. Manifest/observed variable**	
2.1) Tourism with continuity	2.1) Continuity	2.1) Part 5 Question 4, 8, and 10

Table 3.1 (Continued)

Full Name in Thai in SEM	Abbreviation in English in SEM	Questions in the Questionnaire for Measuring Manifest or Observed Variables
2.2) Tourism with good quality	2.2) Quality	2.2) Part 5 Question 3, 5, 6, and 9
2.3) Tourism with good balance	2.3) Balance	2.3) Part 5 Question 1, 2, and 7

3.2.7 Variables and Criteria for Scoring

Variables to be measured in this study were demographic variables, tourism communication factor, community tourism management related with tourism, responsible tourism, and sustainable tourism in Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province with the following details and criteria for scoring each variable:

1) Part 1: Demographic Variables

Demographic variables of the population of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province: age, residence and working place, level of education, occupation/type of work, and average monthly income.

2) Part 2: Tourism Communication Factor of Stakeholders in Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

1) Frequencies of exposure to information via community media 2) opinions on tourism information provision 3) involvement in tourism communication. Questions on these issues were adapted from the concept of Singhal (2001) and Environment Research Institute, Chulalongkorn University (2002). 1-5 scores are for scoring responses, from the lowest to the highest scores, based on the Likert Scale as follows:

The highest level	5	Scores
The high level	4	Scores
The moderate level	3	Scores
The low level	2	Scores
The lowest level	1	Scores

Criteria in Interpreting the Meaning of the Score

The criteria and interpretation of scores are as follow:

(1) Frequencies of exposure to information via community media

4.21 - 5.00   means frequencies in exposing to tourism information via community media at the highest level

3.41 - 4.20   means frequencies in exposing to tourism information via community media at the high level

.261 - 3.40   means frequencies in exposing to tourism information via community media at the moderate level

1.81 - 2.60   means frequencies in exposing to tourism information via community media at the low level

1.00 - 1.80   means frequencies in exposing to tourism information via community media at the lowest level

(2) Opinions of stakeholders related to tourism communication in the community on the tourism information provision of community media

4.21 - 5.00   means stakeholders think that community media provides tourism information at the highest level

3.41 - 4.20   means stakeholders think that community media provides tourism information at a high level

.261 - 3.40   means stakeholders think that community media provides tourism information at a moderate level

1.81 - 2.60   means stakeholders think that community media provides tourism information at a low level

1.00 - 1.80   means stakeholders think that community media provides tourism information at the lowest level

(3) The involvement of stakeholders and participative communication on tourism in the community

4.21 - 5.00	means the concerned stakeholders involve in participative communication on tourism in the community at the highest level
3.41 - 4.20	means the concerned stakeholders involve in participative communication on tourism in the community at the high level
.261 - 3.40	means the concerned stakeholders involve in participative communication on tourism in the community at the moderate level
1.81 - 2.60	means the concerned stakeholders involve in participative communication on tourism in the community at the low level
1.00 - 1.80	means the concerned stakeholders involve in participative communication on tourism in the community at the lowest level

3) Part 3: Tourism communication management of the stakeholders in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

This part covers 1) an awareness of tourist attractions potential 2) the establishment of networks for developing tourism from both inside and outside the community 3) the evaluation of the capacity in serving tourists 4) the planning of community development. Questions on these issues were adapted from Bandura (1977; Waranusantikul, 2003, pp. 52-53; Uwanno, 2003, pp. 43, 51, as cite in Tippawan Kittivibut, 2011). 1-5 scores are for scoring responses, from the lowest to the highest scores, based on the Likert Scale as follows:

The highest level	5	Scores
The high level	4	Scores
The moderate level	3	Scores
The low level	2	Scores
The lowest level	1	Scores

Criteria in Interpreting the Meaning of the Score

The criteria and interpretation of scores are as follow:

4.21 - 5.00   means stakeholders learned about tourism communication management for the community at the highest level

3.41 - 4.20   means stakeholders learned about tourism communication management for the community at a high level

.261 - 3.40   means stakeholders learned about tourism communication management for the community at a moderate level

1.81 - 2.60   means stakeholders learned about tourism communication management for the community at a low level

1.00 - 1.80   means stakeholders learned about tourism communication management for the community at the lowest level

4) Part 4: Opinions on Responsible Tourism in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

This part covers 1) Power in decision-making 2) the increased income and quality of life development 3) the decrease of negative economic impact 4) involvement or participation in conserving natural and cultural heritage. 1-5 scores are for scoring responses, from the lowest to the highest scores, based on the Likert Scale as follows:

The highest level	5	Scores
The high level	4	Scores
The moderate level	3	Scores
The low level	2	Scores
The lowest level	1	Scores

Criteria in Interpreting the Meaning of the Score

The criteria and interpretation of scores are as follow:

4.21 - 5.00   means stakeholders agree that activity conducted in the community reflects responsible tourism of the community at the highest level

3.41 - 4.20   means stakeholders agree that activity conducted in the community reflects responsible tourism of the community at the high level

.261 - 3.40   means stakeholders agree that activity conducted in the community reflects responsible tourism of the community at the moderate level

1.81 - 2.60   means stakeholders agree that activity conducted in the community reflects responsible tourism of the community at the low level

1.00 - 1.80   means stakeholders agree that activity conducted in the community reflects responsible tourism of the community at the lowest level

5) Part 5: Sustainable tourism in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

This part covers 1) tourism with continuity 2) tourism with good quality 3) tourism with good balance. 1-5 scores are for scoring responses, from the lowest to the highest scores, based on the Likert Scale as follows:

The highest level	5	Scores
The high level	4	Scores
The moderate level	3	Scores
The low level	2	Scores
The lowest level	1	Scores

Criteria in Interpreting the Meaning of the Score

The criteria and interpretation of scores are as follow:

4.21 - 5.00   means the tourism operation in the community accords with sustainable tourism criteria at the highest level

3.41 - 4.20   means the tourism operation in the community accords with sustainable tourism criteria at a high level

.261 - 3.40   means the tourism operation in the community accords with sustainable tourism criteria at a moderate level

1.81 - 2.60   means the tourism operation in the community accords with sustainable tourism criteria at a low level

1.00 - 1.80   means the tourism operation in the community accords with sustainable tourism criteria at the lowest level

3.2.8 Time Frame for Data Collection

Data were collected through self-administered questionnaires with close-ended questions from July 31, 2018, to December 30, 2018, for totally 6 months.

3.2.9 Verification of Research Instrument

Validity and reliability of the questionnaire were tested. The content validity of and appropriate language used in the constructed questionnaire was examined, tested, and advised by the advisor, co-advisor, and experts in tourism, communication, and

message design to ensure the clarity and coverage of the questionnaire. The questionnaire was improved for being more complete and covering all issues to respond to the desired research objectives.

For reliability of the questionnaire, after the improvement of the questionnaire, the questionnaire was pre-tested with 30 respondents who were not the actual samples for testing that questions of each part were clear and could convey the right meanings as planned, including testing for the difficulty level appropriate for the respondents and the reliability of the questionnaire.

To test the reliability of the questionnaire from the rating scale, Cronbach's Alpha Coefficient was used (Wichian Katesingh, 1998).

$$\alpha = \frac{k}{1-k} \left\{ 1 - \frac{\sum V_i}{V_t} \right\}$$

when   α   is   the reliability of the instrument
        K   is   the number of questions
        V_i is   variations of the scores for each question
        V_t is   variations of the scores for every question

After collecting data from the samples, the quality of the research instrument was tested on construct validity as well by confirmatory factor analysis with measurement model of all latent variables in the model. The results of the testing will be presented in Chapter 4.

3.2.10 Data Processing

After collecting data, the following procedure was conducted:

1) Testing the completeness of the data. If any part of the questionnaire was incomplete, the questionnaire was considered as unusable.

2) Specifying and coding the collected data in the form until data of all samples were coded.

3) Using the coded data in the form for processing by SPSS for calculating all concerned statistics used in the research and for further data analysis.

3.2.11 Data Analysis

1) Descriptive Statistics

For descriptive analysis, frequency distribution, percentage, mean, and standard deviation were used to describe the findings of the following part in the questionnaire:

(1) Data of demographic variables of respondents: sex, age, level of education, occupation/type of work, and average monthly income

(2) Data of tourism communication factors in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

(3) Data of community tourism management in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

(4) Data of responsible tourism in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

(5) Data of the operation in congruence with sustainable community tourism criteria in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province.

2) Inferential Statistics

For analyzing data for testing the congruence of Structural Equation Model and empirical data, Maximum LIkelihood Estimates was used to evaluate parameter value of the model and 13 indices were used to test the congruence of the model and empirical data based on index criteria as reviewed from the concept of Yuth Kaiyawan (2013, pp. 224-228), and Sungworn Ngudkratoke (2014), as shown in Table 3.2.

Table 3.2 Criteria Used to Evaluate the Congruence of Structural Equation Model
and Empirical Data

Index for Congruence Measurement	Acceptable Criteria as Congruent
1. χ^2	Greater than or equal to 0.05
2. χ^2/df	Less than or equal to 5.00
3. Goodness of Fit Index (GFI)	Greater than or equal to 0.90
4. Adjusted Good of Fitness (AGFI)	Greater than or equal to 0.90
5. Comparative Fit Index (CFI)	Greater than or equal to 0.90
6. Normed Fit Index (NFI)	Greater than or equal to 0.90
7. Non-normed Fit Index (NNFI)	Greater than or equal to 0.90
8. Incremental Fit Index (IFI)	Greater than or equal to 0.90
9. Relative Fit Index (RFI)	Greater than or equal to 0.90
10. Critical N (CN)	Greater than or equal to 200
11. Root Mean Square Residual (RMR)	Less than or equal to 0.05
12. Standardized Root Mean Square Residual (SRMR)	Less than or equal to 0.05
13. Root Mean Square Error of Approximation (RMSEA)	Less than or equal to 0.05

Source: Yuth Kaiyawan, 2013.

Data Presentation

The issues of the findings from the quantitative research were presented in accordance with the research questions or research objectives and hypothesis with the researcher's analysis, together with the confirmed results based on theoretical concepts and related studies, including the findings from the qualitative research, to see if they were congruent or different.

The findings were reported to respond to the research question if the measurement model and structural equation model of tourism communication factors, community

tourism management, and responsible tourism influenced community sustainable tourism in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province were congruent with the empirical data.

3.3 Step 3: Qualitative Research (The Last Stage)

3.3.1 Research Methods

In this step, there were two research methods:

1) Group conference and discussion by presenting research findings and brainstorming among stakeholders related with community tourism, from both inside and outside the community: community residents, and community-tourism network leaders to confirm the findings from the previous steps, which would be beneficial for tourism development of the potential area in Krabi and Phang-nga Province and for applying as guidelines for proposing policy recommendations in promoting and developing sustainable tourism in future.

2) Testing of the model by the experts. The developed model from the study was proposed to the experts and scholars of governmental, private, and community sectors, for testing and confirming the proposed model, which would be beneficial for tourism development of the potential area in Krabi and Phang-nga Province and for applying as guidelines for proposing policy recommendations in promoting and developing sustainable tourism in future.

3.3.2 Sources of Information

1) Documentary sources: research reports and structural equation model of community tourism communication and management factors for sustainable tourism.

2) Personal sources: stakeholders of community tourism communication and management from inside and outside the community by purposive and stratified sampling to cover stakeholders from all concerned parts: government, private sectors, community, and scholars, to get more well-rounded and confirmed findings for further use.

3.3.3 Samples

1) Group Discussion:

1. Narathon Hongthong	Head of community tourism, Ban Thung Yee Pheng, Lanta Island, Krabi Province
2. Madda Sa-waengphol	Head of community environment and head of Homestay tourism of Ban Thung Yee Pheng, Lanta Island, Krabi Province
3. Bunchong Narupornmathee	Head of cage-fish farming community enterprise of Ban Phru Jood, Trang Province
4. Amphon Thaneekrut	Village chief of Phitak Island, Chumphon Province
5. Somkiat Nooniam	Head of community enterprise of Klong Dan Pattana, Klong Dan Sub-District, Ranode District, Songkhla Province
6. Bancha Khwanglee	Head of tourism of Ban Na Teen Community, Krabi Province
7. Chanin Sian-in	Head of tourism of Ban Sai Khao Community, Pattani Province
8. Phloensak Phromsuk	Local interpreter, Pattani Province

2) Expert group for validating the model. The experts composed of those related with tourism communication within and outside the community, i.e. from governmental sector, private business, labor sector, NGO, and local people, as a group, to validate the findings and the constructed model from the study which would be beneficial for tourism development of the potential area in Krabi and Phang-nga Province and for applying as guidelines for proposing policy recommendations in

promoting and developing sustainable tourism in future. The experts were the following:

1. Suthep Kuasang	Vice-director of Special Area Development Administrative Organization for Sustainable Tourism (Public Company)
2. Prachyakorn Chaiyakot	Ph.D. Vice President of Thailand Responsible Tourism Association
3. Assistant Professor Jitsak Putjorn	Expert in the field of tourism management, the Faculty of Management Science, Silpakorn University
4. Assistant Professor Tipsuda Putjorn	Expert in the field of community tourism management, the Faculty of Management Science, Silpakorn University
5. Supaporn Prachumpai	Expert in Tourism of the Office of Science, Research, And Innovation Promotion, and the committee of Asian Ecotourism Network Association
6. Narawadee Buakwan, Ph.D.	Scholar and expert in a community-based tourism

3.3.4 Data Validation in Qualitative Research

In the last step of confirming the model by the experts, it was the confirmation of genuine use of the model, and the examination of the complete achievement of the research objectives, which accord with the actual situation at present the most.

3.3.5 Research Procedure

As a field study, the following steps were conducted in sequence:

1) After the synthesis of quantitative findings, the researcher coordinated and asked for cooperation from community leaders, local researchers, executives of concerned offices, and community representatives. An appointment was made for consideration on preliminary research findings and a further appointment for a group discussion.

2) The researcher coordinated all appointed sectors related to tourism communication within and outside the community, comprising governmental officers, private business, NGO, and community residents including scholars in communication, responsible tourism, and tourism

3) The researcher consulted with all experts to verify the constructed model from the study.

4) The results of the verification of the model were summarized with some additional recommendations from the experts. A complete research report was conducted.

3.3.6 Time Frame and Place for Data Collection

The data collection took two months from June 1 to July 31, 2019.

3.3.7 Devices for Data Collection

For this stage of data collection, a notebook, 2 tape recorders, a video camera, a camera, and Smartphone were used.

3.3.8 Data Presentation

All research findings were written in a complete research report by collecting all data from the exports as guidelines for recommendations for further implementation.

CHAPTER 4

RESEARCH FINDINGS

The research entitled, Communication Factors and Community Management towards Sustainable Tourism of the Community aims to 1) study tourism communication factors, community tourism management, and sustainable tourism of the community, including other factors found in this study in the area of Lanta Island, Krabi Province and Yao Noi Island, Phang-nga Province, 2) to investigate the direct and indirect effect of tourism communication factors, community-based tourism management, and other factors found in the study, on sustainable tourism of the community in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, and 3) to develop and verify the congruence of the measurement model and structural equation model of tourism communication factors and community tourism management towards sustainable tourism, with the empirical data. The research was conducted in 3 stages. Stage 1 was the qualitative research by documentary research and analysis and in-depth semi-structured interview. Stage 2 was quantitative research with survey closed-ended questionnaires in one shot. The collected data from the qualitative research at the first stage in combination with the information from literature review of concerned theoretical concepts and previous studies, was used for constructing the questions in the questionnaire in order to obtain more precise and congruent with actual context of both study areas, and Stage 3 was qualitative research by focus group interview with tourism network leaders and had the constructed structural equation model verified a by the experts from various sectors comprising scholars in the related fields, representatives from both government and private sectors, and community tourism leaders in the southern area. The final results were used to construct a framework and give guidelines for developing potential tourism area of Krabi and Phang-nga Province. The findings of the study were as following:

4.1 The Findings of Qualitative Research

At the first stage of qualitative research, the findings are presented in two parts. Part 1 is the context of the studied area from documentary research and a literature review of previous studies, including a field study to explore the preliminary data. Part 2 is the collected data from a field study, in-depth interviews with stakeholders of all sectors related with tourism communication and community tourism management as follow: 1) people in a community or people involved with tourism communication and community tourism management within the communities, and 2) stakeholders involved with tourism communication and community tourism management from outside the communities. The collected data led to an analysis for responding to the research objective no. 1: to study tourism communication factors, community-based tourism management, and sustainable tourism of the communities, including other factors found in the study in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. The details of each part are presented as follows:

4.1.1 Part 1: The Context of the Studied Communities
4.1.1.1 Lanta Island, Krabi Province

Lanta Island is a large island of 472 square kilometers, located in the district of Lanta Island, Krabi Province. The name, "Lanta," is believed to come from the word, "Lantas", which is Javanese language, meaning "a type of grill for fish" because, in the past, this island used to be the place where Javanese fishermen liked to have a rest and grill fish for eating. Later, this island was raised to be a port at which Chinese and Arabian merchants who sailed to Phuket, Penang, Singapore, and Indonesia stopped over and had their business. Finally, it turned out to be a busy community. Lanta Island composes of Lanta Yai (large Lanta) and Lanta Noi (small Lanta) with another island in between. All of the tourist attractions are located on Lanta Yai, which is 6 kilometers long, with distinguished 13 connected beaches, both stone, and sand, on the western side of the island. The island is equipped with various styles of accommodation at different prices. In the eastern side, there is an ancient and charming community called, "Ban Sriraya" aged over 100 years. The community is full of narrow wooden houses extending to the sea and is filled with a peaceful life of Thai-

Chinese and Thai-Muslim living together. Lanta Island is a potential tourist attraction because of its beautiful natural resources, a diversity of culture, and its uniqueness. However, it is short of useful tourism information and there has been no plans for tourism development concerning its carrying capacity, which can affect the development and growth of this community in future, especially development plans on basic facilities, i.e. learning, systematic information service, personnel responsible for mobilizing community-based tourism, and body of knowledge in sustainable tourism (Thawit Sutsakorn et al., 2015). On the other hand, Yao Noi Island, Phang-nga Province Island is similar to Lanta Island in terms of geographic nature, i.e., the shape of the community and resources. However, they are different in cultural aspects. Specifically, the population of Yao Noi Island is all Muslims. Besides, both are counted as a prototype of community-based tourism.

From classifying Lanta Island into tourism communities based on its eminent social and geographic condition, tourist attractions, tourism activities, community products, an assembly of people, accommodation, and organizations/mechanism taking care of community tourism management, there are four tourism communities as illustrated in Table 4.1

Table 4.1 Social and Geographic Condition, Tourist Attractions, Tourism Activities, Community Products, an Assembly of People, Accommodation, and Organizations/Mechanism Taking Care of Community Tourism Management of Four Communities of Lanta Island, Lanta District, Krabi Province

1. Ban Ramad-Khunsamut Tourism Community	
Social and geographic condition	- Located at Koh Klang sub-district, on the land of Lanta District adjacent to Krabi Province. - Most community members are Muslims and the main occupation is rubber plantation and artisanal fishery
Eminence	Folk art and culture, including lifestyles of Muslims and community products

Table 4.1 (Continued)

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1. Ban Ramad-Khunsamut Tourism Community

Tourist attractions in the community and nearby area	Mangrove Forest, Ramad Canal, Pa Thung Thalay Canal, Thung Thalay Beach, initiated and conservative projects by his majesty King Rama IX, community-product groups of Ramad-Khunsamut Community, To Yee Nok island, Ma Island, Ko Kwang cape, Tha Thuk Kwai Mangrove Forest, Ko Klang Island, ancient brick oven. - Learning and visiting community products, i.e. Pandanus wickerwork, ancient coffee, coarse rice of half-polished rice. - visiting Muslim cultural art and folk plays, i.e. Rong Ngeng, Kung Yong boxing, wild silicate, etc. - visiting the local lifestyle at Sufficiency Economy Learning Center at Ban Khok Khae, i.e. rice farming, Thai buffalo conservation, local desserts cooking, rubbery, and organic farms. - boat rowing, kayaking, visiting the fertility of mangrove forest along Ramad Canal, journey through the walkway in the forest at Thuk Khwai dock. - One day tour on the islands, i.e Toh Yee Nok, Ma, Ko Kwang, etc, biking around Ko Klang island - visiting artisanal fishery in the floating basket and catching shells in the sea - Homestay
Community Products	- Pandanus basketry and wickerwork, ancient coffee, coarse or half-polished rice.
Group formation	- Folk Performing Arts Groups, Pandanus Wickerwork, and Basketry Groups, Sufficiency Agriculture Groups, Thai Buffalo Conservation Groups, Ancient Coffee Groups

Table 4.1 (Continued)

1. Ban Ramad-Khunsamut Tourism Community	
Group formation	- Folk Performing Arts Groups, Pandanus Wickerwork, and Basketry Groups, Sufficiency Agriculture Groups, Thai Buffalo Conservation Groups, Ancient Coffee Groups
Accommodation	- Community resort at Ban Ramad
Organization/ mechanism of community tourism management	Tourism Committee of Ban Ramad-Khun Samut Community

2. Ban Thung Yee Pheng Community	
Social and geographic condition	- located at Sala Dan Sub-district, Lanta Yai Island. The area is on foothills and adjacent to the mangrove forest - Most people are Muslims and do rubber plantation and artisanal fishery
Eminence	- A simple life and unity of the Muslim community amidst the growth of mainstream tourism
Tourist attractions in the community and nearby area	- The mangrove forest of Ban Thung Yee Pheng, Ung Island, Tabeng Island, a monkey and snake show, scenic point, Khlong Khong beach, Khlong Dao Beach
Tourism activities	- boat-rowing, kayaking, a walking tour to see the diversity of eco-system and fertility of Ban Thung Yee Pheng. - Learn and visit shrimp-paste making of Shrimp-Waste Making Group - Relaxation by Thai massage - Visiting the demonstration farms of organic local vegetable at Butterfly Complex and Green Farm - Viewing a monkey and snake show.

Table 4.1   (Continued)

2. Ban Thung Yee Pheng Community	
Community products	- A walking tour to learn the history and lives of the community and Muslims' ways of living. - Shrimp paste of Ban Thung Yee Pheng
Group formation	- Shrimp-making group, Thai massage group, Sufficiency Agriculture Group, Snake-show Group, Conservation Tourism Group
Accommodation	- Hotels on Lanta Yai Island
Organization/ mechanism for community tourism management	- The Committee of Ban Thung Yee Pheng Conservation Tourism and community-based tourism networks of Ban Thung Yee Pheng
3. Toh Baliew Community	
Social and Geographic condition	- Located at Sala Dan Sub-district, Lanta Yai Island, the land is seaside - Most people are Muslims and do artisanal fishery
Eminence	- the first Chao Lay ethnics of Lanta Island
Tourist attractions in the community and nearby area	- Urak Lawoi Village, Toh Baliew Shrine
Tourism activities	- Visiting Chao Lay's lifestyle in the Chao Lay Village - Viewing Floating Boat Tradition - Pay respect to Toh Baliew Shrine
Community products	-
Group formation	-

Table 4.1 (Continued)

3. Toh Baliew Community	
Accommodation	- Hotels on Lanta Yai Island
Organization/ mechanism for community management	-

4. Sri Raya Community	
Social and geographic – Condition	located in the subdistrict municipality of Lanta Yai Island, in the community and governmental area, adjacent to the sea
Eminence	- An ancient community incorporates a mix of culture of Thai-Buddhists, Muslims, and Thai-Chinese on Lanta Island
Tourist attractions in the community and nearby area	- An ancient market and house of over 100 years, Sri Raya museum, an ancient port, seafood restaurants
Tourism activities	
Community products	-
Group formation	-
Accommodation	- Hotels on the Lanta Yai Island
Organization/mechanism of community tourism management	-

4.1.1.2 Yao Noi Island, Koh Yao District, Phang-nga Province

Yao Noi Island is located in Phang-nga Province Gulf among quiet and peaceful nature like the simple lives of people living on the island. From the eastern coast of beaches, of both sand and stone, a long line of the group of islands of Krabi Province can be seen, so it is called, "the Islands Forest." Most of the tourist attractions are located in the district of Yao Island, Phang-nga Province with 147.8 square kilometers land, divided into two islands in three sub-districts: Yao Noi, Yao Yai, and Phru Nai Island. Most residents on Yao Noi Island are Muslims and are fishermen. The islands comprising many small islands and are popular among tourists who like tranquility and appreciate nature and relaxation on the islands. Besides resorts, several homestay services are offered under the management of Homestay Group called, "Conservation Tourism Club by Yao-Noi Island Community," which is well known for its good management with several awards. On the islands, there are plenty of tourism activities, i.e. touring around Yao Noi Island, visiting lifestyles of islanders, learning rice-farm and fishery tools, visiting OTOP products, making batiks and naturally dyed cloth, making coconut-shell products, or rowing the boat with the host family to see lifestyles, sea life, trawls and trawling, lobster farms in floating baskets, snorkeling, visiting ecosystems and rowing a boat around nearby islands. The details of Yao Noi Island, Ko Yao District, Phang-nga Province are illustrated in Table 4.2.

Table 4.2 Illustrates Details of Yao-Noi Island, Ko Yao District, Phang-nga

Yao Noi Island, Ko Yao District, Phang-nga Province	
Social and geographic condition	- located in Ko Yao District, at the south of Phang-nga Province - Most people are Muslims. Their main occupations are farmers, artisanal fishery, hiring, and commerce respectively.
Tourist attractions in the community and nearby area	Yao Noi Island is one the high potential tourist attractions of the country because of its huge forest land (70%), enabling tropical rain forest, mangrove forest, wild animals, bird nests, and fishery resources, with details as following:

Table 4.2 (Continued)

Yao Noi Island, Ko Yao District, Phang-nga Province	
	1. The fertility and beauty of natural resources, i.e. sea, mountains, tropical forests, mangrove forests (i.e., Samae (Aegiceras cornicalatum), Kong Kang (Genus Rhizophora), etc. Thus, it is served as a nature-study route.
	2. Quiet, peaceful, simple, and sufficient ways of living with kinship culture and life and property safety. Thus, it is an alternative for tourists searching for peace and tranquility.
	3. Characteristics of native people on the island are friendly, warm, and helpful. People comply with Islamic culture and belief, especially being a good host.
	4. Kindness and support for visitors like their relatives, and this becomes an attractive appeal of these tourist attractions.
	5. Unique local wisdom. The appreciated local wisdom by tourists is artisanal fishery, traditional rice farming, and rubber slashing.
	6. Fruitfulness, especially food and seafood, so the cost of living is lower, compared with other tourist attractions on Andaman Coast.
	7. Strict community adhering to Islam, without any entertaining nor sinful places; thus, it is very peaceful and safe and can make tourists assured of the safety and peace of the community.
Tourist attractions in the community and nearby area	Pa Sai Beach, Pa Khao Beach, freshwater-sea well, Giant Indian Tulip Tree or Pacific Rosewood, coral forest, pop-up land in the sea, octagon pavilion, Ma-noh Port, Ban An-Pao, Khlong Jark beach, Khian Gulf, Toh Tha Beach, Pa Koh, Koh Nok, Panak Groups of Islands, Crying-fisherman Cave and Thet Cave, Sea Grass and Rice Plantation.

Table 4.2 (Continued)

Yao Noi Island, Ko Yao District, Phang-nga Province	
Tourism activities	- In the form of eco-tourism activities, i.e. the biggest Indian Tulip Tree in Thailand, pre-historic forest sites, coral forests, and surrounding beaches and islands
	- Touring around the island, fishing, boat rowing, visiting fish farms in floating baskets or cages.
	- Learning how to make fishnets, crab-nets, and shrimp-nets, watching folk performance arts, i.e. Rong Ngeng, Tung Yong boxing, pounding shredded rice grain (before rice harvest), rubber slashing, or viewing a monkey climbing to a coconut tree and rice harvest.
Eminence	A Thai-Muslim community with strict adherence to the Quran and Islamic teachings, which focuses on kinships and interdependence, peace-orientation, and simplicity. All of these are unique and attractive attributes of Yao Noi Island, especially Thai-Muslim and artisanal fishery ways of living, as following:
	- Thai-Muslim lifestyle, which complies strictly to Islamic teachings or Islamic ways, emphasizing peaceful co-existence by complying with the community's rules based on Islam, i.e. no entertaining or sinful places, no impolite dresses, no alcohol nor drugs.
	- Artisanal fishery ways of life, which is simple, sufficient, and peaceful. The main occupations are to catch aquatic animals from Phang-nga Province Gulf in a sufficient way. This leads to local wisdom of doing a fishery that accords with the principle of Sufficiency Economics. What can attract tourists the most is the laying of crab-nets, shrimp-nets, and

Table 4.2 (Continued)

Yao Noi Island, Ko Yao District, Phang-nga Province	
	other nets, and the aquatic fish farms in floating baskets or cages?
Community Products	Dried flowers made from rubber leaves and fish scale, baked cashew nuts, curry paste, batik, and tie-dye cloth.
Group formation	Conservation Tourism Club by Yao Noi Island Community Homestay Group Leaders with love for hometown and desire for developing the community for the next generations. The relationship capital of this community brings about a willingness towards collaboration in developing the community in all aspects.
Accommodation	Plenty of hotels and resorts, of both local people and foreign investors, on Yao Noi Island
Organization/mechanism of community tourism management	Yao Noi Island Tourism Group, Phang-nga Province. Community-Based Tourism Networks by the community of Yao Noi Island, Phang-nga Province.

Source: Local Communities and Participation in Developing Tourist Attractions of
Andaman Coast: A Case Study of Yao Noi Island, Phang-nga Province

4.1.2 Part 2: The Findings of Qualitative Research

For qualitative research, in-depth interviews and a focus group interview were conducted. The data were analyzed in the form of descriptive analysis with some quotations of the key informants to support the findings. Besides, theoretical concepts were used as a frame for analyzing the data by both emic and etic perspective to respond to the research objective no. 1: To study tourism communication factors, community-based tourism management, and sustainable tourism of the community in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. The results of

the study in this part are presented under two main topics: 1) communication and 2) community tourism management. For **c**ommunication, it consists of communication factors affecting the communication success of community-based tourism and the roles or functions of tourism communication of the community, the differences and challenges of the operation in the area, the situation of gathering community knowledge for community-based tourism, alliance agencies participating in producing media in the community and in determining tourism communication in the area, important factors for strengthening the community, the importance of communication and the success of the community, obstacles of tourism communication in the community, and the ultimate goal of tourism communication of the community. For Community tourism management, it consists of the objectives of networking projects of the community to promote sustainable tourism, the necessity of knowledge development on tourism communication, types of media enabling the community to realize the importance of tourism communication, and the characteristics of the leader of the community-based tourism networks**.** The details are presented as follows:

4.1.2.1 Communication

1) Communication Factors Affecting the Communication Success of the Tourism Community

From the study, it was found that the topics communicated in the community were three major topics: tourism information exposure to the media of the community, the provision of tourism information appearing in community media, and participative communication of the community on the tourism.

Concerning communication factors, Narathon Hongthong, the chairperson of Ban Thung Yee Pheng tourism community, said, "what is important in communication for promoting tourism is people in the community because besides, they have to talk to tourists as good hosts, they have to present their community's lifestyles as well, including expressing a united collaboration towards the same direction or purpose." This statement accords with the opinion of Madda Sa-waengphol, the chairperson of community environment and homestay groups of Ban Thung Yee Pheng, "community-based tourism communication needs to give high importance to participation to create positive image and impression to tourists." For business sectors, Teerapoch Kasirawat, the president of tourism business association

indicated, "To communicate effectively, it requires a continual and frequent communication. Besides, the communication has to be identical all through the community. In doing so, it will affect the information provision from tourists, and this is a communication factor enhancing the achievement of communication."

Besides, Chinnagrit Udomlabpaisan, an academic expert in digital media gave additional ideas, "The major factor of communication is a communication tool. If community members can use communication tools accurately, especially if they can produce their media to publicize their community, it will make the communication much more powerful." Furthermore, Somporn Sarakarn, the chairperson of community-based tourism networks of Andaman Coast added, "Nowadays, social media is so hot. All public relations are on Facebook with lots of followers. Our goal is to have more people know about us, to know what we are, not what is modified by outsiders.

2) The Roles or Functions of Community-Based Tourism Communication

The community divided its functional structure for each person to operate under his or her expertise. For communication, it was operated by marketing and public relations units. From an in-depth interview with Samroeng Rakhet, the chairperson of Yao Noi Island community, he expressed his idea, "Public relations and marketing of each community are like the broadcaster of the community's information to outsiders to be acknowledged. What is communicated reflects the image of the community. Therefore, it is essential to choose people who have a positive attitude towards the community, and know their community thoroughly and genuinely." Furthermore, Narawadee Buakwan, Ph.D., an instructor of the College of Innovation and Management, Songkhla Rajabhat University, stated further, "for the actual role of the community's communicators, it requires a person who can communicate to make community members understand their community's identity while can communicate to outsiders to make them understand clearly and able to reach such identity in parallel. Such things are the image tourists expect to see when they travel to visit any tourist attraction. People who can perform that function well thus have to be able to create participation in the community's communication towards the same direction and able to provide complete and updated information. They also have to perform in Q&A

function or to give further information upon any questions or expressions from tourists or receivers."

      3) Differences and Challenges of the Operation in the Area

      The operation in each area is different. From the interview with Kori Bamrung, vice-chairman of Yao Noi Island community, he said, "the operation of community-based tourism of each area is different in terms of different identities of natural and cultural resources, including potentials of community members. These are significant factors in operating and developing the community by using tourism as a tool. Therefore, the communication process of each community may require different appropriate methods. If any community can find out their proper communication process fast, it will affect their effective creation of an image from the public relations fast too. Especially, if a community can choose the right target suitable for the communication media it uses, it will bring about effective marketing communication as well. In corresponding to the above statement, Narawadee Buakwan, Ph.D. added, "Each community has different levels of participation owing to different potentials of people in each community. On the other hand, receivers or tourists also have different levels of interpretation. Thus, communication is very important, particularly the information leading to the interpretation of the community's image." Taweesin Tungseng, Ph.D., an instructor from the same university, summarizes, "the main difference of the operation is the identity and context of each community. Thus, the differences in communication are people, information, media, and methods, which will have a direct effect on tourism communication factors and their continuity, on their participation, and on their following of opinions for creating an understanding for tourists continually."

      4) The Situation of Collecting the Community Knowledge for Community-Based Tourism

      Knowledge is an important element of communication because it is communication information. From an interview with Ah-sis Noi-tophol, a member of car-rent groups of Yao Noi Island, he found, "at present, there is no apparent database for data collection, which requires long living with a community until getting used to all resources. Therefore, data collection is an urgent operation needed in the community." Besides, Teerapoch Kasirawat added his idea in congruence with Ah-sis

Noi-tophol, "correct information is scarce in a community. Mostly, information comes from word of mouth, which is often modified to increase amusement. Sometimes, personal bias is also added. Hence, it causes a communication misunderstanding. Taweesin Tungseng also stated, "To manage community knowledge can help local people to understand better. Especially, if the information is organized in a systematic way or with a classification of information in the database that will help every group to access information more easily. However, to design the database of each community, it needs to consider the appropriateness of the media used in collecting data suitable for users as well. For instance, elderly people prefer information from books to online, etc. It will also create participation in transmitting information within and outside the community continually."

Moreover, Nikorn Sarakarn, a member of coastal Andaman community-based tourism networks, expressed his idea, "Actually, in the south, we have a large amount of knowledge: how to live with nature, how to spend lives, how to produces clothes, such as batik, etc. All of these matters is knowledge waiting for being collected systematically." Somporn Sarakarn added, "Like fishermen's ways of living, they just look at the floating leaves over the water surface, then they can know what kind of climate it will be. Local people know such thing very well so we want the next generation to know about this since these trivial tips are really useful."

5) Alliance Agencies Participating in Producing Community Media or in Determining Tourism Communication of the Community

The director of Tourism Authority of Thailand, Krabi Office, provided Information about the promotion of community-based tourism marketing, "TAT (Tourism Authority of Thailand) is mainly responsible for promoting tourism marketing and public relations, including conducting PR operations continually. However, communities are asked for maintaining the standards of community-based tourism and for inventing interesting tourism activities to create new experiences for tourists." Besides, the entrepreneur of CPS Travel gave information about the alliance agencies involving in the production of community media or in setting tourism communication guidelines, "Private organizations are like salesmen of community tourism. Therefore, entrepreneurs play major parts in producing media since they have tourists as their marketing base and can know about tourists' behaviors truly." A

researcher who used to conduct a field study like Thaweesin Tungseng, concluded, "to produce media for community-based tourism, it needs a participative process between entrepreneurs and community people since entrepreneurs know tourists' behaviors while local people are the owner of the area. This should be presented and operated continually, including determining some mechanisms for a follow-up and evaluating communication effectiveness from the receivers' interpretation for further improvement."

6) Major Factors for Strengthening a Community through Communication

One of Krabi Industry Council mentioned about the major factors for strengthening a community through communication, "a community's products can be accepted or not partly comes from community-based tourism management, which depends on a participation in communication. Accordingly, community members must have participation in communication genuinely." Narawadee Buakwan, Ph. D, concluded, "The main factor is the integrated operation of governmental and private sectors aiming to communicate information to consumers or tourists through proper media, which can enhance the receivers' interpretation precisely as transmitted."

Teerapoch Kasirawat suggested, "The important factor towards a community's strength is communication. If people talk in the same subject, understand the same subject, and do in the same direction, it sounds easy, but in practice, it is really hard. People often talk in different subjects without listening, and understand different things."

7) Types of Media Enhancing a Community's Awareness of Tourism Communication

Taweesin Tungseng, Ph. D suggested, "The media selection involves the receiver analysis. It also needs receivers' participation in planning and using, including deciding the selection of media and content that they perceive as the most appropriate. All of these will affect the receivers' interpretation." Additionally, the director of TAT and the entrepreneur of CPS travel gave similar opinions, "At present, receivers or tourists access information via online media enormously. Hence, it is essential to accelerate the development of online media for marketing and public relations."

8) The Importance of Communication and the Success of the Community

Narathon Hongthong suggested, "Information is very essential for communication because it is what receivers need its correctness the most. If incorrect information is conveyed, it will affect tourists' prior expectation. They will be disappointed and will not come back again." Besides, Taweesin Tungseng, Ph. D also concluded, "All communication elements are important, but it must base on participation in communication as well to get receivers' interpretation as a sender wants to convey."

9) The Necessity of Knowledge Development of Tourism Communication

Suthep Kuasang, deputy director of Designated Areas for Sustainable Tourism Authority of Thailand (Dasta Thailand) stated, "The development of communication knowledge for concerned people is very crucial for tourism development and can yield both short-term and long-term effect. For short-term effect, it may focus on marketing effectiveness, but for the long term, it can help to improve an image. Chinnagrit Udomlappaisan added, "The knowledge development can also help a community to present its identity by itself, including guiding a tour and using the community's digital media for public relations."

10) The Obstacles in Operating Present Tourism Communication and Development Guidelines

The director of TAT, Phuket Office opined, "Mostly, the obstacles of Communication operation tie with the potential of a community in providing information. Sometimes, it does not go in the same direction or sometimes some media are not suitable for receivers, leading to misinterpretation. Besides, it should be noted that each receiver thinks differently and he or she will use his or her interpretation." Narawadee BuaKhwan, Ph. D. added, "The way to solve the problem or what we should do is to create a body of knowledge for empowering the potential for every sector towards maximized effective communication."

11) The Ultimate goal of Community-Based Tourism Communication

Teerapoch Kasirawat, the president of Tourism Business Association gave his opinion, "To communicate for creating perception is a part of

community-based tourism marketing mechanisms. It is the creation of marketing systems for stimulating tourists' awareness or acknowledgment. Besides, it can enhance the potential while decreasing the inequality of communication in a community." Narawadee BuaKhwan gave a more additional idea, "It helps to create a community's image as well as knowledge and understanding about community knowledge at the community level."

Furthermore, Madda Sawaengphol, expressed his idea, "Nowadays, we use communication for driving things so much. To communicate towards common understanding is our goal. Thus, first of all, we have to tune our knowledge of what our goal is. To make sure the communicators all agree; otherwise, how can we go together?"

4.1.2.2 Community Tourism Management

1) The Establishment of Community Networks for Promoting Sustainable Tourism

Narawadee Bua-Khwan, Ph. D. mentioned about the goals of creating networks, "it is the establishment of the relationships among members for collective thinking and for common acknowledgment of the received effect, both positive and negative, under the network structure to strengthen tourism management towards sustainability. All have to be aware of and responsible for tourism resources in every dimension." Besides, Thaweesin Tungseng, Ph. D. added, "it is for connecting the relations of all groups operating community-based tourism so that they can exchange their learning and awareness of the potentials of their tourist attractions, including the operation with alliances, the maintenance of the environment through proper use of resources within the carrying capacity, and community development by using tourism as a tool. The president of Tourism Business Association of Lanta Island and Theerapot Kasirawat both agreed, "at present, tourists have more responsibilities for tourism and need to help conserve natural and cultural resources increasingly for a balance in tourism management."

2) Characteristics of Community-Based Tourism Network Leaders

Concerning the characteristics of community-based tourism network leaders, Narawadee Bua-Khwan, Ph. D. remarked, "he or she must necessarily have a broad vision and understanding on how to manage community-based tourism

truly so that he or she can determine the direction and conceptual framework for members to collaborate in the right way and same direction. This leads to participation in tourism management to bring about the economic, social, and environmental balance of the community through tourism." The president of Tourism Business Association of Lanta Island added some more characteristics needed for a leader, "a leader must be open-minded and accept possible changes for more effective operation. Thus, the roles of community leaders in analyzing and solving community problems are very essential because of varying causes but faced by all communities. For instance, sometimes a meeting was called for three times, but none attended as each of them was occupied, mostly by his or her personal affairs. Hence, the community then was discouraged and did not want to think about any problem-solving again and thus caused the weakened potential in this task." However, Narathon Hongthong, the chairperson of Ban Thung Yee Pheng tourism community argued, "Actually, we do have such potential but we lack a psychological management or lack the management in dealing with the occurred effect caused by too rapid growth, which has been caused by several factors, such as community leaders are not strong enough or are not professional in management. They cannot draw community members' potentials to work with them as much as it should be. Besides, some members did not participate in tourism management as much as they should do."

3) The Potential of Tourism Sites and Tourist Attractions

Teerapoch Kasirawat perceived the potential of Lanta Island, "Lanta Island does have high potentials but the community lacks the understanding to manage its tourism that highlights its distinguished identity, i.e. traditional fishery, etc., which can attract tourists to visit. The challenge is how to manage community-based tourism that can conserve the community's traditional ways of living and culture without being assimilated by capitalists like in many places of the country. Therefore, it is vital to cultivate local people to know the value of their ways of life cherishingly." Narathon Hongthong agreed, "Ban Thung Yee Pheng owns a diversity of culture, with Muslim or Islamic culture as the majority. We have islanders' culture, Chao Lay's culture, etc., but such cultural diversity has been overlooked. Tourists and guides focus more on natural resources, but now natural-resource tourism reaches the saturation point. That's why we have to gather in groups and becomes a strong group today. As a

consequence, we should pay more attention to lifestyle tourism to learn local lives and more to homestay since we are quite ready for carrying this."

From the aforementioned interviews, it was found that the potential of the area on Lanta Island is still high owing to its readiness in many ways: the diversity of land and culture, including races. Relatively, Lanta Island is more advantageous than other tourist attractions in the sea regions.

4) The Carrying Capacity

In terms of carrying capacity of Yao Noi Island, Samroeng Rakhet, the chairperson of Yao Noi Island stated, "At present, Yao Noi Island has been growing tremendously with much more tourists. We have all kinds of accommodation: our community's homestay, luxurious resorts of capitalists, etc. The question is 'is it enough?' Of course, it's enough but the problem is the community and investors do not cooperate so much." Prapun Pen-ahmad, the village chief of Ban Tha Khao, Yao Noi Island, Phang-nga Province agreed in the same direction, "Capitalists arrange everything in a luxurious-resort style, local people gain nothing, even selling their raw materials. Everything is just for resorts."

On the contrary, on Lanta Island, villages were organized in an orderly system and one concrete example was Ban Thung Yee Pheng. According to the opinion of the chairperson of this community, Narathorn Hongthong said, "the forms of activities created by the community are various. At first, local people provided a long-tailed boat for tourists to visit mangrove forest. However, the forms have been adjusted by the situations. Now, tourists need more eco-tourism, we thus offer to learn of seagrass plantation and forest plantation. The forest of the community consumes about 1,955 rais of the total land. We have had created a large number of occupations, from over 10 community members to over 100 members. The community needs to establish common agreement and central standards for common guidelines and action, i.e. benefits each member should gain, regulations for entrepreneurs within the community for utilizing the land, the contribution or counterpart funds entrepreneurs have to pay back for the community in the form of the village's funds. Still, we have to concern about our carrying capacity mainly."

Besides, Teerapoch Kasirawat expressed his agreement, "For a happy village, money or income is not always a denomination. Like our touring today,

community leaders gathered together and spent their own money even though they may not earn much. The main concept of this village is how to make the doers and the tourists happy without too much competition while the village can be developed without the shade of capitalism but based on sufficiency. Like Ban Thung Yee Pheng, it owns its unique community-based tourism pattern and can allocate the balanced community benefits. Incomes are returned to the concerned groups for future use. The community is outstanding as tourism for studying mangrove forest of almost 2,000 rais. There is a huge amount of crabs, fish, seahorses, shells, etc. living in this area. The important thing is to have common measures for controlling the numbers of tourists suitable for the carrying capacity of the area."

5) Community Development Planning

Kori Bamrung further stated, "The way Yao Noi Island is operated is to merge all members to increase our negotiation power. The important thing is by doing so, we can get a synergy for collective thinking, collective design, and collective action for our own home." For the opinion of Prapun Pen-ahmad, he stated, "The way we gather together and have common ways of development can create our strength at a certain level. To have a good plan is good, but to implement a plan needs time, human resources, and budget, more or less, case by case."

Furthermore, agriculture was another important part. Kasem Petch-sung proposed, "Yao Noi Island is very fertile and suitable for agriculture and rice plantation. It is adjacent to the sea perfectly. This is the nature but how to maintain such nature sustainably is what should not be ignored and cannot be avoided. At present, in our meetings, we always realize this for conserving our resources for the future."

6) The Increase of Income and Quality of Life Development

The development of quality of community members' life was a major part in developing potential tourist attractions. Sawittree Pen-ahmad, the chairperson of Processing Community Enterprise Group indicated, "Nowadays, we have Housewife Group that conglomerated for doing activities, i.e. food, batik, souvenirs, etc made by housewives of Yao Noi Island. to create jobs and income. For some skills, we have teachers out of the community, but from the networks, we have supported one another for a long time. The important thing is marketing, In the past,

most people came to buy directly from our community so to have an attractive showcase is another factor that needs well-planned management."

On the part of the creation of income and quality of life development of Lanta Island, it was found that there have been so many associations or groups. Usman Thingheed, the resort entrepreneur expressed his idea, "the conglomeration in the community for participation in community tourism management in the past can be considered as not so successful. Most people believed in their ancestors' words. They would do whatever their parents wanted them to do. In case, they did not understand something, which was new for them, they then would not accept such things. Therefore, the conglomeration in the community at that time faced a failure. Fortunately, it was supported by the tourism club of Krabi Province and Lanta Island also joined as a part of that club like a sub-branch of provincial tourism club. However, the problem was they, as only a sub-branch, could not fight with other groups or branches to get budgets for use."

7) The Decrease in a Negative Economic Effect

From the interview with Chop Thapthong, the director of Ban Phra Ae, he narrated, "the former occupation of people on Lanta Island was fishery while the gardening dropped a lot. What remains is rubber slashing and rice plantation near their houses. Parts of people changed to do an occupation related to tourism, especially providing service for tourists, i.e. transportation service, street vendors, hotel employees at various positions, both labor workers and craftsmen. This helped people to have more income. Narathon Hongthong added, "the main occupation of people had changed since 2003. Most people who merged to do fishery in the past now stopped doing it so there have been only a few people in a fishery. However, this is good since more of them turn to work at home by working in tourism-related work during the high season, and then go back to do a fishery for increasing their income in offseason." The outcomes gained were thus both positive and negative. Regarding positive outcomes, people had more jobs and increased income with more comfortable work as the old occupation or fishery faced the heat, but for the new occupation, they dressed in a good dress. On the contrary, the negative outcome was that the traditional occupation, which used to give pride to people of Lanta Island, was decreased and possibly disappeared.

Usman Thingheed pointed, "now, marine resources of Lanta Island are not sufficient for consumers' needs as we can see that they have to order shrimps, squids, shells, crabs, and fish from outside the island. I can feel that. In the past, when we threw a net in front of the beach, we could get fish to eat already, but now fish disappeared. Besides, there are fewer fishermen. People who have a boat prefer using their boat for guiding tourists around the island due to the higher income from tourism per day." This statement accords with the opinion of one of the fish-market vendors, "nowadays, aquatic products, i.e. shrimps, squids, shells, crabs, fish, that can be caught in the sea of Lanta Island, are decreasing every day. They are not enough for local people's needs. Therefore, we have to order from other places to make it sufficient for our needs."

8) The Participation in Conserving Nature and Culture

Teerapoch Kasirawat stated, "Sriraya is a tourism community by itself without any merging of people. Specifically, it is an ancient village where a large number of tourists visit. Oppositely, there is no group formation to make it like a genuine tourism community. However, yesterday was the first stage where people of Sriraya grouped as community representatives to work and coordinate with other groups and other agencies. For Ban Thung Yee Pheng community, it is a collective community and aims to be a prototype for others."

For Yao Noi Island, the issue of participation in conserving nature and culture is paid attention by local people. Samroeng Rakhet expressed his idea, "community-based tourism is shared learning of native people and tourists in taking care of the community's resources and for being a tool in developing the community towards sustainability caused by participation of every sector in the community for the community's benefits.

4.1.2.3 Sustainable Tourism

1) At present, how does the community make use of tourism resources in parallel to the conservation, restoration, and maintenance of those resources?

Samroeng Rakhet said, "the utilization and conservation of resources is parallel. Nowadays, people are aware of this fact because they had

witnessed the loss so the shared learning of people in the community is very and very important."

On part of Theerapot Kasirawat, he stated, "Lanta Island is a land of natural diversity and fertility. In the area, there are many conglomerated groups paying attention to the conservation and restoration, especially of the mangrove forest that has been conserved for many years."

Additionally, Narathon Hongthong said, "over 10 years ago, a couple of us thought that we had to do something about this. When tourism came, our forest should be destroyed. Finally, we came up with an idea. That was the activity of afforestation in which tourists could participate all through these passing years up to present. Something just cannot do in one day, nor one year, nor by one person. We have to collaborate."

2) How does the community give importance to the balanced utilization of tourism resources in order not to cause any negative effect in the future?

To maintain the quality of resources valuable for life and to keep well-being and prosperity by knowing how to use resources worthily and sustainably, Narathon Hongthong proposed, "regarding this, we agreed that we will not do anything beyond our capacity, either manpower or resources. We have tried to increase and promote them towards sufficiency for proper living. To improve and restore resources, it needs to keep the traditional uniqueness as much as we can with the least disadvantages by using applied local wisdom and modern technology, using resources economically and properly, and enabling long-term tourism operation."

3) How could tourism personnel be developed and how were the standards of community-based tourism created?

Regarding this, Narathon Hongthorn indicated, "we trained our people about sustainability by inserting the concepts and practices of sustainable development at every level based on their interest and convenience in participation through the training and conversation. Experts and concerned responsible people were invited to join in the training and conversation to share some ideas, i.e. homestay, tourism service standards, etc."

Suthep Kuasang, deputy director of Dasta Thailand, added, "For developing tourism personnel and for establishing standards of tourism service and

operation, Dasta Thailand as a responsible office has organized some management and training mechanisms to enhance the community's participation consistently. We had organized several pieces of training for many areas since it is very important. Local people have to know the rules and correct criteria so that they can practice them properly."

Considering the use of communication tools that are major supporting and facilitating mechanisms, Chinnagrit Udomlappaisan said, "to develop local people by enhancing knowledge in communication through the tools that they have and use daily can help them to use them for presenting the community's identity by themselves. Besides, due to the sense of ownership, the message will be transmitted in a positive direction or only positive and useful content will be presented. This is how to create engagement for people in the community by letting them participate genuinely. I am happy to be a part of helping to develop people in the community."

4) How did the community members use tourism as a tool in increasing income for themselves and the community?

Narathon Hongthong, the chairperson of Ban Thung Yee Pheng community said, "today, tourism has expanded local economics. Responsible people of the community also perform as core persons to stimulate people and enhance people's common understanding. Good concepts have been given and helped to draw everyone to pay attention to all things surrounding him without struggling to find or search other resources. On the contrary, they will bring what they have for useful development. What is operating now is a positive dimension or the receipt of good collaboration at a certain level. The principles are sharing, giving, and supporting systematically towards common goals."

Narawadee BuaKhwan added, "We have to use tourism to expand the economics of the community as well. Persons responsible for community-based tourism need to coordinate with local administrative organization and other related agencies to promote local tourism activities by screening the uniqueness or eminence of the resources in the community, publicizing it, and promoting tourism sales to increase the number of tourists into the community to increase and disperse income for local entrepreneurs, i.e. to find new activities and new tourism products, which is one

of the present government's policies. It is for expanding the economic base and create a supplementary income for the community."

5) How did the community provide good experiences for tourists and support the development of the quality of life of local people?

From the perspective of scholars, a provision of a good experience for tourists is another key factor to success. Narathon Buakwan gave a remark, "community-based tourism and tourism in a community are different. Community-based tourism is driven by community members by promoting a tool called tourism in the right direction. Tourists come in and get a good impression back home. The consequence is they will come back again. This is a success leading to repeated tourism."

From the perspective of the community, Narathon Hongthong, the chairperson of Ban Thung Yee Pheng community, proposed his idea, "We conduct tourism activities by transmitting our identity into them, i.e. rowing of ancient boats, enjoying local food, participating in the community's activities, including all rituals that can be adapted to be tourism activities. When tourists come to our community, we invite them for a tour, for a meal, and a rest in our home. I think these are shared experiences of both tourists and our community."

6) How did the community concern about the balance between the needs of outside and inside the community, including the carrying capacity of existing resources?

Teerapoch Kasirawat stated, "In my opinion, what should be is the balance between the needs of tourists and the need of people in the community. Of course, we cannot control external factors, but we must manage our internal factors to let outside know that this is what we are. This is our scope. This will lead to mutual respect." Regarding the carrying capacity of the resources of Yao Noi Island, Prapun Pen-ahmad indicated, "The needs of our community is to have tourists come to visit us with an understanding of our rules. We also have to know the world outside how it looks like and how close capitalists can approach. Due to these reasons, we have to be able to handle it. Besides, it needs coordination of networks between organizations and the local community to raise the quality of tourism management in the community as well. Taweesin Tungseng suggested, "This matter emphasizes participation. From

working with communities for a long time, I know that communities themselves need a collaboration from outside agencies, together with the cooperation of community members because a balance is a mutual fit or every involved party know well their duties. Eventually, it returns to the awareness and responsibility of each individual, each group, and each agency involved."

From the conduction of qualitative research in the first stage by an in-depth interview, data collected were analyzed by descriptive statistics, was adjusted, and developed to be a conceptual framework for the structural equation model of tourism communication factors and sustainable community tourism management.

For the quantitative research towards a model that accords with four variables in the actual context of the area, these four variables were divided into two groups: Group 1: exogenous variables or the latent variables with no effect of any other variables are tourism communication factors or variables, whose components were synthesized from the findings of qualitative research in combination with concepts, theories, and related studies, and the following observed or manifest variables were found: 1) frequency of information acquired from the community's media 2) opinions on the provision of tourism information, and 3) participation in tourism communication. Group 2: Endogenous variables or latent variables influenced by other variables. The endogenous variables of this research model were 1) tourism community tourism management, 2) sustainable tourism and other variables found from the study, and 3) responsible tourism with the details as follows:

1) Tourism community tourism management. The components gained from the findings of qualitative research in combination with concepts, theories, and related studies were four observed or manifest variables as following: 1) the awareness of tourist attraction, 2) the establishment of tourism development networks of both inside and outside the community, 3) the evaluation of carrying capacity of tourists, and 4) community development planning.

2) Sustainable Tourism. The components gained from the qualitative research in combination with concepts, theories, and related studies were three observed or manifest variables; 1) continual tourism, 2) quality tourism, and 3) balanced tourism

3) Responsible Tourism The components gained from the qualitative research in combination with concepts, theories, and related studies were four observed

or manifest variables: 1) the decrease of negative economic effect 2) the increased income and quality of life development, 3) power in decision-making, and 4) participation in conserving natural and cultural resources.

4.2 The Findings of the Quantitative Research

For the quantitative research, the findings for developing and testing the congruence of the structural equation model of tourism communication factors and sustainable community tourism management are divided to respond to each of the research objectives from no. 1 to no. 3 into 3 parts as following:

Part 1: The Development of the Structural Equation Model from the Qualitative Research Findings

Part 2: Descriptive Analysis

Part 3: Inferential Analysis

The findings of each part are presented as follow:

4.2.1 Part 1: The Development of the Structural Equation Model from the Qualitative Research Findings

4.2.1.1 The structural equation model modified and developed from the qualitative research findings in combination with the literature review of related concepts, theories, and studies.

The findings from the qualitative research by in-depth interviews with 20 key informants working on tourism on Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, from government, private, community, civic, and academic sectors were synthesized, in combination with data from reviewed concepts, theories, and related studies, modified, and developed to be "structural equation model of tourism communication factors and sustainable community tourism management.

From the findings of the qualitative research by in-depth interviews used as a part in developing the model and questions in the questionnaires, all tourism communication factors related with tourism, namely frequency of information acquired from the community's media, opinions on the provision of tourism information, and participation in tourism communication are found to be causal variables affecting behaviors

of people in the community and community development towards sustainability through the major factor or community tourism management, which is aware of tourist attraction potentials, the establish of tourism development networks of both within and outside the community, the evaluation of the carrying capacity, and community development planning. All of these are variables leading to the sustainability of tourism on the islands with continual, quality, and well-balanced tourism in economics, society, and environment.

Moreover, new latent variable, responsible tourism of both community members and visitors or tourists, is found from the qualitative research. This is because the community perceives that responsible tourism is not a product or brand of tourism, but guidelines for tourism planning and development. Besides, the received benefits are believed to be distributed most properly among concerned people, the government, tourists, and investors. What should be concerned about is the increased economic profits for local people and the well-being of the host community in parallel to the participation in natural and cultural heritage conservation. Besides, it should provide more pleasant experiences for tourists by connecting tourists with local people by a common understanding of the community's societal and environmental issues, which leads to mutual respect between tourists and host community, including pride and assurance to the community. All findings are grouped into variables.

On part of quantitative research aimed to construct a model that is congruent with actual context of the communities, the communication variables are found to influence sustainable community tourism variables through intervening variables, which are community tourism management and responsible tourism, which is new latent variable found from the qualitative research. The abovementioned findings, supplemented by the review of related concepts, theories, and studies, are used to modify questions in the questionnaire to acquire questions, which are more congruent with the present situation in terms of tourism communication and community tourism management, as illustrated in Figure 4.1
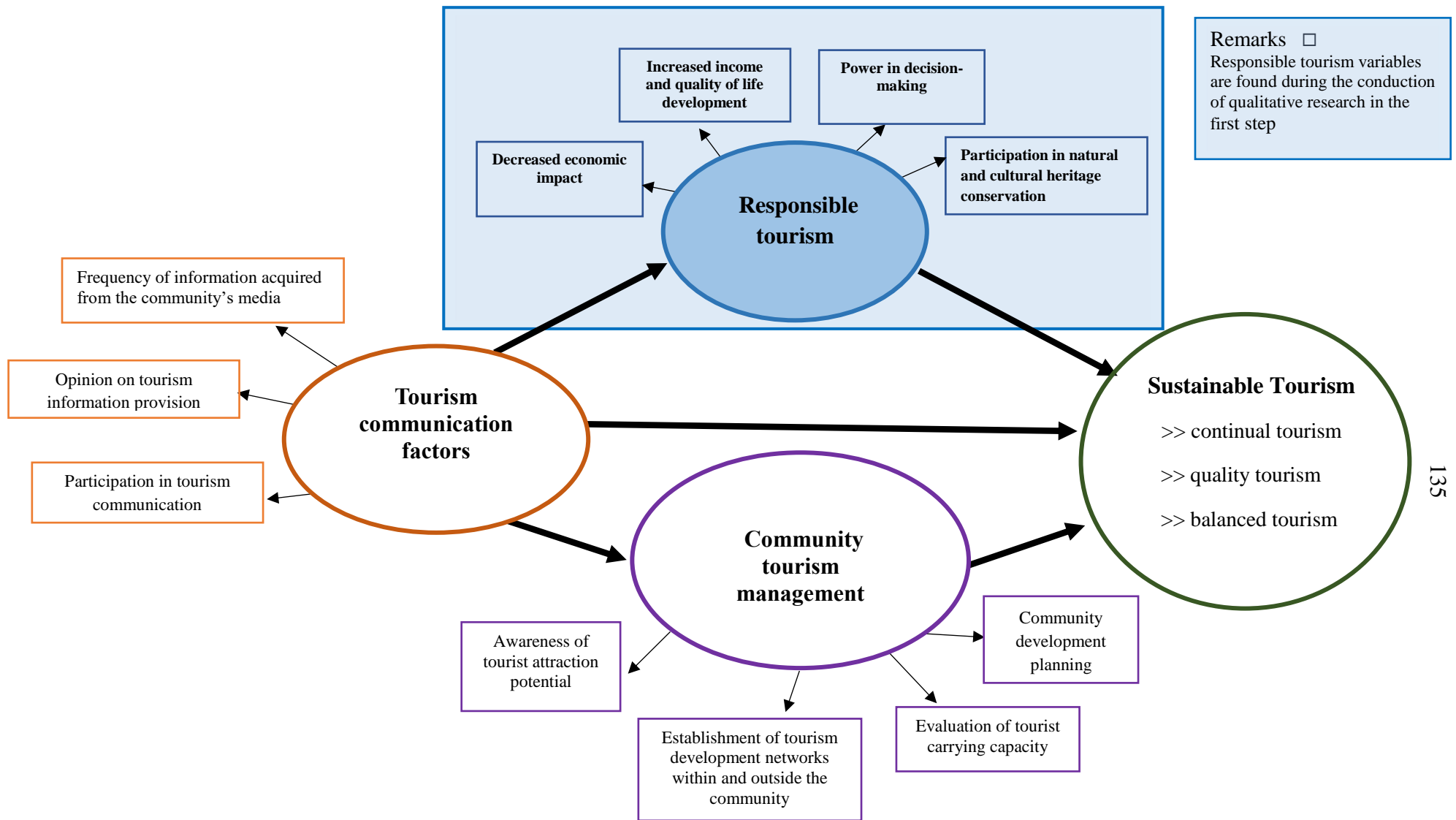
Figure 4.1 Structural Equation Model of Communication Factors and Sustainable Community Tourism Management Modified and Developed from the Qualitative Research

4.2.2 Part 2: Descriptive Analysis

Demographic characteristics, tourism communication factors, community tourism management, responsible tourism, and sustainable tourism of the community on Lanta Island, Krabi Province, and Phang-nga Province are analyzed by descriptive analysis as following:

4.2.2.1 Demographic Characterisitics

Demographic characteristics: sex, age, education level, occupation, and average monthly income of 519 respondents are analyzed, including information community information as shown in Table 4.3-4.4.

Table 4.3 Frequency and Percentage of the Samples, Classified by Area or Provinces of Data Collection

Area of Data Collection	Frequency	Percentage
Lanta Island, Krabi Province	259	49.9
Yao Noi Island, Phang-nga Province	260	50.1
Total	**519**	**100.0**

From table 4.3, it is found that most samples (260) are on Yao Noi Island, Phang-nga Province the most (50.1%) and 259 samples on Lanta Island, Krabi Province (49.9%)

Table 4.4 Frequency and Percentage of the Samples Classified by Sex, Age, Education Level, Occupation, and Average Monthly Income

Demographic Characteristics		Lanta Island Krabi Province		Yao Noi Island Phang-nga Province		Total	
		Frequency (N=259)	Percentage	Frequency (N=260)	Percentage	Frequency (N=519)	Percentage
Sex	Male	139	53.7	94	36.2	233	44.9
	Female	120	46.3	166	63.8	286	55.1
	Total	**259**	**100.0**	**260**	**100.0**	**519**	**100.0**
Age	Under 20	27	10.4	32	12.3	59	11.4
	21 – 35	91	35.1	107	41.2	198	38.2
	36 – 50	99	38.2	79	30.4	178	34.3
	51 – 65	42	16.2	39	15.0	81	15.6
	over 65	-	-	3	1.2	3	0.6
	Total	**259**	**100.0**	**260**	**100.0**	**519**	**100.0**

Table 4.4 (Continued)

Demographic Characteristics		Lanta Island Krabi Province		Yao Noi Island Phang-nga Province		Total	
		Frequency (N=259)	Percentage	Frequency (N=260)	Percentage	Frequency (N=519)	Percentage
Education Level	Primary	26	10.0	32	12.3	58	11.2
	Lower secondary	69	26.6	58	22.3	127	24.5
	Upper secondary	84	32.4	83	31.9	167	32.2
	Diploma/ vocational	10	3.9	18	6.9	28	5.4
	Bachelor's	67	25.9	65	25.0	132	25.4
	Higher than Bachelor's	3	1.2	4	1.5	7	1.3
	Total	**259**	**100.0**	**260**	**100.0**	**519**	**100.0**

Table 4.4 (Continued)

Demographic Characteristics		Lanta Island Krabi Province		Yao Noi Island Phang-nga Province		Total	
		Frequency (N=259)	Percentage	Frequency (N=260)	Percentage	Frequency (N=519)	Percentage
Agency/ Occupation	Community-based tourism networks	22	8.5	18	6.9	40	7.7
	Community leaders	18	6.9	10	3.8	28	5.4
	Tourism Business entrepreneurs	53	20.5	41	15.8	94	18.1
	Local Administrative Organization personnel	14	5.4	11	4.2	25	4.8
	Regional government, state enterprise, school, and university Officers	22	8.5	16	6.2	38	7.3

Table 4.4 (Continued)

Demographic Characteristics		Lanta Island Krabi Province		Yao Noi Island Phang-nga Province		Total	
		Frequency (N=259)	Percentage	Frequency (N=260)	Percentage	Frequency (N=519)	Percentage
Agency/ Occupation	Private staffs/entrepreneurs	37	14.3	31	11.9	68	13.1
	Students	27	10.4	36	13.8	63	12.1
	Fishery/agriculture	23	8.9	26	10.0	49	9.4
	Work for hire	37	14.3	54	20.8	91	17.5
	Others	6	2.3	17	6.5	23	4.4
	Total	**259**	**100.0**	**260**	**100.0**	**519**	**100.0**
Average Monthly Income (Baht)	Less than 10,000	65	25.1	97	37.3	162	31.2
	10,001 – 20,000	139	53.7	96	36.9	235	45.3
	20,001 – 30,000	32	12.4	46	17.7	78	15.0
	30,001 – 40,000	11	4.2	8	3.1	19	3.7

Table 4.4 (Continued)

Demographic Characteristics	Lanta Island Krabi Province		Yao Noi Island Phang-nga Province		Total	
	Frequency (N=259)	Percentage	Frequency (N=260)	Percentage	Frequency (N=519)	Percentage
40,001 – 50,000	5	1.9	5	1.9	10	1.9
over 50,000	7	2.7	8	3.1	15	2.9
Total	**259**	**100.0**	**260**	**100.0**	**519**	**100.0**

From Table 4.4, demographic characteristics of the samples, classified by sex, age, education level, agency/occupation, and average monthly income are presented as follow:

Sex: On Lanta Island, Krabi Province, 53.7 % of the samples are male and 46.3% female while on Yao Noi Island, Phang-nga Province, 63.8% are female, and 36.2 % male. For the total numbers of samples, 55.1% are female and 44.9% male.

Age: On Lanta Island, Krabi Province, 38.2 % of the samples are aged 36-50 years old, followed by 21-35 years old (35.1%) and 51-65 years old (16.2%) respectively. On Yao Noi Island, Phang-nga Province, 41.2% are aged 21-35 years old, followed by 36-50 years old (30.4%), and 51-65 years old (15.0%) respectively. For the total numbers of samples, 38.2% are aged 21-35 years old, followed by 36-50 years old (34.3%), and 51-65 years old (15.6%) respectively.

Education level: On Lanta Island, Krabi Province, 32.4 % of the samples graduated from upper secondary school, followed by lower secondary school (26.6%) and with the bachelor's degree (25.9%) respectively. On Yao Noi Island, Phang-nga Province, 31.9 % of the samples graduated from upper secondary school, followed by with the bachelor's degree (25.0%), and from lower secondary school (22.3%) respectively. For the total numbers of samples, 32.2 % of the samples graduated from upper secondary school, followed by with the bachelor's degree (25.4%), and from lower secondary school (24.5%)

Agency/occupation: On Lanta Island, Krabi Province, 20.5 % of the samples are tourism business enterpreneurs, i.e. hotel/accommodatin, food and beverage, souvenirs, tours or travel agents, and transportation, followed by private staffs, owners, and work for hire (14.3% equally). On Yao Noi Island, Phang-nga Province, 20.8 % of the samples are workers on hire, followed by tourism entrepreneurs (15.8%), and students (13.8%) respectively. For the total numbers of samples, 18.1 % of the samples are tourism entrepreneurs, followed by workers for hire (17.5%), and private staffs/ owners (13.1%) respectively.

Average monthly income: For Lanta Island, Krabi Province, 53.7 % of the samples earn 10,001-20,000 baht, followed by less than 10,000 baht (25.1%) and 20,001- 30,000 baht (12.4%) respectively. For Yao Noi Island, Phang-nga Province, 37.3% earn less than 10,000 baht, followed by 10,001-20,000 (36.9%). and 20,001-

30,000 baht (17.7%) respectively. For the total numbers of samples, 45.3% earn 10,001-20,000 baht, followed by less than 10,000 baht (31.2%), and 20,001-30,000 (15.0%) respectively.

    4.2.2.2 The Analysis of Tourism communication factors on Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province as a Whole as illustrated in Talbe 4.3-4.12 with the following score criteria for five alternatives as following:

    Mean between 4.20–5.00 = at the highest level
    Mean between 3.40–4.19 = at the high level
    Mean between 2.60–3.39 = at the moderate level
    Mean between 1.80–2.59 = at the low level
    Mean between 1.00–1.79 = at the lowest level

Table 4.5 Frequency and Percentage of the Samples of Lanta Island, Krabi Province, Classified by Frequency of Exposure to Tourism Information from the Community's Media

(n = 259)

Exposed Media/Channel	Frequency of Exposure to tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. The exposure to tourism information from **personal media**, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/ governmental agencies/others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction.	9 (3.5)	21 (8.1)	55 (21.2)	135 (52.1)	39 (15.1)	3.67/ 0.94	High
2. The exposure to tourism information from **the community's media** 2.1) meeting at community, village, subdistrict, and district level 2.2) wire broadcasting/broadcasting tower 2.3) local television 2.4) community radio 2.5) coffeehouse forum 2.6) rituals 2.7) performing arts	7 (2.7)	26 (10.0)	62 (23.9)	138 (53.3)	26 (10.0)	3.57/ 0.90	High

Table 4.5 (Continued)

Exposed Media/Channel	Frequency of Exposure to tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
3.The exposure to tourism information from **mass media** 3.1) newspaper 3.2) television, and 3.3) radio	5 (1.9)	23 (8.9)	91 (35.1)	129 (49.8)	11 (4.2)	3.45/ 0.79	High
4. The exposure to tourism information from **activity media** 4.1) meeting/training 4.2) projects/research conduction 4.3) community development planning 4.4) organizing traditional activities, religious rituals and belief 4.5) conglomeration of tourism networks 4.6) surveillance of the community's safety	10 (3.9)	21 (8.1)	71 (27.4)	136 (52.5)	21 (8.1)	3.52/ 0.89	High
5.The exposure to tourism information from **specialized media** 5.1) brochure/leaflet 5.2) community newsletter 5.3) research handbooks/reports 5.4) billboard/poster/roll up/vinyl/ foam sheet 5.5) safety-warning sign 5.6) exhibition 5.7) stickers	11 (4.2)	26 (10.0)	90 (34.7)	116 (44.8)	16 (6.2)	3.38/ 0.90	Moderate

Table 4.5 (Continued)

Exposed Media/Channel	Frequency of Exposure to tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6.The exposure to tourism information from **new media** 6.1) website 6.2) email 6.3) application, i.e. Line, Facebook, YouTube, etc.	11 (4.2)	23 (8.9)	74 (28.6)	120 (46.3)	31 (12.0)	3.52/ 0.96	High
Total						**3.51/**	**High**

From Table 4.5, it indicates that the three media to which the samples of Lanta Island, Krabi Province, expose the most are personal media, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/governmental agencies/ others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction at the high level (X = 3.67, S.D = 0.94), followed by community media, i.e. meeting at community, village, subdistrict, and district level, wire broadcasting/broadcasting tower, local television, community radio, coffeehouse forum, rituals, and performing arts at the high level (X = 3.57, S.D = 0.90), and activity media, i.e. meeting/training, projects/research conduction, community development planning, organizing traditional activities, religious rituals and belief, conglomeration of tourism networks, and surveillance of the community's safety, and new media, i.e. website, email, application, i.e. Line, Facebook, YouTube, etc. at the high level ($\bar{x}$= 3.52, S.D = 0.89) respectively.

Table 4.6 Frequency and Percentage of the Samples of Yao Noi Island, Phang-nga Province, Classified by Frequency of Exposure to Tourism Information

(n = 260)

Exposed Media/Channel	Frequency Level of Exposure to Tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1.The exposure to tourism information from **personal media**, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/ governmental agencies/others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction.	14 (5.4)	28 (10.8)	91 (35.0)	100 (38.5)	27 (10.4)	3.37/ 0.99	Moderate
2. The exposure to tourism information from **the community's media** 2.1) meeting at community, village, subdistrict, and district level 2.2) wire broadcasting/broadcasting tower 2.3) local television 2.4) community radio 2.5) coffeehouse forum 2.6) rituals 2.7) performing arts	16 (6.2)	28 (10.8)	114 (43.8)	86 (33.1)	16 (6.2)	3.22/ 0.94	Moderate

Table 4.6 (Continued)

Exposed Media/Channel	Frequency Level of Exposure to Tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
3. The exposure to tourism information from **mass media** 3.1) newspaper 3.2) television, and 3.3) radio	16 (6.2)	52 (20.0)	124 (47.7)	56 (21.5)	12 (4.6)	2.98/ 0.92	Moderate
4. The exposure to tourism information from **activity media** 4.1) meeting/training 4.2) projects/research conduction 4.3) community development planning 4.4) organizing traditional activities, religious rituals and belief 4.5) conglomeration of tourism networks 4.6) surveillance of the community's safety	13 (5.0)	46 (17.7)	102 (39.2)	88 (33.8)	11 (4.2)	3.14/ 0.93	High
5.The exposure to tourism information from **specialized media** 5.1) brochure/leaflet 5.2) community newsletter 5.3) research handbooks/reports 5.4) billboard/poster/roll up/vinyl/ foam sheet 5.5) safety-warning sign 5.6) exhibition 5.7) stickers	20 (7.7)	75 (28.8)	108 (41.5)	46 (17.7)	11 (4.2)	2.81/ 0.95	Moderate

Table 4.6 (Continued)

Exposed Media/Channel	Frequency Level of Exposure to Tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. The exposure to tourism information from **new media** 6.1) website 6.2) email 6.3) application, i.e. Line, Facebook, YouTube, etc.	11 (4.2)	42 (16.2)	111 (42.7)	64 (24.6)	32 (12.3)	3.24/ 1.00	Moderate
Total						**3.13/**	**Moderate**

From Table 4.6, it indicates that the three media to which the samples of Lanta Island, Krabi Province, expose the most are personal media, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/ governmental agencies/ others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction at the moderate level ($\bar{x}$ = 3.37, S.D = 0.99), followed by new media, i.e. website, email, application, i.e. Line, Facebook, YouTube, etc. at the moderate level ($\bar{x}$ = 3.24, S.D = 1.00), and community media, i.e. meeting at community, village, subdistrict, and district level, wire broadcasting/broadcasting tower, local television, community radio, coffeehouse forum, rituals, and performing arts at the moderate level ($\bar{x}$ = 3.22, S.D = 0.94) respectively.

Table 4.7 Frequency and Percentage of the Samples of Both Communities as a Whole, Classified by Frequency of Exposure to Tourism Information

(n = 519)

Exposed Media/Channel	Frequency Level of Exposure to Tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	**Low**	**Moderate**	**High**	**Highest**		
1.The exposure to tourism information from **personal media**, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/ governmental agencies/others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction.	23 (4.4)	49 (9.4)	146 (28.1)	235 (45.3)	66 (12.7)	3.52/ 0.97	High
2. The exposure to tourism information from **the community's media** 2.1) meeting at community, village, subdistrict, and district level 2.2) wire broadcasting/broadcasting tower 2.3) local television 2.4) community radio 2.5) coffeehouse forum 2.6) rituals 2.7) performing arts	23 (4.4)	54 (10.4)	176 (33.9)	224 (43.2)	42 (8.1)	3.40/ 0.93	High

Table 4.7 (Continued)

Exposed Media/Channel	Frequency Level of Exposure to Tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
3. The exposure to tourism information from **mass media** 3.1) newspaper 3.2) television, and 3.3) radio	21 (4.0)	75 (14.5)	215 (41.4)	185 (35.6)	23 (4.4)	3.21/ 0.89	Moderate
4. The exposure to tourism information from **activity media** 4.1) meeting/training 4.2) projects/research conduction 4.3) community development planning 4.4) organizing traditional activities, religious rituals and belief 4.5) conglomeration of tourism networks 4.6) surveillance of the community's safety	23 (4.4)	67 (12.9)	173 (33.3)	224 (43.2)	32 (6.2)	3.33/ 0.93	Moderate
5.The exposure to tourism information from **specialized media** 5.1) brochure/leaflet 5.2) community newsletter 5.3) research handbooks/reports 5.4) billboard/poster/roll up/vinyl/ foam sheet 5.5) safety-warning sign 5.6) exhibition 5.7) stickers	31 (6.0)	101 (19.5)	198 (38.2)	162 (31.2)	27 (5.2)	3.10/ 0.97	Moderate

Table 4.7 (Continued)

Exposed Media/Channel	Frequency Level of Exposure to Tourism Information from the Community's Media					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. The exposure to tourism information from **new media** 6.1) website 6.2) email 6.3) application, i.e. Line, Facebook, YouTube, etc.	22 (4.2)	65 (12.5)	185 (35.6)	184 (35.5)	63 (12.1)	3.38/ 0.99	Moderate
Total						**3.32/**	**Moderate**

From Table 4.7, it indicates that the three media to which the samples of both Lanta Island, Krabi Province and Yao Noi Island, Phang-nga Province, expose the most are personal media, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/ governmental agencies/others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction at the high level ($\bar{x}$ = 3.52, S.D = 0.97), followed by community media, i.e. meeting at community, village, subdistrict, and district level, wire broadcasting/broadcasting tower, local television, community radio, coffeehouse forum, rituals, and performing arts at the high level ($\bar{x}$ = 3.40, S.D = 0.93), and new media, i.e. website, email, application, i.e. Line, Facebook, YouTube, etc. at the moderate level ($\bar{x}$= 3.38, S.D = 0.99) respectively.

Other media, ranking from the highest to the lowest level, are activity media, i.e. meeting/training, projects/research conduction, community development planning, organizing traditional activities, religious rituals and belief, conglomeration of tourism networks, and surveillance of the community's safety at the moderate level ($\bar{x}$= 3.33, S.D = 0.93), followed by mass media, i.e. newspaper, television, and radio at the moderate level ($\bar{x}$ = 3.21, S.D = 0.89), and specialized media, i.e. brochure/leaflet, community newsletter, research handbooks/reports, billboard/poster/roll up/vinyl/ foam sheet, safety-warning sign, exhibition, and stickers at the moderate level ($\bar{x}$ = 3.10, S.D = 0.97) respectively.

Table 4.8 Frequency and Percentage of the Opinions of the Samples of Lanta Island, Krabi Province on the Tourism Information, Classified by Types of Media/Channel

(n=259)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Community media provides useful tourism information, news, and content	5 (1.9)	16 (6.2)	83 (32.0)	128 (49.4)	27 (10.4)	3.60/ 0.83	High
2. Community media makes people realize the importance of community-based tourism and of good maintenance of tourism resources.	5 (1.9)	13 (5.0)	69 (26.6)	149 (57.5)	23 (8.9)	3.66/ 0.78	High
3. Community media performs as a mediator enhancing a collaboration in community tourism	8 (3.1)	16 (6.2)	56 (21.6)	144 (55.6)	35 (13.5)	3.70/ 0.88	High
4. Community media enhances shared learning between community members and outsiders involving in the community tourism development	5 (1.9)	25 (9.7)	75 (29.0)	137 (52.9)	17 (6.6)	3.52/ 0.83	High

Table 4.8 (Continued)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
5. Community media enhances the knowledge and understanding on the conservation and development of community tourism resources	4 (15)	15 (5.8)	86 (33.2)	137 (52.9)	17 (6.6)	3.57/ 0.76	High
6. Community media makes people realize the importance of the conduction of community tourism projects/activities/research	6 (2.3)	28 (10.8)	72 (27.8)	138 (53.3)	15 (5.8)	3.49/ 0.85	High
7. community and community-based tourism network leaders provide knowledge on the maintenance, conservation, and development of community tourism resources.	6 (2.3)	18 (6.9)	86 (33.2)	126 (48.6)	23 (8.9)	3.54/ 0.84	High
8. Government and other governmental agencies provide knowledge on the maintenance, conservation, and development of community tourism resources.	7 (2.7)	25 (9.7)	66 (25.5)	146 (56.4)	15 (5.8)	3.52/ 0.85	High

Table 4.8 (Continued)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
9. The design and content of brochure/leaflet/poster/roll up/ vinyl/ form sheet/safety-warning sign/exhibition/ stickers is congruent with the present tourism situation of the community	8 (3.1)	22 (8.5)	102 (39.4)	112 (43.2)	15 (5.8)	3.40/ 0.84	High
10. Application, i.e. Line, Facebook, etc. is an important communication channel for providing tourism information and community-based tourism	4 (1.5)	23 (8.9)	101 (39.0)	104 (40.2)	27 (10.4)	3.49/ 0.85	High
Total						**3.55/**	**High**

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From Table 4.8, it is found that the samples of Lanta Island, Krabi Province view the roles of tourism communication by the following three media/channel the most: Community media performs as a mediator enhancing a collaboration in community tourism (at the high level) ($\bar{x}$ = 3.70, S.D = 0.88), community media makes people realize the importance of community-based tourism and of good maintenance of tourism resources (at the high level) ($\bar{x}$ = 3.66, S.D = 0.78), and community media provides useful tourism information, news, and content (at the high level) ($\bar{x}$ = 3.60, S.D. = 0.83) respectively.

Table 4.9 Frequency and Percentage of the Opinions of the Samples of Yao Noi Island, Phang-nga Province on the Tourism Information, Classified by Types of Media/Channel

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Community media provides useful tourism information, news, and content	11 (4.2)	24 (9.2)	101 (38.8)	104 (40.0)	20 (7.7)	3.37/ 0.91	Moderate
2. Community media makes people realize the importance of community-based tourism and of good maintenance of tourism resources.	8 (3.1)	23 (8.8)	92 (35.4)	118 (45.4)	19 (7.3)	3.45/ 0.87	High
3. Community media performs as a mediator enhancing a collaboration in community tourism	8 (3.1)	30 (11.5)	63 (24.2)	133 (51.2)	26 (10.0)	3.53/ 0.93	High
4. Community media enhances shared learning between community members and outsiders involving in the community tourism development	10 (3.8)	27 (10.4)	96 (36.9)	111 (42.7)	16 (6.2)	3.36/ 0.89	Moderate
5. Community media enhances the knowledge and understanding on the conservation and development of community tourism resources	10 (3.8)	32 (12.3)	95 (36.5)	101 (38.8)	22 (8.5)	3.35/ 0.93	Moderate

Table 4.9 (Continued)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. Community media makes people realize the importance of the conduction of community tourism projects/activities/research	8 (3.1)	27 (10.4)	102 (39.2)	104 (40.0)	19 (7.3)	3.38/ 0.88	Moderate
7. community and community-based tourism network leaders provide knowledge on the maintenance, conservation, and development of community tourism resources.	12 (4.6)	24 (9.2)	100 (38.5)	106 (40.8)	18 (6.9)	3.36/ 0.91	High
8. Government and other governmental agencies provide knowledge on the maintenance, conservation, and development of community tourism resources.	10 (3.8)	40 (15.4)	95 (36.5)	93 (35.8)	22 (8.5)	3.52/ 0.85	High
9. The design and content of brochure/leaflet/poster/roll up/ vinyl/ form sheet/safety-warning sign/exhibition/ stickers is congruent with the present tourism situation of the community	15 (5.8)	37 (14.2)	118 (45.4)	77 (29.6)	13 (5.0)	3.31/ 0.92	Moderate

Table 4.9 (Continued)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
10. Application, i.e. Line, Facebook, etc. is an important communication channel for providing tourism information and community-based tourism	10 (3.8)	38 (14.6)	104 (40.0)	82 (31.5)	26 (10.0)	3.29/ 0.96	Moderate
Total						**3.39/**	**Moderate**

From Table 4.9, it is found that the samples of Yao Noi Island, Phang-nga Province view the roles of tourism communication by the following three media/channel the most: Community media performs as a mediator enhancing a collaboration in community tourism (at the high level) ($\bar{x}$ = 3.53, S.D = 0.93), government and other governmental agencies provide knowledge on the maintenance, conservation, and development of community tourism resources. (at the high level) ($\bar{x}$= 3.52, S.D = 0.85), and community media makes people realize the importance of community-based tourism and of good maintenance of tourism resources (at the high level) ($\bar{x}$ = 3.45, S.D = 0.87) respectively.

Table 4.10 Frequency and Percentage of the Opinions of the Samples of Both Lanta Island, Krabi Province and Yao Noi Island,

Phang-nga Province, on the Tourism Information, Classified by Types of Media/Channel

(n=519)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Community media provides useful tourism information, news, and content	16 (3.1)	40 (7.7)	184 (35.5)	232 (44.7)	47 (9.1)	3.48/ 0.87	High
2. Community media makes people realize the importance of community-based tourism and of good maintenance of tourism resources.	13 (2.5)	36 (6.9)	161 (31.0)	267 (51.4)	42 (8.1)	3.55/ 0.83	High
3. Community media performs as a mediator enhancing a collaboration in community tourism	16 (3.1)	46 (8.9)	119 (22.9)	277 (53.4)	61 (11.8)	3.61/ 0.91	High
4. Community media enhances shared learning between community members and outsiders involving in the community tourism development	15 (2.9)	52 (10.0)	171 (32.9)	248 (47.8)	33 (6.4)	3.44/ 0.86	High
5. Community media enhances the knowledge and understanding on the conservation and development of community tourism resources	14 (2.7)	47 (9.1)	181 (34.9)	238 (45.9)	39 (7.5)	3.46/ 0.86	High

Table 4.10 (Continued)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. Community media makes people realize the importance of the conduction of community tourism projects/activities/research	14 (2.7)	55 (10.6)	174 (33.5)	242 (46.6)	34 (6.6)	3.43/ 0.86	High
7. community and community-based tourism network leaders provide knowledge on the maintenance, conservation, and development of community tourism resources.	18 (3.5)	42 (8.1)	186 (35.8)	232 (44.7)	41 (7.9)	3.45/ 0.88	High
8. Government and other governmental agencies provide knowledge on the maintenance, conservation, and development of community tourism resources.	17 (3.3)	65 (12.5)	161 (31.0)	239 (46.1)	37 (7.1)	3.41/ 0.91	High
9. The design and content of brochure/leaflet/poster/roll up/ vinyl/ form sheet/safety-warning sign/exhibition/ stickers is congruent with the present tourism situation of the community	23 (4.4)	59 (11.4)	220 (42.4)	189 (36.4)	28 (5.4)	3.26/ 0.89	Moderate

Table 4.10 (Continued)

Opinion on Tourism Information	Level of the Samples' Opinion on the Tourism Information					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
10. Application, i.e. Line, Facebook, etc. is an important communication channel for providing tourism information and community-based tourism	14 (2.7)	61 (11.8)	205 (39.5)	186 (35.8)	53 (10.2)	3.39/ 0.91	Moderate
Total						**3.45**	**High**

From Table 4.10, it is found that the samples of both Lanta Island, Krabi Province and Yao Noi Island, Phang-nga Province, view the roles of tourism communication by the following three media/channel the most. 1) Community media performs as a mediator enhancing a collaboration in community tourism (at the high level) ($\bar{x}$ = 3.61, S.D = 0.91), 2) Community media makes people realize the importance of community-based tourism and of good maintenance of tourism resources (at the high level) ($\bar{x}$ = 3.55, S.D = 0.83), and 3) Community media provides useful tourism information, news, and content (at the high level) ($\bar{x}$ = 3.48, S.D. = 0.87) respectively.

Table 4.11 Frequency and Percentage of the Opinions of the Samples of Lanta Island, Krabi Province, towards Participative Communication in Community Tourism

(n=259)

Opinions Towards Participative Communication In Community Tourism	Level of Opinions towards Participative Communication in Community Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Acquiring tourism information from the community's media	7 (2.7)	21 (8.1)	68 (26.3)	151 (58.3)	12 (4.6)	3.54/ 0.81	High
2. An opportunity to express ideas in consulting with people within and outside the community	13 (5.0)	23 (8.9)	60 (23.2)	146 (56.4)	17 (6.6)	3.50/ 0.92	High
3. Participating in expressing opinions on designing forms and content of community media design to make it easy to understand	2 (0.8)	218 (84.2)	17 (6.6)	14 (5.4)	8 (3.1)	2.25/ 0.70	Low
4. Participating in giving ideas on community tourism activities and projects	11 (4.2)	28 (10.8)	89 (34.4)	111 (42.9)	20 (7.7)	3.39/ 0.93	Moderate
5. Participating in initiating community tourism activities and projects.	12 (4.5)	32 (12.4)	72 (27.8)	130 (50.2)	13 (5.0)	3.38/ 0.93	Moderate
6. Being accepted in presenting ideas for community tourism activities and projects	16 (6.2)	18 (6.9)	66 (25.5)	138 (53.3)	21 (8.1)	3.50/ 0.96	High

Table 4.11 (Continued)

Opinions Towards Participative Communication In Community Tourism	Level of Opinions towards Participative Communication in Community Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
7. An opportunity to join in a forum for learning exchanges on community tourism	15 (5.8)	26 (10.0)	74 (28.6)	134 (51.7)	10 (3.9)	3.37/ 0.92	Moderate
8. An opportunity to listen to tourism information and problems from Thai and foreign tourists.	11 (4.2)	18 (6.9)	90 (34.7)	128 (49.4)	12 (4.6)	3.34/ 0.85	Moderate
9. adopting the received tourism information for use.	7 (2.7)	19 (7.3)	95 (36.7)	121 (46.7)	17 (6.6)	3.47/ 0.83	High
10. Government officers/local administrative organizations staffs, and community members participate in the community's tourism communication increasingly.	9 (3.5)	22 (8.5)	67 (25.9)	146 (56.4)	15 (5.8)	3.52/ 0.86	High
Total						**3.33/**	**Moderate**

From Table 4.11, it is found that the samples of Lanta Island, Krabi Province, agree with these three statements on participative communication in community tourism the most: Acquiring tourism information from the community's media (at the high level) ($\bar{x}$ = 3.54, S.D. = 0.81), government officers/local administrative organizations staffs, and community members participate in the community's tourism communication increasingly (at the high level) ($\bar{x}$ = 3.52, S.D. = 0.86), an opportunity to express ideas in consulting with people within and outside the community ($\bar{x}$ = 3.50, S.D. = 0.92), and being accepted in presenting ideas for community tourism activities and projects ($\bar{x}$= 3.50, S.D. = 0.96) respectively.

Table 4.12 Frequency and Percentage of the Opinions of the Samples of Yao Noi Island, Phang-nga Province, towards Participative Communication in Community Tourism

Opinions Towards Participative Communication in Community Tourism	Level of Opinions towards Participative Communication in Community Tourism					Mean/ S.D.	interpretation
	Lowest	Low	Moderate	High	Highest		
1. Acquiring tourism information from the community's media	14 (5.4)	29 (11.2)	88 (33.8)	104 (40.0)	25 (9.6)	3.37/ 0.98	Moderate
2. An opportunity to express ideas in consulting with people within and outside the community	15 (5.8)	39 (15.0)	89 (34.2)	93 (35.8)	24 (9.2)	3.27/ 1.01	Moderate
3. Participating in expressing opinions on designing forms and content of community media design to make it easy to understand	14 (5.4)	173 (66.5)	34 (13.1)	26 (10.0)	13 (5.0)	2.42/ 0.92	Low
4. Participating in giving ideas on community tourism activities and projects	13 (5.0)	47 (18.1)	86 (33.1)	93 (35.8)	21 (8.1)	3.23/ 1.00	Moderate
5. Participating in initiating community tourism activities and projects.	13 (5.0)	47 (18.1)	84 (32.3)	101 (38.8)	15 (5.8)	3.22/ 0.97	Moderate
6. Being accepted in presenting ideas for community tourism activities and projects	15 (5.8)	43 (16.5)	73 (28.1)	107 (41.2)	22 (8.5)	3.30/ 1.02	Moderate

Table 4.12 (Continued)

Opinions Towards Participative Communication in Community Tourism	Level of Opinions towards Participative Communication in Community Tourism					Mean/ S.D.	interpretation
	Lowest	Low	Moderate	High	Highest		
7. An opportunity to join in a forum for learning exchanges on community tourism	21 (8.1)	45 (17.3)	92 (35.4)	87 (33.5)	15 (5.8)	3.11/ 1.02	Moderate
8. An opportunity to listen to tourism information and problems from Thai and foreign tourists.	17 (6.5)	34 (13.1)	105 (40.4)	92 (35.4)	12 (4.6)	3.18/ 0.94	Moderate
9. adopting the received tourism information for use.	11 (4.2)	38 (14.6)	83 (31.9)	111 (42.7)	17 (6.5)	3.32/ 0.94	Moderate
10. Government officers/local administrative organizations staffs, and community members participate in the community's tourism communication increasingly.	15 (5.8)	39 (15.0)	82 (31.5)	103 (39.6)	21 (8.1)	3.29/ 1.00	Moderate
Total						**3.17**	**Moderate**

From Table 4.12, it is found that the samples of Yao Noi Island, Phang-nga Province, agree with these three statements on participative communication in community tourism the most: Acquiring tourism information from the community's media (at the moderate level) ($\bar{x}$ = 3.37, S.D. = 0.98), adopting the received tourism information for use (at the moderate level) ($\bar{x}$ = 3.32, S.D. = 0.94), and being accepted in presenting ideas for community tourism activities and projects (at the moderate level) ($\bar{x}$ = 3.30, S.D. = 1.02) respectively.

Table 4.13 Frequency and Percentage of the Opinions of the Samples of Lanta Island, Krabi Province and Yao Noi Island, Phang-nga
Province, towards Participative Communication in Community Tourism

(n=519)

Opinions Towards Participative Communication in Community Tourism	Level of Opinions towards Participative Communication in Community Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Acquiring tourism information from the community's media	21 (4.0)	50 (9.6)	156 (30.1)	255 (49.1)	37 (7.1)	3.45/ 0.90	High
2. An opportunity to express ideas in consulting with people within and outside the community	28 (5.4)	62 (11.9)	149 (28.7)	239 (46.1)	41 (7.9)	3.39/ 0.98	Moderate
3. Participating in expressing opinions on designing forms and content of community media design to make it easy to understand	16 (3.1)	391 (75.3)	51 (9.8)	40 (7.7)	21 (4.0)	2.34/ 0.82	Low
4. Participating in giving ideas on community tourism activities and projects	24 (4.6)	75 (14.5)	175 (33.7)	204 (39.3)	41 (7.9)	3.31/ 0.97	Moderate
5. Participating in initiating community tourism activities and projects.	25 (4.8)	79 (15.2)	156 (30.1)	231 (44.5)	28 (5.4)	3.30/ 0.95	Moderate
6. Being accepted in presenting ideas for community tourism activities and projects	31 (6.0)	61 (11.8)	139 (26.8)	245 (47.2)	43 (8.3)	3.40/ 1.00	High

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Table 4.13 (Continued)

Opinions Towards Participative Communication in Community Tourism	Level of Opinions towards Participative Communication in Community Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
7. An opportunity to join in a forum for learning exchanges on community tourism	36 (6.9)	71 (13.7)	166 (32.2)	221 (42.6)	25 (4.8)	3.24/ 0.98	Moderate
8. An opportunity to listen to tourism information and problems from Thai and foreign tourists.	28 (5.4)	52 (10.0)	195 (37.6)	220 (42.4)	24 (4.6)	3.30/ 0.91	Moderate
9. adopting the received tourism information for use.	18 (3.5)	57 (11.0)	178 (34.3)	232 (44.7)	34 (6.6)	3.39/ 0.89	Moderate
10. Government officers/local administrative organizations staffs, and community members participate in the community's tourism communication increasingly.	24 (4.6)	61 (11.8)	149 (28.7)	249 (48.0)	36 (6.9)	3.40/ 0.94	High
Total						**3.33/**	**Moderate**

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From Table 4.13, it is found that the samples of both Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, agree with these three statements on participative communication in community tourism the most: Acquiring tourism information from the community's media (at the high level) ($\bar{x}$ = 3.45, S.D. = 0.90), being accepted in presenting ideas for community tourism activities and projects and government officers/local administrative organizations staffs, and community members participate in the community's tourism communication increasingly (both at the high level) ($\bar{x}$ = 3.40, S.D. = 1.00 and 0.94 respectively).

4.2.2.3 The Findings from the Analysis of Community Tourism Management of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, and of both Islands. (Illustrated in Table 4.14 – 4.16)

Table 4.14 Frequency and Percentage of the Opinions of the Samples of Lanta Island, Krabi Province, towards Community Tourism Management

(n=259)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Having knowledge and understanding about the potential of community tourism resources	4 (1.5)	25 (9.7)	102 (39.4)	114 (44.0)	14 (5.4)	3.24/ 0.80	Moderate
2. Having an interest and seeing an importance of tourism management under the existing potential of the community	2 (0.8)	8 (3.1)	45 (17.4)	155 (59.8)	48 (18.5)	3.96/ 0.74	High
3. Having an interest and seeing an importance of tourism resources conservation and restoration.	12 (4.6)	15 (5.8)	109 (42.1)	93 (35.9)	30 (11.6)	3.91/ 0.76	High
4. Participating and having roles in planning community tourism development and management	25 (4.8)	45 (8.7)	206 (39.7)	196 (37.8)	47 (9.1)	3.44/ 0.93	High

Table 4.14 (Continued)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
5. Being a part enabling tourism activity and project management to proceed as planned continually	13 (5.0)	17 (6.6)	110 (42.5)	95 (36.7)	24 (9.3)	3.38/ 0.92	Moderate
6. Providing information and transferring experience in community tourism management to people within and outside the community.	8 (3.1)	16 (6.2)	119 (45.9)	96 (37.1)	20 (7.7)	3.40/ 0.84	High
7. Participating in connecting and collaborating in the establishment of tourism development networks, both within and outside the community.	12 (4.6)	16 (6.2)	113 (43.6)	96 (37.1)	22 (8.5)	3.38/ 0.90	Moderate
8. Participating in pushing forward the promotion of community tourism from external agencies	13 (5.0)	15 (5.8)	150 (57.9)	65 (25.1)	16 (6.2)	3.21/ 0.84	Moderate

Table 4.14 (Continued)

<div align="right">(n=259)</div>

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	**Low**	**Moderate**	**High**	**Highest**		
9. Understanding the tourism carrying capacity	8 (2.3)	13 (5.0)	94 (36.3)	122 (47.1)	24 (9.3)	3.55/ 0.82	High
10. Participating in determining the tourism carrying capacity of the community	11 (4.2)	71 (27.4)	100 (38.6)	63 (24.3)	14 (5.4)	2.99/ 0.95	Moderate
11. Participating in following and evaluating tourism management to find ways for improving tourism development towards effectiveness and sustainability	12 (4.6)	29 (11.2)	142 (54.8)	55 (21.2)	21 (8.1)	3.16/ 0.89	Moderate
Total						**3.42/**	**High**

From Table 4.14, it is found that the samples of Lanta Island, Krabi Province, agree with the following three statements related with community tourism management the most: Having an interest and seeing an importance of tourism management under the existing potential of the community (at the high level) ($\bar{x} = 3.96$, S.D. = 0.74), Having an interest and seeing an importance of tourism resources conservation and restoration (at the high level) ($\bar{x} = 3.91$, S.D.= 0.76), and Understanding the tourism carrying capacity (at the high level) ($\bar{x} = 3.55$, S.D. = 0.82) respectively.

Table 4.15 Frequency and Percentage of the Opinions of the Samples of Yao Noi Island, Phang-nga Province, towards Community Tourism Management

(n=260)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Having knowledge and understanding about the potential of community tourism resources	7 (2.7)	22 (8.5)	103 (39.6)	99 (38.1)	29 (11.2)	3.46/ 0.89	High
2. Having an interest and seeing an importance of tourism management under the existing potential of the community	5 (1.9)	18 (6.9)	85 (32.7)	120 (46.2)	32 (12.3)	3.60/ 0.86	High
3. Having an interest and seeing an importance of tourism resources conservation and restoration.	4 (1.5)	26 (10.0)	70 (26.9)	123 (47.3)	37 (14.2)	3.62/ 0.90	High
4. Participating and having roles in planning community tourism development and management	13 (5.0)	30 (11.5)	97 (37.3)	103 (39.6)	17 (6.5)	3.31/ 0.93	Moderate
5. Being a part enabling tourism activity and project management to proceed as planned continually	13 (5.0)	41 (15.8)	96 (36.9)	95 (36.5)	15 (5.8)	3.22/ 0.95	Moderate

Table 4.15 (Continued)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. Providing information and transferring experience in community tourism management to people within and outside the community.	13 (5.0)	35 (13.5)	90 (34.6)	105 (40.4)	17 (6.5)	3.30/ 0.95	Moderate
7. Participating in connecting and collaborating in the establishment of tourism development networks, both within and outside the community.	12 (4.6)	40 (15.4)	94 (36.2)	101 (38.8)	13 (5.0)	3.24/ 0.93	Moderate
8. Participating in pushing forward the promotion of community tourism from external agencies	12 (4.6)	42 (16.2)	87 (55.5)	104 (40.0)	15 (5.8)	3.26/ 0.95	Moderate
9. Understanding the tourism carrying capacity	9 (3.5)	34 (13.1)	90 (34.6)	110 (42.3)	17 (6.5)	3.35/ 0.91	Moderate
10. Participating in determining the tourism carrying capacity of the community	14 (5.4)	38 (14.6)	86 (33.1)	104 (40.0)	18 (6.9)	3.28/ 0.98	Moderate

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Table 4.15 (Continued)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
11. Participating in following and evaluating tourism management to find ways for improving tourism development towards effectiveness and sustainability	15 (5.8)	44 (16.9)	81 (31.2)	96 (36.9)	24 (9.2)	3.26/ 1.03	Moderate
Total						**3.35/**	**High**

From Table 4.15, it is found that the samples of Yao Noi Island, Phang-nga Province, agree with the following three statements related with community tourism management the most: Having an interest and seeing an importance of tourism resources conservation and restoration. (at the high level) ($\bar{x}$ = 3.62, S.D. = 0.90), having an interest and seeing an importance of tourism management under the existing potential of the community (at the high level) ($\bar{x}$ = 3.60, S.D. = 0.86), and having knowledge and understanding about the potential of community tourism resources (at the high level) ($\bar{x}$ = 3.46, S.D. = 0.89) respectively.

Table 4.16 Frequency and Percentage of the Opinions of the Samples of both Lanta Island, Krabi Province, and Yao Noi Island,

Phang-nga Province, towards Community Tourism Management

(n=519)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. Having knowledge and understanding about the potential of community tourism resources	11 (2.1)	47 (9.1)	205 (39.5)	213 (41.0)	43 (8.3)	3.44/ 0.84	High
2. Having an interest and seeing an importance of tourism management under the existing potential of the community	7 (1.3)	29 (5.6)	116 (22.4)	286 (55.1)	81 (15.6)	3.78/ 0.82	High
3. Having an interest and seeing an importance of tourism resources conservation and restoration.	7 (1.3)	34 (6.6)	115 (22.2)	278 (53.6)	85 (16.4)	3.77/ 0.84	High
4. Participating and having roles in planning community tourism development and management	25 (4.8)	45 (8.7)	206 (39.7)	196 (37.8)	47 (9.1)	3.37/ 0.93	Moderate
5. Being a part enabling tourism activity and project management to proceed as planned continually	26 (5.0)	58 (11.2)	206 (39.7)	190 (36.6)	39 (7.5)	3.30/ 0.94	Moderate

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Table 4.16 (Continued)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. Providing information and transferring experience in community tourism management to people within and outside the community.	21 (4.0)	51 (9.8)	209 (40.0)	201 (38.7)	37 (7.1)	3.35/ 0.90	Moderate
7. Participating in connecting and collaborating in the establishment of tourism development networks, both within and outside the community.	24 (4.6)	56 (10.8)	207 (39.9)	197 (38.0)	35 (6.7)	3.31/ 0.91	Moderate
8. Participating in pushing forward the promotion of community tourism from external agencies	25 (4.8)	57 (11.0)	237 (45.7)	169 (32.6)	31 (6.0)	3.23/ 0.90	Moderate
9. Understanding the tourism carrying capacity	15 (2.9)	47 (9.1)	184 (35.5)	232 (41.0)	41 (7.9)	3.45/ 0.87	High
10. Participating in determining the tourism carrying capacity of the community	25 (4.8)	109 (21.0)	186 (35.8)	187 (32.2)	32 (6.2)	3.13/ 0.97	Moderate

Table 4.16 (Continued)

Opinions towards Community Tourism Management	Level of Opinions towards Community Tourism Management					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
11. Participating in following and evaluating tourism management to find ways for improving tourism development towards effectiveness and sustainability	27 (5.2)	73 (14.1)	223 (43.0)	151 (29.1)	45 (8.7)	3.21/ 0.96	Moderate
Total						**3.39/**	**Moderate**

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From Table 4.16, it is found that the samples of both Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, agree with the following three statements related with community tourism management the most: having an interest and seeing an importance of tourism management under the existing potential of the community (at the high level) ($\bar{x}$ = 3.78, S.D. = 0.82), having an interest and seeing an importance of tourism resources conservation and restoration. (at the high level) ($\bar{x}$ = 3.77, S.D. = 0.84), and understanding the tourism carrying capacity (at the high level) ($\bar{x}$ = 3.45, S.D. = 0.87) respectively.

4.2.2.4 The Findings of the Analysis of Responsible Tourism of the community of Lanta Island, Krabi Province, Yao Noi Island, Phang-nga Province, and both communities as a whole. (Illustrated in Table 4.17-4.19)

Table 4.17 Frequency and Percentage of the Opinions towards Responsible Tourism of the Samples of Lanta Island, Krabi Province

(n=259)

Opinions toward Responsible tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. The community has power in making decisions for tourism operation and management, including self-management of tourism resources	8 (3.1)	17 (6.6)	62 (23.9)	147 (56.8)	25 (9.7)	3.63/ 0.86	High
2. The community uses its tourism resources potentials in creating jobs and income, including upgrading community members' quality of life	5 (1.9)	15 (5.8)	67 (25.9)	135 (52.1)	37 (14.3)	3.71/ 0.85	High
3. Community members have higher quality of life by using tourism as a development tool.	9 (3.5)	10 (3.9)	47 (18.1)	145 (56.0)	48 (18.5)	3.82/ 0.89	High
4. The community has certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions.	4 (1.5)	13 (5.0)	60 (23.2)	146 (56.4)	36 (13.9)	3.76/ 0.80	High
5. The community cooperates with both government and private sectors involving in tourism development.	6 (2.3)	15 (5.8)	124 (47.9)	91 (35.1)	23 (8.9)	3.42/ 0.82	High

Table 4.17 (Continued)

Opinions toward Responsible tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. The community develops and promotes tourism activities that give high importance to the nature, tradition, culture, and environment.	5 (1.9)	11 (4.2)	64 (24.7)	146 (56.4)	32 (12.4)	3.74/ 0.81	High
7. The community determines guidelines for tourism management that is responsible for society, culture, economics, and environment.	4 (1.5)	13 (5.0)	69 (26.6)	146 (56.4)	27 (10.4)	3.69/ 0.78	High
8. The community distributes benefits gained from tourism operation to all stakeholders fairly.	8 (3.1)	27 (10.4)	137 (52.9)	64 (24.7)	23 (8.9)	3.25/ 0.87	Moderate
9. The community transfers and extend the results of tourism management that is responsible for society, culture, economics, and environment to other areas.	5 (1.9)	24 (9.3)	88 (34.0)	121 (46.7)	21 (8.1)	3.49/ 0.84	High

Table 4.17 (Continued)

(n=259)

Opinions toward Responsible tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
10. The community follows and evaluates tourism operation in order to enhance the development in society, culture, economics, and environment.	8 (3.1)	19 (7.3)	126 (48.6)	85 (32.8)	21 (8.1)	3.35/ 0.85	Moderate
Total						**3.59/**	**High**

From Table 4.17, it is found that the samples of Lanta Island, Krabi Province express their agreement on these three statement the most: Community members have higher quality of life by using tourism as a development tool (at the high level) ($\bar{x}$= 3.82, S.D. = 0.89), the community has certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions. (at the high level) ($\bar{x}$ = 3.76, S.D. = 0.80), and the community develops and promotes tourism activities that give high importance to the nature, tradition, culture, and environment. (at the high level) ($\bar{x}$ = 3.74, S.D. = 0.81) respectively.

Table 4.18 Frequency and Percentage of the Opinions towards Responsible Tourism of the Samples of Yao Noi Island, Phang-nga
Province

(n=260)

Opinions toward Responsible Tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. The community has power in making decisions for tourism operation and management, including self-management of tourism resources	9 (3.5)	21 (8.1)	112 (43.1)	96 (36.9)	22 (8.5)	3.38/ 0.88	Moderate
2. The community uses its tourism resources potentials in creating jobs and income, including upgrading community members' quality of life	11 (4.2)	26 (10.0)	91 (35.0)	108 (41.5)	24 (9.2)	3.41/ 0.94	High
3. Community members have higher quality of life by using tourism as a development tool.	9 (3.5)	25 (9.6)	88 (33.8)	101 (38.8)	37 (14.2)	3.50/ 0.96	High
4. The community has certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions.	6 (2.3)	20 (7.7)	77 (29.6)	118 (45.4)	3 (15.0)	3.63/ 0.91	High
5. The community cooperates with both government and private sectors involving in tourism development.	7 (2.7)	28 (10.8)	103 (39.6)	96 (36.9)	26 (10.0)	3.40/ 0.90	High

Table 4.18 (Continued)

Opinions toward Responsible Tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
6. The community develops and promotes tourism activities that give high importance to the nature, tradition, culture, and environment.	8 (3.1)	25 (9.6)	103 (39.6)	97 (37.3)	27 (10.4)	3.42/ 0.91	High
7. The community determines guidelines for tourism management that is responsible for society, culture, economics, and environment.	6 (2.3)	27 (10.4)	69 (36.9)	146 (40.0)	27 (10.4)	3.45/ 0.89	High
8. The community distributes benefits gained from tourism operation to all stakeholders fairly.	8 (3.1)	48 (18.5)	118 (45.4)	65 (25.0)	21 (8.1)	3.16/ 0.92	Moderate
9. The community transfers and extend the results of tourism management that is responsible for society, culture, economics, and environment to other areas.	7 (2.7)	49 (18.8)	110 (42.3)	75 (28.8)	19 (7.3)	3.19/ 0.91	Moderate

Table 4.18 (Continued)

Opinions toward Responsible Tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
10. The community follows and evaluates tourism operation in order to enhance the development in society, culture, economics, and environment.	19 (7.3)	59 (22.7)	96 (36.9)	71 (27.3)	15 (5.8)	3.01/ 1.01	Moderate
Total						**3.36/**	**Moderate**

From Table 4.18, it is found that the samples of Yao Noi Island, Phang-nga Province express their agreement on these three statement the most: The community has certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions. (at the high level) ($\bar{x}$ = 3.63, S.D. = 0.91), community members have higher quality of life by using tourism as a development tool (at the high level) ($\bar{x}$ = 3.50, S.D. = 0.96), and The community develops and promotes tourism activities that give high importance to the nature, tradition, culture, and environment. (at the high level) ($\bar{x}$ = 3.45, S.D. = 0.89) respectively.

Table 4.19 Frequency and Percentage of the Opinions towards Responsible Tourism of the Samples of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province

(n=519)

Opinions toward Responsible Tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	lowest	Low	Moderate	High	Highest		
1. The community has power in making decisions for tourism operation and management, including self-management of tourism resources	17 (3.3)	38 (7.3)	174 (33.5)	243 (46.8)	47 (9.1)	3.51/ 0.88	High
2. The community uses its tourism resources potentials in creating jobs and income, including upgrading community members' quality of life	16 (3.1)	41 (7.9)	158 (30.4)	243 (46.8)	61 (11.8)	3.56/ 0.90	High
3. Community members have higher quality of life by using tourism as a development tool.	18 (3.5)	35 (6.7)	135 (26.0)	246 (47.4)	85 (16.4)	3.66/ 0.94	High
4. The community has certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions.	10 (1.9)	33 (6.4)	137 (26.4)	264 (50.9)	75 (14.5)	3.69/ 0.86	High
5. The community cooperates with both government and private sectors involving in tourism development.	13 (2.5)	43 (8.3)	227 (43.7)	187 (36.0)	49 (9.4)	3.41/ 0.86	High

Table 4.19 (Continued)

Opinions toward Responsible Tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	lowest	Low	Moderate	High	Highest		
6. The community develops and promotes tourism activities that give high importance to the nature, tradition, culture, and environment.	13 (2.5)	36 (6.9)	167 (32.2)	243 (46.8)	59 (11.4)	3.58/ 0.87	High
7. The community determines guidelines for tourism management that is responsible for society, culture, economics, and environment.	10 (1.9)	40 (7.7)	165 (31.8)	250 (48.2)	54 (10.4)	3.57/ 0.85	High
8. The community distributes benefits gained from tourism operation to all stakeholders fairly.	16 (3.1)	75 (14.5)	255 (49.1)	129 (24.9)	44 (8.5)	3.21/ 0.90	Moderate
9. The community transfers and extend the results of tourism management that is responsible for society, culture, economics, and environment to other areas.	12 (2.3)	73 (14.1)	198 (38.2)	196 (37.8)	40 (7.7)	3.34/ 0.89	Moderate

Table 4.19 (Continued)

Opinions toward Responsible Tourism	Level of Opinions towards Responsible Tourism					Mean/ S.D.	Interpretation
	lowest	Low	Moderate	High	Highest		
10. The community follows and evaluates tourism operation in order to enhance the development in society, culture, economics, and environment.	27 (5.2)	78 (15.0)	222 (42.8)	156 (30.1)	36 (6.9)	3.18/ 0.95	Moderate
Total						**3.47/**	**High**

From Table 4.19, it is found that the samples of both Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province express their agreement on these three statement the most: The community has certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions. (at the high level) ($\bar{x}$ = 3.69, S.D. = 0.86), community members have higher quality of life by using tourism as a development tool (at the high level) ($\bar{x}$ = 3.66, S.D. = 0.94), and the community develops and promotes tourism activities that give high importance to the nature, tradition, culture, and environment. (at the high level) ($\bar{x}$ = 3.56, S.D. = 0.90) respectively.

4.2.2.5 Part 5: The Findings of the Analysis of Sustainable Tourism of the community of Lanta Island, Krabi Province, Yao Noi Island, Phang-nga Province, and both communities as a whole (Illustrated in Table 4.20-4.22)

Table 4.20 Frequency and Percentage of the Opinions of the Samples of Lanta Island, Krabi Province, towards the Level Of Sustainable Tourism Operation of the Community

(n=259)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. The community makes use of tourism resources in parallel to the effective conservation, restoration and maintenance of them	4 (1.5)	12 (4.6)	65 (25.1)	132 (51.0)	46 (17.8)	3.78/ 0.84	High
2. The community gives importance to balanced use of tourism resources to avoid negative effect in future.	5 (1.9)	12 (4.6)	64 (24.7)	142 (54.8)	36 (13.9)	3.74/ 0.82	High
3. The community applies modern technology, i.e. communication technology, for effective tourism operation.	7 (2.7)	29 (11.2)	93 (35.9)	116 (44.8)	14 (5.4)	3.39/ 0.85	Moderate
4. The community develops, promotes, and connects tourism towards a diversity of nature, society, and culture	4 (1.5)	9 (3.5)	78 (30.1)	137 (52.9)	31 (12.0)	3.70/ 0.78	High

Table 4.20 (Continued)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
5. The community coordinates in order to develop community tourism with other agencies.	6 (2.3)	10 (3.9)	110 (42.5)	115 (44.4)	18 (6.9)	3.49/ 0.77	High
6. The community members use tourism as a tool for increasing income for themselves and for the community	7 (2.7)	9 (3.5)	82 (31.7)	128 (49.4)	33 (12.7)	3.66/ 0.84	High
7. The community creates networks for tourism development with local administrative organization and other related agencies	4 (1.5)	24 (9.3)	96 (37.7)	121 (46.7)	14 (5.4)	3.45/ 0.79	High
8. The community organizes a meeting for discussing and presenting ideas for tourism development with all concerned sectors continually.	7 (2.7)	14 (5.4)	81 (31.3)	141 (54.4)	16 (6.2)	3.55/ 0.80	High

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Table 4.20 (Continued)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
9. The community develops community tourism personnel for creating knowledge and understanding, including measures towards effective sustainable tourism operation.	9 (3.5)	16 (6.2)	78 (30.1)	141 (54.4)	15 (5.8)	3.52/ 0.83	Moderate
10. The community follows, evaluates, and conducts research for community tourism development consistently.	9 (3.5)	31 (12.0)	88 (34.0)	116 (44.8)	15 (5.8)	3.37/ 0.89	Moderate
Total						**3.57/**	**High**

From Table 4.20, it is found that the samples perceive the three operations of sustainable tourism of the community the most: The community makes use of tourism resources in parallel to the effective conservation, restoration and maintenance of them (at the high level) ($\bar{x}$ = 3.78, S.D. = 0.84), the community gives importance to balanced use of tourism resources to avoid negative effect in future (at the high level) ($\bar{x}$ = 3.74, S.D. = 0.82), and the community develops, promotes, and connects tourism towards a diversity of nature, society, and culture (at the high level) ($\bar{x}$ = 3.70, S.D. = 0.78) respectively.

Table 4.21 Frequency and Percentage of the Opinions of the Samples of Yao Noi Island, Phang-nga Province, towards the Level of
Sustainable Tourism Operation of the Community

(n=260)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. The community makes use of tourism resources in parallel to the effective conservation, restoration and maintenance of them	9 (3.5)	14 (5.4)	90 (34.6)	109 (41.9)	38 (14,6)	3.58/ 0.92	High
2. The community gives importance to balanced use of tourism resources to avoid negative effect in future.	7 (2.7)	23 (8.8)	72 (27.7)	118 (45.4)	40 (15.4)	3.61/ 0.94	High
3. The community applies modern technology, i.e. communication technology, for effective tourism operation.	10 (3.8)	20 (7.7)	105 (40.4)	99 (38.1)	26 (10.0)	3.42/ 0.91	Moderate
4. The community develops, promotes, and connects tourism towards a diversity of nature, society, and culture	8 (3.1)	28 (10.8)	94 (36.2)	97 (37.3)	33 (12.7)	3.45/ 0.95	High

Table 4.21 (Continued)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
5. The community coordinates in order to develop community tourism with other agencies.	10 (3.8)	39 (15.0)	98 (37.7)	90 (34.6)	23 (8.8)	3.29/ 0.95	Moderate
6. The community members use tourism as a tool for increasing income for themselves and for the community	7 (2.9)	29 (11.2)	95 (36.5)	98 (37.7)	31 (11.9)	3.45/ 0.93	High
7. The community creates networks for tourism development with local administrative organization and other related agencies	9 (3.5)	38 (14.6)	102 (39.2)	82 (31.5)	29 (5.4)	3.32/ 0.97	Moderate
8. The community organizes a meeting for discussing and presenting ideas for tourism development with all concerned sectors continually.	13 (5.0)	53 (20.4)	108 (41.5)	63 (24.2)	23 (8.8)	3.11/ 0.99	Moderate

Table 4.21 (Continued)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
9. The community develops community tourism personnel for creating knowledge and understanding, including measures towards effective sustainable tourism operation.	9 (3.5)	47 (18.1)	116 (44.6)	67 (25.8)	21 (8.1)	3.16/ 0.93	Moderate
10. The community follows, evaluates, and conducts research for community tourism development consistently.	10 (3.8)	61 (23.5)	96 (36.9)	65 (25.0)	28 (10.8)	3.15/ 1.02	Moderate
Total						**3.35/**	**Moderate**

From Table 4.21, it is found that the samples perceive the three operations of sustainable tourism of the community the most: The community gives importance to balanced use of tourism resources to avoid negative effect in future. (at the high level) ($\bar{x}$ = 3.61, S.D. = 0.94), the community makes use of tourism resources in parallel to the effective conservation, restoration and maintenance of them (at the high level) ($\bar{x}$ = 3.58, S.D. = 0.92), and the community develops, promotes, and connects tourism towards a diversity of nature, society, and culture (at the high level) ($\bar{x}$ = 3.45, S.D. = 0.95) respectively.

Table 4.22 Frequency and Percentage of the Opinions of the Samples of Both Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, towards the Level of Sustainable Tourism Operation of the Community

(n=519)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
1. The community makes use of tourism resources in parallel to the effective conservation, restoration and maintenance of them	13 (2.5)	26 (5.0)	155 (29.9)	241 (46.4)	84 (16.2)	3.68/ 0.88	High
2. The community gives importance to balanced use of tourism resources to avoid negative effect in future.	12 (2.3)	35 (6.7)	136 (26.2)	260 (50.1)	76 (14.6)	3.68/ 0.88	High
3. The community applies modern technology, i.e. communication technology, for effective tourism operation.	17 (3.3)	49 (9.4)	198 (38.2)	215 (41.4)	40 (7.7)	3.40/ 0.88	High

Table 4.22 (Continued)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
4. The community develops, promotes, and connects tourism towards a diversity of nature, society, and culture	12 (2.3)	37 (7.1)	172 (33.1)	234 (45.1)	64 (12.3)	3.58/ 0.87	High
5. The community coordinates in order to develop community tourism with other agencies.	16 (3.1)	49 (9.4)	208 (40.1)	205 (39.5)	41 (7.9)	3.39/ 0.87	Moderate
6. The community members use tourism as a tool for increasing income for themselves and for the community	14 (2.7)	38 (7.3)	177 (34.1)	226 (43.5)	64 (12.3)	3.55/ 0.89	High
7. The community creates networks for tourism development with local administrative organization and other related agencies	13 (2.5)	62 (11.9)	198 (38.2)	203 (39.1)	43 (8.3)	3.38/ 0.89	Moderate

Table 4.22 (Continued)

(n=519)

Opinions towards Sustainable Tourism Operation of the Community	Level of Perceived Sustainable Tourism Operation of the Community					Mean/ S.D.	Interpretation
	Lowest	Low	Moderate	High	Highest		
8. The community organizes a meeting for discussing and presenting ideas for tourism development with all concerned sectors continually.	20 (3.9)	67 (12.9)	189 (36.4)	204 (39.3)	39 (7.5)	3.33/ 0.92	Moderate
9. The community develops community tourism personnel for creating knowledge and understanding, including measures towards effective sustainable tourism operation.	18 (3.5)	63 (12.1)	194 (37.4)	208 (40.1)	36 (6.9)	3.34/ 0.90	Moderate
10. The community follows, evaluates, and conducts research for community tourism development consistently.	19 (3.7)	92 (17.7)	184 (35.5)	181 (34.9)	43 (8.3)	3.26/ 0.96	Moderate
Total						**3.46**	**High**

From Table 4.20, it is found that the samples perceive the three operations of sustainable tourism of the community the most: The community makes use of tourism resources in parallel to the effective conservation, restoration and maintenance of them (at the high level) ($\bar{x}$ = 3.68, S.D. = 0.88), the community develops, promotes, and connects tourism towards a diversity of nature, society, and culture (at the high level) ($\bar{x}$ = 3.58, S.D. = 0.87), and the community members use tourism as a tool for increasing income for themselves and for the community (at the high level) ($\bar{x}$ = 3.55, S.D. = 0.89) respectively.

4.2.3 Part 3: Inferential Analysis

The details are as following:

4.2.3.1 Correlations between Variables

For analyzing the relationship between tourism communication factors, community tourism management, responsible tourism, and sustainable tourism of the samples, Pearson Product Moment Correlation Coefficient is used as illustrated in Table 4.23-4.25, with the following criteria for interpreting correlation coefficient values (Hinkle, 1998, p. 118)

The value of correlation	Interpretation
0.91 - 1.00	Very strong
0.71 - 0.90	Strong
0.51 - 0.70	Moderate
0.31 - 0.50	Weak
0.00 - 0.30	Very weak

Table 4.23 The Analysis of Correlations between Tourism Communication Factors,
Community Tourism Management, Responsible Tourism, and
Sustainable Tourism of the Samples of Lanta Island, Krabi Province

(n=259)

Findings of the Samples of Lanta Island, Krabi Province					
Variables	**Pearson Correlation (r)**				**Sig.**
	Tourism Communication Factors	**Community Tourism Management**	**Responsible Tourism**	**Sustainable Tourism**	
Tourism comm. factor	1.000				
Community tourism management	.762 (strong)	1.000			.000
Responsible tourism	.720 (strong)	.743 (strong)	1.000		.000
Sustainable tourism	.755 (srong)	.684 (moderate)	.871 (strong)	1.000	.000

Note: **the statistical significance level at 0.01 (Sig. < = 0.01)

From Table 4.23, it displays the analysis of the relationship between
tourism communication factors, community tourism management, responsible tourism,
and sustainable tourism of the samples of Lanta Island, Krabi Province, by Pearson
Product Moment Correlation Coefficient. The results show that from the correlation of
a sum of 4 variables, the correlation between "responsible tourism" variables and
"sustainable tourism" variables is strong (r = .871)

Other relationship pairs with strong correlations are "tourism
communication factors" and "community tourism management" (r = .762), "tourism
communication factors" and "sustainable tourism" (r = .755), "community tourism
management" and "responsible tourism" (r = .743), and "tourism communication
factors" and "responsible tourism" (r = .720). For the relationship between "community
tourism management" and "sustainable tourism," the correlation coefficient is moderate

(r = .684), at the 0.01significance level. All correlations are positive with relative movement.

When extending the pair with highest correlation coefficient, it can explain that if responsible tourism is managed, tourism will be sustainable too. On the contrary, if responsible tourism is not managed, tourism will not be sustainable either.

Table 4.24 The Analysis of Correlations between Tourism Communication Factors, Community Tourism Management, Responsible Tourism, and Sustainable Tourism of the Samples of Yao Noi Island, Phang-nga Province

(n=260)

Findings of the Samples of Yao Noi Island, Phang-nga Province					
Variables	**Pearson Correlation (r)**				**Sig.**
	Tourism Communication Factors	**Community Tourism Management**	**Responsible Tourism**	**Sustainable Tourism**	
Tourism comm. factor	1.000				
Community tourism management	.789 (strong)	1.000			.000
Responsible tourism	.727 (strong)	.679 (moderate)	1.000		.000
Sustainable tourism	.734 (srong)	.667 (moderate)	.852 (strong)	1.000	.000

Note: **the statistical significance level at 0.01 (Sig. < = 0.01)

From Table 4.24, it displays the analysis of the relationship between tourism communication factors, community tourism management, responsible tourism, and sustainable tourism of the samples of Yao Noi Island, Phang-nga Province, by Pearson Product Moment Correlation Coefficient. The results show that from the correlation of a sum of 4 variables, the correlation between "responsible tourism" variables and "sustainable tourism" variables is strong (r = .852)

Other relationship pairs with strong correlations are "tourism communication factors" and "community tourism management" (r = .789), "tourism communication factors" and "sustainable tourism" (r = .734), "tourism communication factors" and "responsible tourism" (r = .727).

For the relationship between "community tourism management" and "responsible tourism," the correlation coefficient is moderate (r = .679), at the 0.01 significance level. All correlations are positive with relative movement.

When extending the pair with highest correlation coefficient, it can explain that if responsible tourism is managed, tourism will be sustainable too. On the contrary, if responsible tourism is not managed, tourism will not be sustainable either.

Table 4.25 The Analysis of Correlations between Tourism Communication Factors, Community Tourism Management, Responsible Tourism, and Sustainable Tourism of the Samples of Both Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province

(n=519)

	Findings of the Samples of both Islands				
Variables	**Pearson Correlation (r)**				**Sig.**
	Tourism Communication Factors	**Community Tourism Management**	**Responsible Tourism**	**Sustainable Tourism**	
Tourism comm. factor	1.000				
Community tourism management	.771 (strong)	1.000			.000
Responsible tourism	.732 (strong)	.704 (strong)	1.000		.000
Sustainable tourism	.749 (srong)	.674 (moderate)	.863 (strong)	1.000	.000

Note: **the statistical significance level at 0.01 (Sig. < = 0.01)

From Table 4.25, it displays the analysis of the relationship between tourism communication factors, community tourism management, responsible tourism, and sustainable tourism of the samples of both Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, by Pearson Product Moment Correlation Coefficient. The results show that from the correlation of a sum of 4 variables, the correlation between "responsible tourism" variables and "sustainable tourism" variables is strong (r = .863)

Other relationship pairs with strong correlations are "tourism communication factors" and "community tourism management" (r = .771), "tourism communication factors" and "sustainable tourism" (r = .749), "tourism communication factors" and "responsible tourism" (r = .732), while the relationship between "community tourism management" and "sustainable tourism," the correlation coefficient is moderate (r = .674), at the 0.01significance level. All correlations are positive with relative movement.

When extending the pair with highest correlation coefficient, it can explain that if responsible tourism is managed, tourism will be sustainable too. On the contrary, if responsible tourism is not managed, tourism will not be sustainable either.

4.2.3.2 The Results of Construct Validity Test by Confirmatory Factor Analysis of Measurement Model

From Confirmatory Factor Analysis (CFA) to test the construct validity, it is found that the measurement model of tourism communication factors and sustainable community tourism management is congruent with empirical data since more than three indices pass the determined criteria (Yuth Kaiwan, 2013; Sungworn Ngudkratoke, 2014). For this test, it is congruent with empirical data by acceptable criteria of totally six indices (1) RMR = 0.029 (≤ 0.05) (2) NFI = 0.98 (≥ 0.90) (3) NNFI = 0.97 (≥ 0.90) (4) CFI = 0.98 (≥ 0.90) (5) IFI = 0.98 (≥ 0.90) and (6) RFI = 0.96 (≥ 0.90), as shown in Figure 4.2
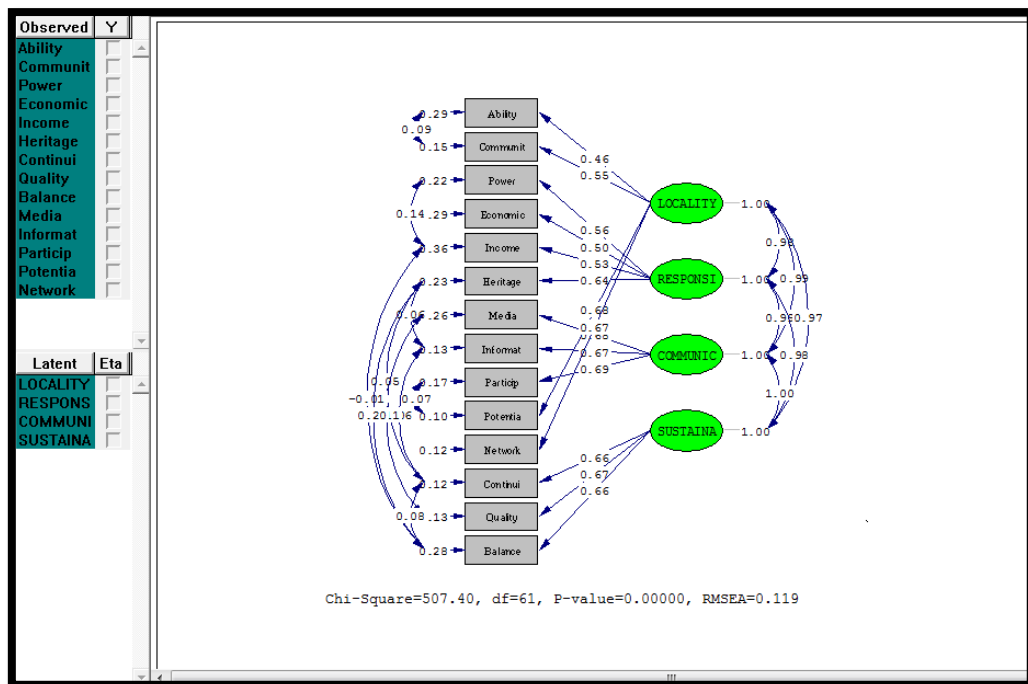
Chi-square = 507.40, p = 0.00, df = 61, Chi-square/df = 8.32, RMSEA = 0.12,

RMR = 0.029, SRMR = 0.051, AGFI = 0.79, GFI = 0.88, NFI = 0.98, NNFI = 0.97,

CFI = 0.98, IFI = 0.98, RFI = 0.96

Figure 4.2   The Results of Confirmatory Factor Analysis of Structural Equation
Model of Tourism Communication Factors and Sustainable Community
Tourism Management from Lisrel Program

From Diagram 4.2, from the test of construct validity by Confirmatory
Factor Analysis CFA) , it is found that the measurement model of tourism
communication factors and sustainable community tourism management is congruent
with empirical data since more than three indices pass the determined criteria (Yuth
Kaiwan, 2013; Sangwan Ngadkrathok, 2014). For this test, it is congruent with
empirical data by acceptable criteria of totally six indices (1) RMR = 0.029 (≤ 0.05) (2)
NFI = 0.98 (≥ 0.90) (3) NNFI = 0.97 (≥ 0.90) (4) CFI = 0.98 (≥ 0.90) (5) IFI = 0.98 (≥
0.90) and (6) RFI = 0.96 (≥ 0.90).

4.2.3.3 Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management of Both Communities

The assessment of the congruence of structural equation model of tourism communication factors and sustainable community tourism management of both communities with empirical data

After the assessment of the congruence of structural equation model of tourism communication factors, community tourism management, and responsible tourism, all of which affect sustainable tourism, with empirical data, the model is modified by adjusting the covariance according to Modification Indices (MI), until the last model is congruent with more than 3 from 13 determined criteria. (Yuth Kaiwan, 2013; Sungworn Ngudkratoke, 2014). The last constructed model is analyzed through the standardized regression coefficient and congruence indicators, as illustrated in Diagram 4.3

Figure 4.3 Path Coefficients of the Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism
Management of Both Communities

Note: ──────▶ having statistically significance, ▬ ▬ ▬▶ no statistically significance **at the 0.01 significance level
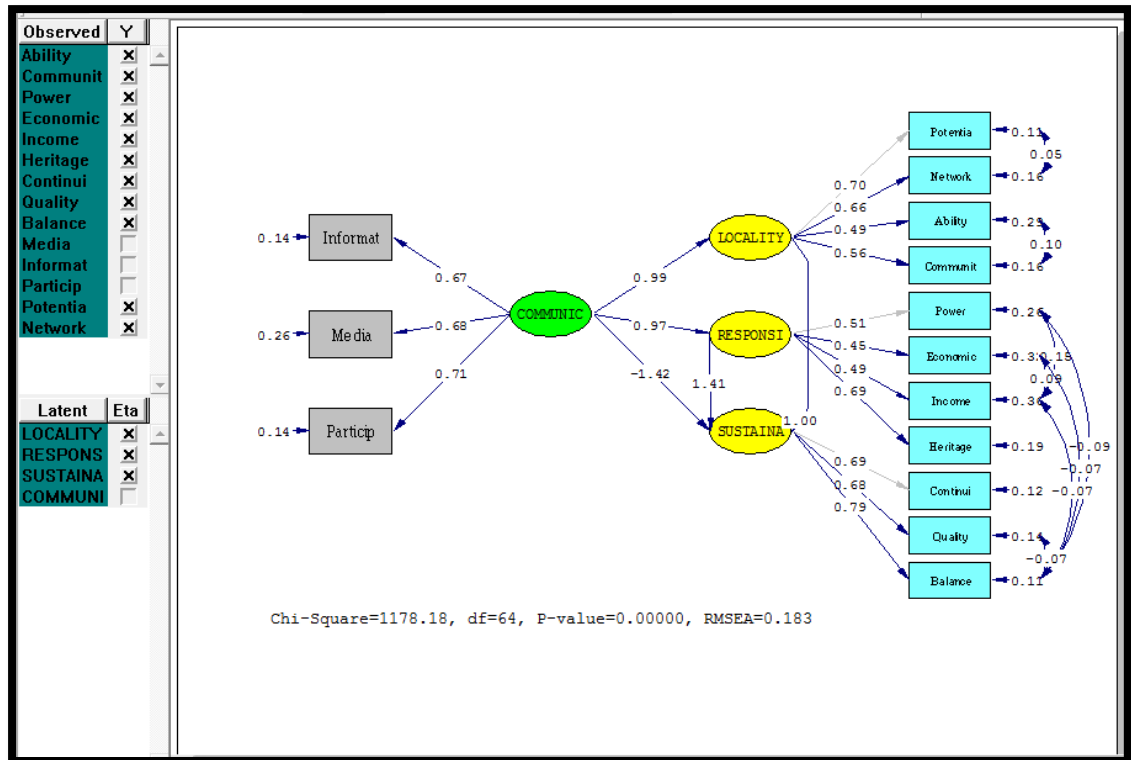
Chi-square = 1178.18, p = 0.00, df = 64, Chi-square/df = 18.41, RMSEA = 0.183, RMR = 0.041, SRMR = 0.070, AGFI = 0.60, GFI = 0.75, NFI = 0.93, NNFI = 0.90, CFI = 0.93, IFI = 0.93, RFI = 0.90

Figure 4.4   Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management of Both Communities from Lisrel Program

From Diagram 4.4, it indicates that all latent variables in the measurement model of tourism communication factors and sustainable community tourism management of both communities are congruent with empirical data as all manifest or observed variables are at the .01 statistically significant level, with details as follow:

1) Observed variables of tourism communication latent variables have factor loading = 0.68 (frequency of information acquiry via community media), 0.67 (opinions towards the tourism information provision), and 0.71 (participation in tourism communication)

2) Observed variables of responsible tourism latent variables have factor loading of 0.45 (decreased economic negative effect), 0.51 (increased income and quality of life development), 0.49 (power in decision-making), and 0.69 (participation in natural and cultural heritage conservation)

3) Observed variables of community tourism management latent variables have factor loading of 0.70 (an awareness of tourist attraction potential), 0.66 (the creation of tourism development networks of within and outside the community), 0.49 (the evaluation of tourists carrying capacity), and 0.56 (community development planning).

4) Observed variables of sustainable tourism latent variables have factor loading of 0.69 (continual tourism), 0.68 (quality tourism), and 0.79 (balanced tourism).

Structural equation model of tourism communication factors andSustainable community tourism management is congruent with empirical data since more than three indices pass the determined criteria (Yuth Kaiwan, 2013; Sungworn Ngudkratoke, 2014). For this test, it is congruent with empirical data by acceptable criteria of totally six indices (1) RMR = 0.041 (≤ 0.05) (2) NFI = 0.93 (≥ 0.90) (3) NNFI = 0.90 (≥ 0.90) (4) CFI = 0.93 (≥ 0.90) (5) IFI = 0.93 (≥ 0.90) and (6) RFI = 0.90 (≥ 0.90).

From analyzing the effect size or path coefficients of all latent variables in the structural equation model, it is found that tourism communication factors (COMMUNICATION) have positive direct effect of 0.97 on responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY) have direct effect of 0.99. On the other hand, tourism communication factors (COMMUNICATION) have negative direct effect on sustainable tourism (SUSTAINABILITY) of 1.41 and community tourism management (LOCALITY) has positive direct effect of 1.00 on sustainable tourism (SUSTAINABILITY) respectively. The paired relationship of structural equation model and all statistical values is illustrated in Table 4.26.

Table 4.26 Causal Relationship between Variables in the Structural Equation Model
and all Statistical Values

No	Causal Relationship		Path Coefficients	S.E.	C.R. (t-value)	Effect
1.	COMMUNICATION RESPONSIBILITY	⟶	0.99	0.04	27.19**	Positive
2.	COMMUNICATION LOCALITY	⟶	0.97	0.05	48.20**	Positive
3.	COMMUNICATION SUSTAINABILITY	⟶	-1.42	0.47	-3.05**	Negative
4.	LOCALITY SUSTAINABILITY	⟶	1.47	0.36	3.87**	Positive
5.	RESPONSIBILITY SUSTAINABILITY	⟶	1.00	0.31	3.37**	Positive

Note: ** the statistically significant level at 0.01

R^2 of variables in the model is as following: RESPONSIBILITY = 1.06,

LOCALITY = 0.92, SUSTAINABILITY = 1.05

From Table 4.26, the structural equation is constructed in the form of standard scores of the model as following:

RESPONSIBILITY $\quad$ = $\quad$ 0.97 COMMUNICATION, $R^2 = 1.06$ $\quad$ **...(1)**

$\quad\quad$ (0.05)

$\quad\quad$ 18.20**

LOCALITY $\quad\quad\quad\quad$ = $\quad$ 0.99 COMMUNICATION, $R2 = 0.92$ $\quad$ **...(2)**

$\quad\quad$ (0.04)

$\quad\quad$ 27.19**

SUSTAINABILITY $\quad$ = $\quad$ -1.42 COMMUNICATION + 1.00 LOCALITY + 1.47 R^2 =

$\quad\quad$ 1.47 $\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad$ **...(3)**

RESPONSIBILITY $\quad$ (0.47) $\quad\quad$ (0.31) $\quad\quad$ (0.36)

$\quad\quad\quad\quad\quad\quad$ -3.05** $\quad$ 3.37** $\quad\quad$ 3.87**

$\quad\quad$ ** the statistically significant level at 0.01

From Equation (1), it is found that tourism communication factors can explain the variance of responsible tourism 106%., and tourism communication factors have positive effect on responsible tourism at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if tourism communication factors have 1 standard deviation increase, it will yield 1.06 standard deviation increase in responsible tourism.

From Equation (2), it is found that tourism communication factors can explain the variance of community tourism management 92 %, and tourism communication factors have positive effect on community tourism management at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if tourism communication factors have 1 standard deviation increase, it will yield 0.92 standard deviation increase in community tourism management.

From Equation (3), it is found that tourism communication factors, community tourism management, and responsible tourism can explain the variance of sustainable tourism 147 %, and tourism communication factors have positive effect on sustainable tourism at the 0.01 statistically significant level. In other words, it explains

that when the consistency of other independent variables is controlled, if tourism communication factors, community tourism management, and responsible tourism have 1 standard deviation increase, it will yield 1.47 standard deviation increase in sustainable tourism.

From all the above findings, it can conclude that the findings are as hypothesized. Specifically, the measurement model and structural model are congruent with empirical data at the .01 statistically significant level.

The Findings of the Analysis of Direct Effect, Indirect Effect, and Total Effects of Variables in the Structural Equation Model of Tourism communication factors and Sustainable Community Tourism Management of Both Communities

From the analysis, it is found that the constructed structural equation model is congruent with empirical data with effect values in the form of standardized regression coefficients as illustrated above. For this part, the findings on direct effect, indirect effect, and total effects of variables in the structural equation model of tourism communication factors and sustainable community tourism management are shown in Table 4.27

Table 4.27 The Analysis of Direct Effect, Indirect Effect, and Total Effects of the
Variables in the Structural Equation Model of Tourism Communication
Factors and Sustainable Community Tourism Management of Both
Communities

Dependent Variables	Effect	Predicting Variables			
		COMMUNICATION	RESPONSIBILITY	LOCALITY	SUSTAINABILITY
RESPONSIBILITY	DE	0.99**	-	-	-
	IE	-	-	-	-
	TE	0.99**	-	-	-
LOCALITY	DE	0.97**	-	-	-
	IE	-	-	-	-
	TE	0.97**	-	-	-
SUSTAINABILITY	DE	-1.42**	1.00**	1.41**	-
	IE	2.36**	-	-	-
	TE	0.94**	1.00**	1.41**	-

Note: ** the statistically significant level at 0.01

From Table 4.27, the results are explained in three parts:

1) Direct Effect

(1) Tourism communication factors have positive direct
effect on responsible tourism at the 0.01 statistically significance level with the factor
loading of 0.99.

(2) Tourism communication factors have positive direct
effect on community tourism management at the 0.01 statistically significance level
with the factor loading of 0.97.

(3) Tourism communication factors have negative direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of -1.42.

(4) Responsible tourism has positive direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00.

(5) Community tourism management has positive direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.41.

2) Indirect Effect

Tourism communication factors have positive indirect effect on sustainable tourism through responsible tourism and community tourism management at the 0.01 statistically significance level with the factor loading of 2.36.

3) Total Effect

(1) Tourism communication factors have positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.99.

(2) Tourism communication factors have positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.97.

(3) Responsible tourism has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00.

(4) Community tourism management has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.41.

(5) Tourism communication factors have positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.94.
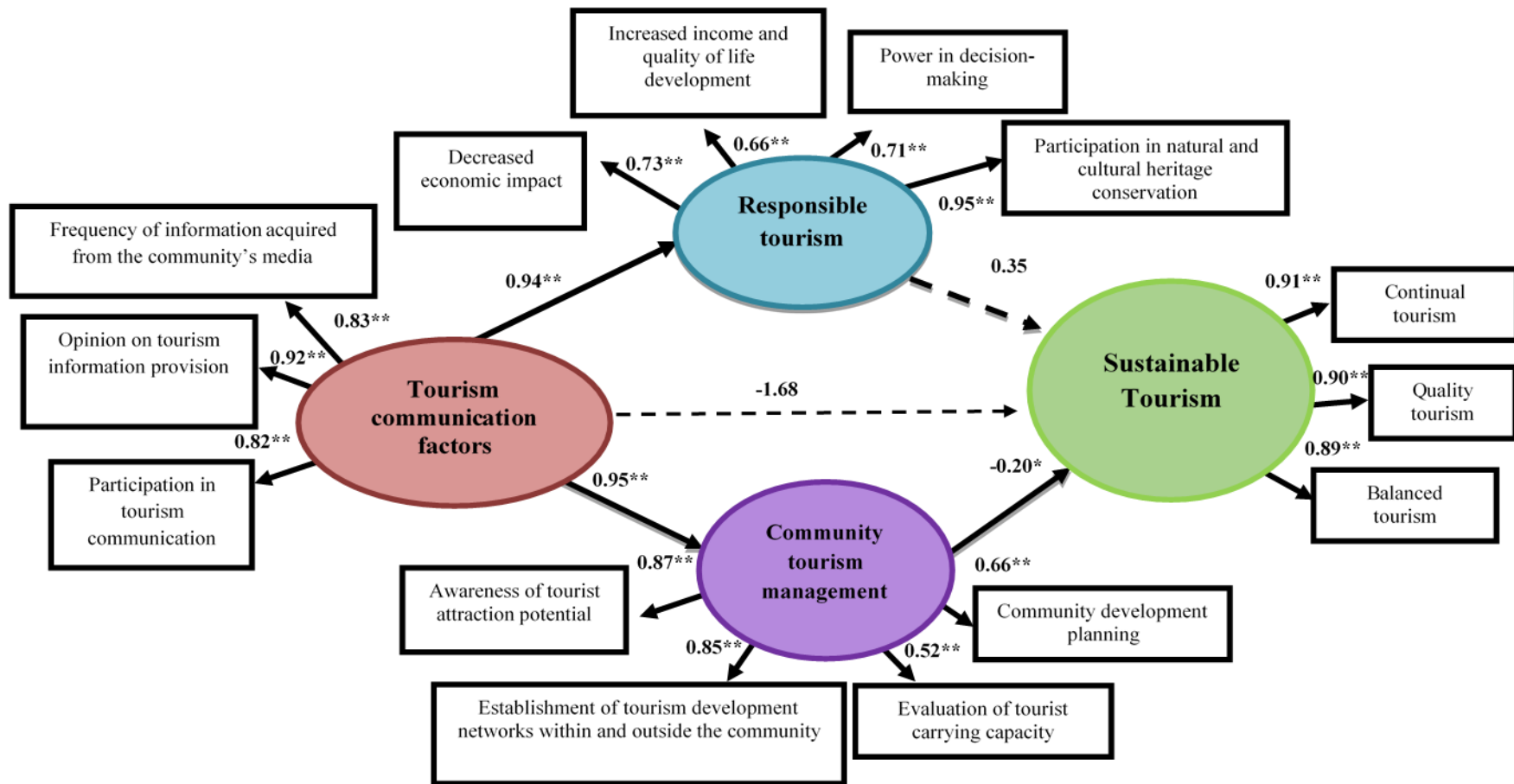
Figure 4.5 Path Coefficients of the Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism

Management of Lanta Island Community

Note: with statistically significance ——→ level, – – –▶ no statisitical significance   **the 0.01 statistically significant level
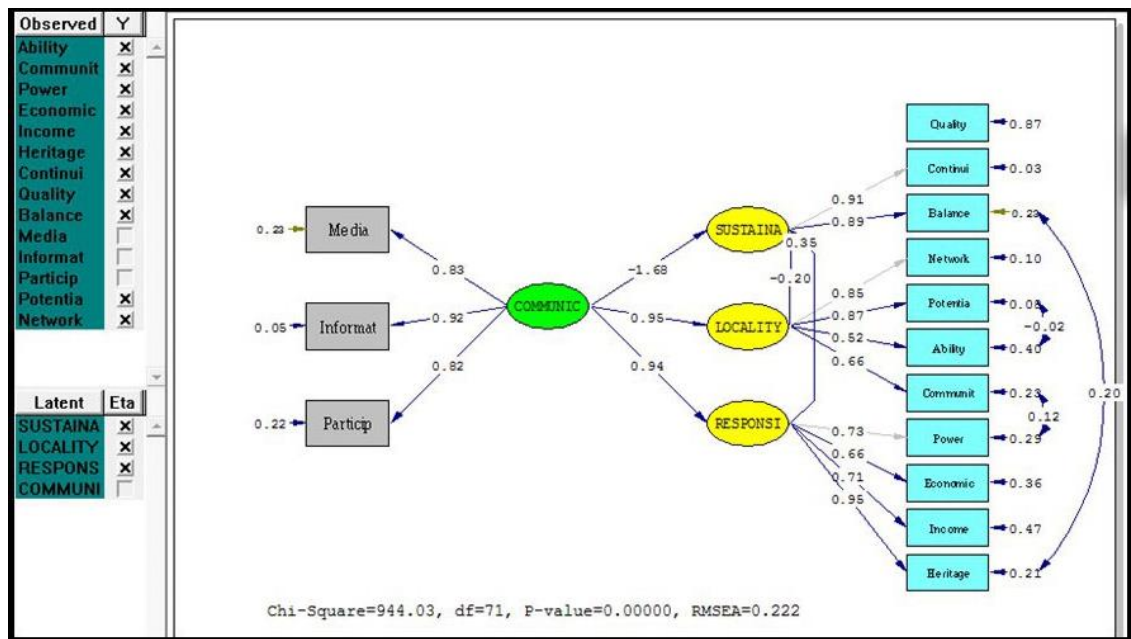
Chi-square = 944.03, p = 0.00, df = 71, Chi-square/df = 13.30, RMSEA = 0.22, RMR = 0.24, SRMR = 0.28, AGFI = 0.48, GFI = 0.65, NFI = 0.91, NNFI = 0.90, CFI = 0.91, IFI = 0.91, RFI = 0.90

Figure 4.6 Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management from Lisrel Program

From Diagram 4.6, it indicates that all latent variables in the measurement model of tourism communication factors and sustainable community tourism management of Lanta Island Community are congruent with empirical data as all manifest or observed variables are at the .01 statistically significant level, with details as follow:

1) Observed variables of tourism communication latent variables have factor loading of 0.83 (frequency of information acquiry via community media), 0.92 (opinions towards the tourism information provision), and 0.82 (participation in tourism communication)

2) Observed variables of responsible tourism latent variables have factor loading of 0.73 (decreased economic negative effect), 0.66 (increased income and quality of life development), 0.71 (power in decision-making), and 0.95 (participation in natural and cultural heritage conservation)

3) Observed variables of community tourism management latent variables have factor loading of 0.87 (an awareness of tourist attraction potential), 0.85 (the creation of tourism development networks of within and outside the community), 0.52 (the evaluation of tourists carrying capacity), and 0.66 (community development planning).

4) Observed variables of sustainable tourism latent variables have factor loading of 0.91 (continual tourism), 0.90 (quality tourism), and 0.79 (balanced tourism).

Structural equation model of tourism communication factors and sustainable community tourism management is congruent with empirical data since more than three indices pass the determined criteria (Yuth Kaiwan, 2013; Sungworn Ngudkratoke, 2014). For this test, it is congruent with empirical data by acceptable criteria of totally 5 indices: (1) NFI = 0.91 ($\geq$ 0.90) (2) NNFI = 0.90 ($\geq$ 0.90) (3) CFI = 0.91 ($\geq$ 0.90) (4) IFI = 0.91 ($\geq$ 0.90) and (5) RFI = 0.90 ($\geq$ 0.90).

From analyzing the effect size or path coefficients of all latent variables in the structural equation model, it is found that tourism communication factors (COMMUNICATION) have positive direct effect of 0.94 on responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY) have direct effect of 0.95. However, tourism communication factors (COMMUNICATION) have no effect on sustainable tourism (SUSTAINABILITY) and responsible tourism (RESPONSIBILITY) has no effect on sustainable tourism (SUSTAINABILITY) while community tourism management (LOCALITY) has negative direct effect of -0.20 on sustainable tourism (SUSTAINABILITY) respectively. The paired relationship of structural equation model and all statistical values is illustrated in Table 4.28

Table 4.28 Causal Relationship between Variables in the Structural Equation Model and all Statistical Values

No	Causal Relationship	Path Coefficients	S.E.	C.R. (t-value)	Effect
1.	COMMUNICATION ⟶ RESPONSIBILITY	0.94	0.06	14.95**	Positive
2.	COMMUNICATION ⟶ LOCALITY	0.95	0.05	17.99**	Positive
3.	LOCALITY ⟶ SUSTAINABILITY	-0.20	0.09	-2.34*	Negative

Note: **the statistically significant level at 0.01

　　　*the statistically significant level at .05

　　　R^2 of variables in the model is as following: RESPONSIBILITY = 0.89, LOCALITY = 0.90, SUSTAINABILITY = 1.01

From Table 4.28, the structural equation is constructed in the form of standard scores of the model as following:

RESPONSIBILITY　　=　0.94 COMMUNICATION, R2 = 0.89　**...(1)**

　　　(0.06)

　　　14.95**

LOCALITY　　　　=　0.95 COMMUNICATION, R2 = 0.90　…(2)

　　　(0.05)

　　　27.19**

SUSTAINABILITY　=　-0.20 LOCALITY + 1.47 R2 = 1.01　**…(3)**

　　　(0.09)

　　　-2.34**

　　　** the statistically significant level at 0.01

　　　* the statistically significant level at 0.05

From Equation (1), it is found that tourism communication factors can explain the variance of responsible tourism 89%., and tourism communication factors have positive effect on responsible tourism at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if tourism communication factors have 1 standard deviation increase, it will yield 0.89 standard deviation increase in responsible tourism.

From Equation (2), it is found that tourism communication factors can explain the variance of community tourism management 90 %, and tourism communication factors have positive effect on community tourism management at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if tourism communication factors have 1 standard deviation increase, it will yield 0.90 standard deviation increase in community tourism management.

From Equation (3), it is found that community tourism management can explain the variance of sustainable tourism 101 %, and tourism communication factors have negative effect on sustainable tourism at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if community tourism management has 1 standard deviation increase, it will yield 1.01 standard deviation decrease in sustainable tourism.

From all the above findings, it can conclude that the findings are as hypothesized. Specifically, the measurement model and structural model are congruent with empirical data at the .01 and .05 statistically significant level.

The Findings of the Analysis of Direct Effect, Indirect Effect, and Total Effects of Variables in the Structural Equation Model of Tourism communication factors and Sustainable Community Tourism Management of Lanta Island Community

From the analysis in Table 4.28, it is found that the constructed structural equation model is congruent with empirical data with effect values in the form of standardized regression coefficients as illustrated above. For this part, the findings on direct effect, indirect effect, and total effects of variables in the structural equation model of tourism communication factors and sustainable community tourism management are shown in Table 4.29.

Table 4.29 The Analysis of Direct Effect, Indirect Effect, and Total Effects of the
Variables in the Structural Equation Model of Tourism Communication
Factors and Sustainable Community Tourism Management of Lanta
Island Community

Dependent Variables	Effect	Predicting Variables			
		COMMUNICATION	RESPONSIBILITY	LOCALITY	SUSTAINABILITY
RESPONSIBILITY	DE	0.94**	-	-	-
	IE	-	-	-	-
	TE	0.94**	-	-	-
LOCALITY	DE	0.95**	-	-	-
	IE	-	-	-	-
	TE	0.95**	-	-	-
SUSTAINABILITY	DE	-1.68	0.35	-0.20**	-
	IE	2.68	-	-	-
	TE	1.00**	0.35	-0.20**	-

Note: ** the statistically significant level at 0.01

*the statistically significant level at 0.05

From Table 4.29, the results are explained in three parts:

1) Direct Effect

(1) Tourism communication factors have positive direct
effect on responsible tourism at the 0.01 statistically significance level with the factor
loading of 0.94.

(2)	Tourism communication factors have positive direct effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.95.

(3) Community tourism management has negative direct effect on sustainable tourism at the 0.05 statistically significance level with the factor loading of -0.20.

2)	Indirect Effect

No

3)	Total Effect

(1)	Tourism communication factors have positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.94.

(2)	Tourism communication factors have positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.95.

(3)	Tourism communication factors have positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00

(4)	Community tourism management has negative total effect on sustainable tourism at the 0.05 statistically significance level with the factor loading of -0.20.

Figure 4.7 Path Coefficients of the Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management of Yao Noi Island Community

Note: ——▶ with statistically significance level, – – –▶ no statisitical significance   **the 0.01 statistically significant level

Chi-square = 629.47, p = 0.00, df = 65, Chi-square/df = 18.41, RMSEA = 0.18,
RMR = 0.036, SRMR = 0.13, AGFI = 0.69, GFI = 0.85, NFI = 0.97, NNFI = 0.93,
CFI = 0.98, IFI = 0.98, RFI = 0.92

Figure 4.8 The Structural Equation Model of Tourism Communication Factors and
Community Tourism Management of Yao Noi Island Community from
Lisrel Program

From Diagram 4.8, it indicates that all latent variables in the measurement
model of tourism communication factors and sustainable community tourism
management of Yao Noi Island Community are congruent with empirical data as all
manifest or observed variables are at the .01 statistically significant level, with details
as follow:

1) Observed variables of tourism communication latent
variables have factor loading of 0.30 (frequency of information acquiry via community
media), 0.47 (opinions towards the tourism information provision), and 0.42
(participation in tourism communication)

2) Observed variables of responsible tourism latent variables
have factor loading of 0.07 (decreased economic negative effect), 0.05 (increased

income and quality of life development), 0.08 (power in decision-making), and 0.25 (participation in natural and cultural heritage conservation)

      3) Observed variables of community tourism management latent variables have factor loading of 0.53 (an awareness of tourist attraction potential), 0.43 (the creation of tourism development networks of within and outside the community), 0.40 (the evaluation of tourists carrying capacity), and 0.35 (community development planning).

      4) Observed variables of sustainable tourism latent variables have factor loading of 0.45 (continual tourism), 0.32 (quality tourism), and 0.54 (balanced tourism).
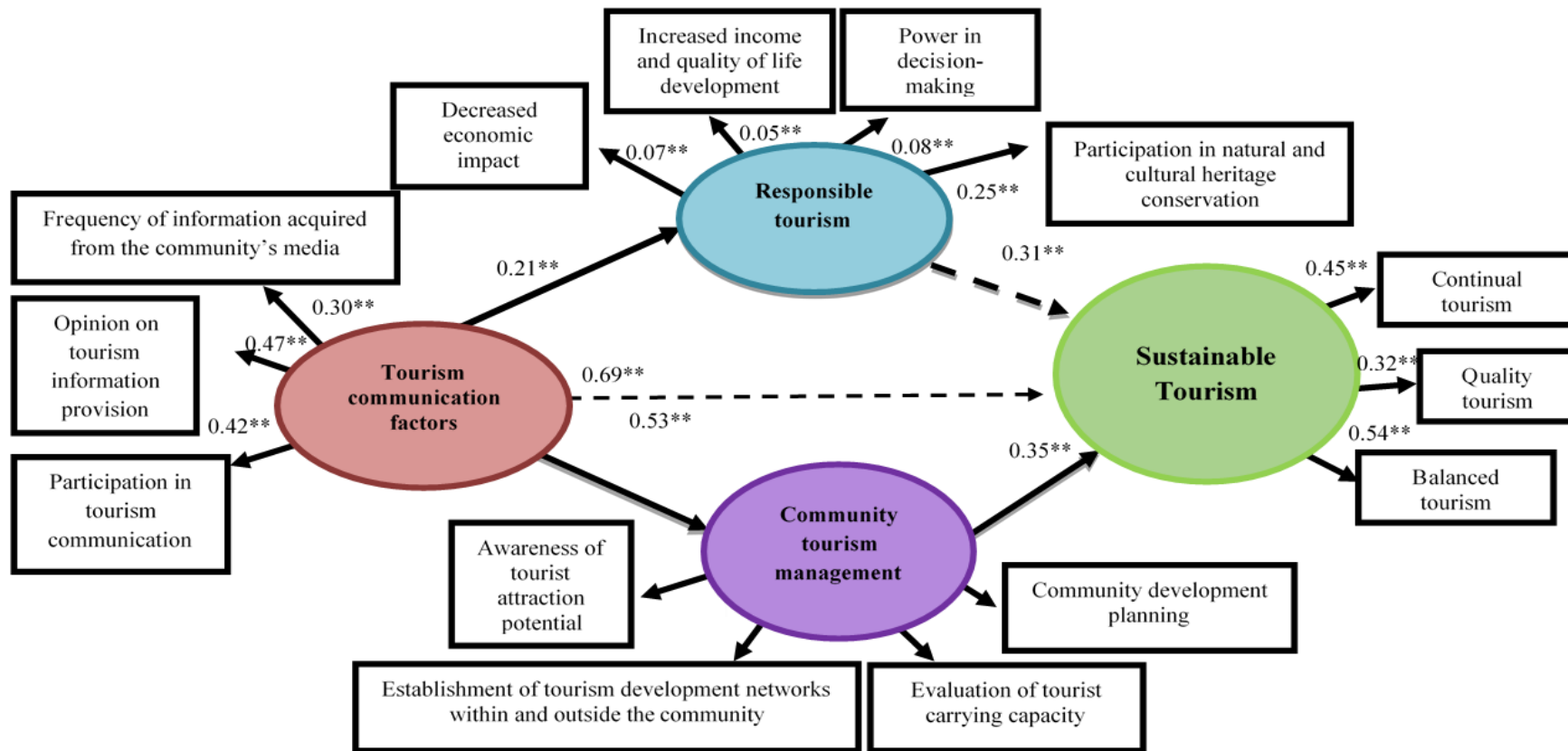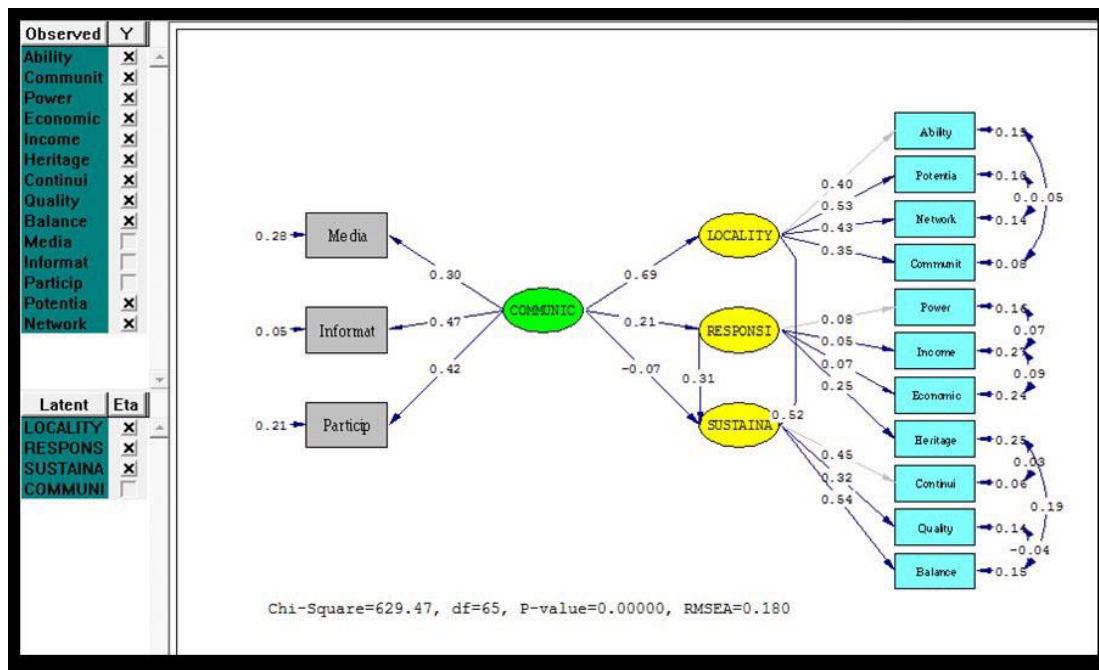
      Structural equation model of tourism communication factors and sustainable community tourism management of Yao Noi Island Community is congruent with empirical data since more than three indices pass the determined criteria (Yuth Kaiwan, 2013; Sungworn Ngudkratoke, 2014). For this test, it is congruent with empirical data by acceptable criteria of totally 6 indices: (1) RMR = 0.036 ($\leq$ 0.05) (2) NFI = 0.97 ($\geq$ 0.90) (3) NNFI = 0.93 ($\geq$ 0.90) (4) CFI = 0.98 ($\geq$ 0.90) (5) IFI = 0.98 ($\geq$ 0.90) and (6) RFI = 0.92 ($\geq$ 0.90).

      From analyzing the effect size or path coefficients of all latent variables in the structural equation model, it is found that tourism communication factors (COMMUNICATION) have positive direct effect of 0.21 on responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY) have direct effect of 0.69. However, tourism communication factors (COMMUNICATION) have no effect on sustainable tourism (SUSTAINABILITY), but responsible tourism (RESPONSIBILITY) has positive direct effect of 0.31 on sustainable tourism (SUSTAINABILITY) while community tourism management (LOCALITY) has positive direct effect of 0.52 on sustainable tourism (SUSTAINABILITY) respectively. The paired relationship of structural equation model and all statistical values is illustrated in Table 4.30

Table 4.30 Causal Relationship between Variables in the Structural Equation Model
and all Statistical Values

No	Causal Relationship	Path Coefficients	S.E.	C.R. (t-value)	Effect
1.	COMMUNICATION ⟶ RESPONSIBILITY	0.21	0.32	6.63**	Positive
2.	COMMUNICATION ⟶ LOCALITY	0.69	0.08	9.10**	Positive
3.	LOCALITY ⟶ SUSTAINABILITY	0.52	0.08	3.94**	Positive
4.	RESPONSIBILITY ⟶ SUSTAINABILITY	0.31	0.14	3.66**	Positive

Note: **the statistically significant level at 0.01

R^2 of variables in the model is as following: RESPONSIBILITY = 0.74,

LOCALITY = 0.54, SUSTAINABILITY = 0.72

From Table 4.30, the structural equation is constructed in the form of standard scores of the model as following:

RESPONSIBILITY   = 0.21 COMMUNICATION, R2 = 0.74 **...(1)**

(0.32)

6.63**

LOCALITY   = 0.69 COMMUNICATION, R2 = 1.54 **…(2)**

(0.08)

9.10**

SUSTAINABILITY = -0.31 LOCALITY + 0.52 RESPONSIBILITY 1.47 R2 =

0.72   **…(3)**

(0.14)   (0.08)

3.66**   3.94**

** the statistically significant level at 0.01

From Equation (1), it is found that tourism communication factors can explain the variance of responsible tourism 74%., and tourism communication factors have positive effect on responsible tourism at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if tourism communication factors have 1 standard deviation increase, it will yield 0.74 standard deviation increase in responsible tourism.

From Equation (2), it is found that tourism communication factors can explain the variance of community tourism management 154%, and tourism communication factors have positive effect on community tourism management at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if tourism communication factors have 1 standard deviation increase, it will yield 1.54 standard deviation increase in community tourism management.

From Equation (3), it is found that community tourism management and responsible tourism can explain the variance of sustainable tourism 72%, and tourism communication factors have positive effect on sustainable tourism at the 0.01 statistically significant level. In other words, it explains that when the consistency of other independent variables is controlled, if community tourism management and responsible tourism have 1 standard deviation increase, it will yield 0.72 standard deviation increase in sustainable tourism.

From all the above findings, it can conclude that the findings are as hypothesized. Specifically, the measurement model and structural model are congruent with empirical data at the .01 statistically significant level.

The Findings of the Analysis of Direct Effect, Indirect Effect, and Total Effects of Variables in the Structural Equation Model of Tourism communication factors and Sustainable Community Tourism Management of Yao Noi Island Community

From the analysis in Table 4.30, it is found that the constructed structural equation model is congruent with empirical data with effect values in the form of standardized regression coefficients as illustrated above. For this part, the findings on direct effect, indirect effect, and total effects of variables in the structural equation

model of tourism communication factors and sustainable community tourism management are shown in Table 4.31.

Table 4.31   The Analysis of Direct Effect, Indirect Effect, and Total Effects of the Variables in the Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management of Yao Noi Island Community

Dependent Variables	Effect	Predicting Variables			
		COMMUNICATION	RESPONSIBILITY	LOCALITY	SUSTAINABILITY
RESPONSIBILITY	DE	0.21**	-	-	-
	IE	-	-	-	-
	TE	0.21**	-	-	-
LOCALITY	DE	0.69**	-	-	-
	IE	-	-	-	-
	TE	0.99**	-	-	-
SUSTAINABILITY	DE	-0.07	0.31**	0.52**	-
	IE	1.02**	-	-	-
	TE	0.95**	0.31**	0.52**	-

Note: ** the statistically significant level at 0.01

From Table 4.31, the results are explained in three parts:

    1) Direct Effect

        (1) Tourism communication factors have positive direct effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.21.

(2) Tourism communication factors have positive direct effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.69.

(3) Responsible tourism has positive direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.31.

(4) Community tourism management has positive direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.52.

2) Indirect Effect

Tourism communication factors have positive indirect effect on sustainable tourism at the 0.01 statistically significance level, through responsible tourism and community tourism management, with the factor loading of 1.02.

3) Total Effect

(1) Tourism communication factors have positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.21.

(2) Tourism communication factors have positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.69.

(3) Responsible tourism has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.31.

(4) Community tourism management has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.52.

(5) Tourism communication factors have positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.95.

4.3 The Findings of Qualitative Research

In the third step of the study, qualitative research was conducted by using the Structural Equation Model from the preliminary analysis to be examined by experts in the related fields from different sectors: government, private, community, and academic, including the users to validate the findings responding to the research objective 3: to develop and test the congruence of the measurement model and Structural Equation Model of tourism communication factors, community tourism management, and responsible tourism towards sustainability, with empirical data, which will be useful for developing the tourism potentials of Krabi and Phang-nga Province. The details are as following:

4.3.1 The Appropriateness and Congruence of the Measurement Model and the Structural Equation Model of Tourism Communication Factors, Community Tourism Management, and Responsible Tourism Towards Sustainability with the Empirical Data

From the synthesis of data from both qualitative and quantitative research, in combination with the advice from experts and concerned scholars in tourism, it is found that tourism communication factors, community tourism management, and responsible tourism in the overall view have a positive effect, both direct and indirect, and are correlated. All factors have an effect on sustainable tourism of the communities and tourist attractions through an awareness and participation of all concerned sectors: government, private, communities, and tourists in the areas.

This model can be adopted as a prototype by adjusting with the context and operation of each tourism site, which will lead to determine the direction of sustainable tourism on the area through tourism communication factors and community tourism management on the basis of explicit and concrete responsible tourism operation to enhance the continuity of the development. (Suthep Kuasung, personal communication, July 27, 2019).

For the tourism communication towards sustainable community tourism management, it is suggested,

There should be tourism communication from outside to the communities in order to create an awareness and understanding of tourism management standards from the demand side, including tourism situations at national and global level. At present, quality tourists are very concerned about responsible tourism products. (Supaporn Prachumpai, personal communication, July 29, 2019).

Besides, for the perspective on theeffecthat might occur to the communities, it was suggested that the community should acknowledge and view communication as a major tool in creating correct and common understanding. On of the experts expressed his opinion,

Communication that creates an acknowledgement of both positive and negative effect that might happen to the community's economics, society, culture, and environment, including risk factors and risk management when facing any crisis, caused by political, economic, or natural disasters, including illness, is needed. To know possible changes due to uncertainty of tourism trends can lead to prompt sustainable community tourism management genuinely. (Supaporn Prachumpai, personal communication, July 29, 2019).

All four variables accord with basic concept of responsible tourism because such concept is aimed to reduce the negativeeffecof tourism on economics, society, and environment. After tourism development has been proved to cause aneffecaround the world, tourism development in relations to tourism's benefits should be reviewed to be assured of its payback for developing community members' quality of life mainly as the resources of their community are utilized; thus, the benefits from such utility have to be paid to them first. Accordingly, in developing tourism, people in the community must have power in decision-making, in participating in policy-making, and in inspecting the implementation of the policies of all steps. In addition, regarding responsible tourism that is used as a tool

for conserving local resources and for restoring, improving, developing, and correcting towards sustainability, such tourism sustainability must be the responsibility of all agents involved. Correspondingly, all these four indicators accord with the concept of responsible tourism that can be implemented for use truly. (Prachayakorn Chaiyakot, personal communication, July 29, 2019)

It is very good to have this communication model that is constructed from what the community actually does, or from their true ways, leading to a systemactic research process. It reflects how the community's projects are mobilized in relative to accordant theoretical concepts. This model can be counted as a good prototype of tourism communication and community tourism management for other communities in future. (Narathon Hongthong, personal communication, July 27, 2019).

Concerning community tourism management, a scholar in community tourism management viewed,

From the study of 3 parts of community tourism management variables, namely an awareness of tourist attractions' potential, the establishment of tourism development networks of both within and outside the community, the evaluation of tourism's carrying capacity, and the community development planning, they are variables that are congruent with tourism development principles. However, what should be added are sub-variables of these 3-part variables. If they are clarified clearly, that would be useful for readers in using them directly or applying them properly. (Tipsuda Putjorn, personal communication, July 31, 2019)

From the perspective of a tourism management scholar after studying the steps of the model construction and its variables, he proposed some interesting point of view about the possible problems and the needs for its implication,

This model of tourism communication and sustainable community tourism management is usable because nowadays lots of communities have been

induced into different tourism process. Different development projects have different ways of communication. Therefore, communities face effect from unclear communication, which also affects communication within communities." He further clarified the issue of unclear communication, "Last week, I attended a meeting in which definitions, principles, and criteria of tourism were set. However, it was found that there was no common understanding throughout the country. In addition, patterns of community tourism were so different. Despite their self-perception as community tourism, concerned agencies did not understand how to promote and communicate correctly. As a consequence, tremendous problems occurred. (Assistant Professor Chittasak Putjorn, personal communication, July 31, 2019).

4.3.2 Recommendations for Further Improvement and Development

From the aforementioned findings on the Measurement Model and Structural Equation Model of tourism communication factors, community tourism management, and responsible tourism towards sustainable tourism, they are found to be appropriate and congruent with empirical data in general. Still, some recommendations for further improvement and development were proposed by scholars in the field of tourism management as following:

Whether the constructed model can be effective or can measure all relations clearly depends on the involved situations in each period. At present, due to a diversity of communication and the rapid changes consistently in the era of modern technology, this might enable some changes in the measurement patterns and in more complex and diverse structural factors. (Narawadee Buakwan, personal communication, June 25, 2019).

Regarding the implementation of the research findings for use as a stakeholder of the community and also as a user, he viewed,

To make this model flexible and respond to constantly complex and dynamic factors, it is necessary to have some systems for reviewing and following the

factors with rapid changes in each period of time in order to make the model usable continually and effectively for developing tourism towards further sustainability. (Suthep Kuasang, personal communication, July 27, 2019).

Furthermore, in relations to communication perspectives and communication tools for enhancing the model to be more concrete in order to be able to respond to quality tourists from Asia and Europe, it was recommended,

Community tourism should be communicated to outside to create the right expectation to the target market through effective marketing communication that is true and realistic in terms of tourist attractions potential, tourist attractions maintenance, the readiness for quality and standard carrying capacity. Communication should be effective and clear in enhancing the community's decision-making on its responsible tourism, in accessing target maket, and in screening tourists responding to the needs of the community. (Supaporn Prachumpai, personal communication, June 29, 2019).

From the point of view of Dasta Thailand, who has been responsible for community tourism, we think that once the model has been constructed, we should develop it to cover a variety of dimensions by emphasizing the integration of all involved agencies in community tourism promotion. The creation of body of knowledge in community tourism in the communities which are successful should be focused. (Suthep Kuasang, personal communication, July 27, 2019)

In addition,

In future, communication should create a network and enhance innovation-learning exchanges for facilitating the community's own tourism development to increase the community's capacity and to upgrade tourism management to be universal and become a leader in helping other communities in the network. (Supaporn Prachumpai, personal communication, July 29, 2019).

To summarize this model in a holistic view, the model can surely be extended concretel, especially under the collaborative work among several sectors: community, society, etc. In terms of marketing, since these two tourism communities are tourism sites, they should be equipped additionally by some tools, i.e. the use of innovative marketing communication to call for more attention and to search for new patterns that are easy to access and to remember. (Narawadee Buakwan, personal communication, June 30, 2019).

Extending from the findings of qualitative in the last step, the researcher summarized the findings from a focus group interview and from consultation with concerned experts from government, private, community, academic, and user sectors and added two more topics into the model: 1) tourism communication factors or a concern on social and cultural context in tourism communication, and 2) integrated marketing communication, with 4 sub-topics: 1) the creation of the distinctiveness and comparability for a community tourism, 2) the understanding of target customers, 3) the establishment of body of knowledge relating with tourism, and 4) the creation of interestedness by innovative marketing communication, to enhance the model's completeness and lead to utility in all dimensions: community, societal, public, and commercial, genuinely as illustrated in Figure 4.9

Model of Communication Factors and Community Management towards Sustainable Tourism (Modified from the last step of Study)

Frequency of information acquired from the community's media

Opinion on tourism information provision

Participation in tourism communication

Increased income and quality of life development

Decreased economic impact

Power in decision-making

Participation in natural and cultural heritage conservation

Tourism communication factors

Responsible tourism

Sustainable Tourism

>> **Continual tourism**

>> **Quality tourism**

>> **Balanced tourism**

A concern on social and cultural context in tourism communication

Integrated marketing communication (IMC) of

Understanding of target customers

Creation of interestedness by innovative marketing communication

Establishment of tourism Body of knowledge

Creation of distinctiveness and comparability for community tourism

Community tourism management

Community development planning

Evaluation of tourist carrying capacity

Awareness of tourist attraction

Establishment of tourism development networks within and outside the community

Additional tourism communication variables from the experts' adviced in the last step of qualitative research

Additional IMC variables from the experts' adviced in the last step of qualitative research
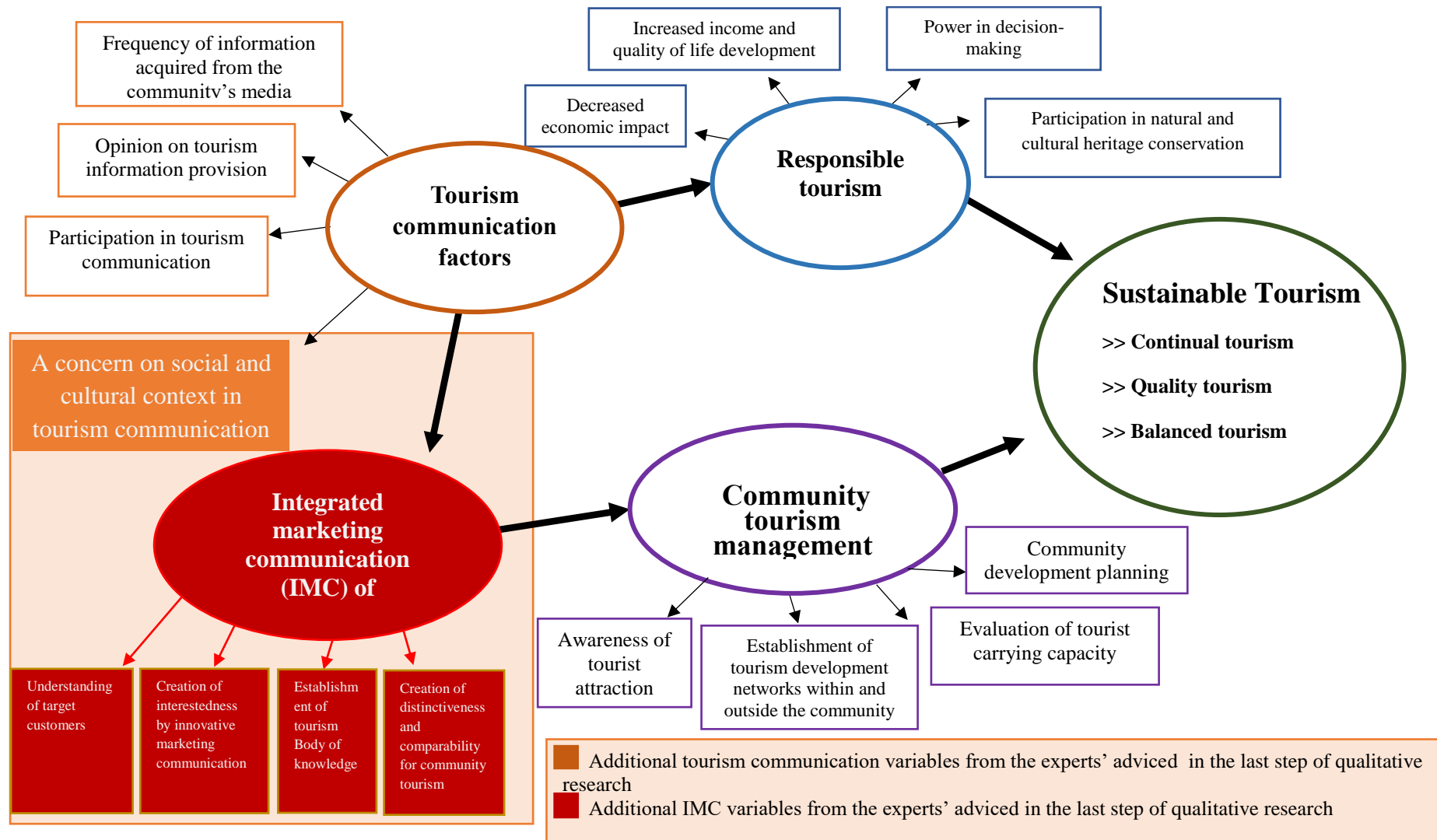
Figure 4.9 Model of Communication Factors and Community Management towards Sustainable Tourism

CHAPTER 5

SUMMARY, DISCUSSION, AND RECOMMENDATIONS

The research entitled, "Communication Factors and Community Management towards Sustainable Tourism, used mixed methods and aimed to 1) explore component factors of tourism communication, community tourism management, and sustainable tourism of the community, including other related factors in the area of Lanta Island in Krabi Province, and Yao Noi Island in Phang-nga Province, 2) to study the direct and indirect effect of the tourism communication and community tourism management factors, including other found factors, on sustainable tourism of the communities on Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, and 3) to develop and test the congruence of the measurement model and the structural equation model of tourism communication and community sustainable tourism management with empirical data. In this chapter, the findings are presented in 3 parts: Part 1: the findings of qualitative and quantitative research, Part 2: discussion of research findings, and Part 3: recommendations, with the details as follows:

5.1 Summary of the Research Findings

5.1.1 The Findings of Qualitative Research

(From the First Stage)

From the qualitative research conducted in Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province, the following is found in both communities:

5.1.1.1 Communication Factors

1) Major factors of tourism communication. Three factors are found: the exposure to tourism information from the community media, tourism information provision in the communities, and participative communication in community tourism. Specifically, the important thing of communication for promoting tourism is people in the communities. A community-based tourism communication

needs to give high importance to participation to create an image and impression for tourists. To enhance effectiveness, tourism communication has to be continual, frequent, and identical all through the community.

2) The roles or functions of conducting tourism communication in the communities. Community members assign structural functions based on each member's aptitude. For communication, it is operated by marketing and public relations division. From an in-depth interview, people who can perform this function well must have an ability to create participation in community communication towards the same direction and to provide information completely and continually, including being able to respond to questions and inquiries or additional information from the tourists' or receivers' opinion.

3) The differences and challenges of the operation in the area. Community-based tourism management in each community is different in its natural and cultural identity, including the potential of people in the community, which is an essential factor in managing and developing the community by using tourism as a tool. Thus, proper ways in the communication process of each community may be different too. If any community can reach the proper process quickly, it can affect the created image by the public relations effectively. In addition, if any community can choose the target responding to its needs, the communication media it uses can bring about effective marketing communication as well. Identity and context of each community are the differences in operation and communication. Differences in communication are people, information, devices, and methods, which will yield a direct effect to communication factors on parts of continuity, participation, and follow-up of opinions to create receivers' understanding continually.

4) The collection of community-based tourism knowledge. At present, there has not been an apparent database on this yet, but it requires the familiarity with tourist attractions from people's daily life in the area. The collection of such knowledge in the communities can increase the community members' understanding of tourism information. Besides, the systematic collection of information can access to all groups of people; nevertheless, the design of database of each community involves the appropriateness of the media used in collecting the information for each group of users, i.e. books are more appropriate than online media for the

elderly, etc. Furthermore, it is also a creation of a continual participative process in transmitting information within and outside the communities.

5) Associate parties involving in media production of the communities or in determining tourism communication guidelines. Tourism Authority of Thailand (TAT) plays a major role in promoting tourism marketing and public relations continually under the condition that the communities have to maintain the standards of community-based tourism and creates interesting tourism activities to introduce a new experience to tourists. Private agencies play as the sellers of tourism commodity of the communities. Therefore, entrepreneurs are major parts of media production since they have tourists as their marketing base and know well about their behaviors.

6) Major factors empowering communities through communication. Whether community products will be accepted or not depends partly on how community-based tourism is managed while whether community-based tourism will be well known depends on participation in communication. Accordingly, people in the communities must participate and have certain communication goals for conveying the message from the communities to consumers or tourists through proper media that can be interpreted with the correct meaning.

Besides, types of media can help the communities to realize about their roles in tourism communication. Media selection is thus one of the prioritized parts, and so is the concern about receivers. Nowadays, receivers or tourists are knowledgeable and can access information through a large number of online media. Correspondingly, it is urgent to develop online media for tourism marketing and public relations.

7) The importance of communication and the success of the communities. Today, receivers or tourists have channels and alternatives in acquiring various information. Communication elements are important, especially message or conveyed content is the most important since receivers expect to get the correctness of the content the most. Still, the communities, as senders, also have to emphasize their participative communication to ensure the success of the communities since it can bring about synergy for collective thinking and action. Especially, it can enable receivers' interpretation to be accordant with what senders try to convey. Accordingly, it is crucial

to develop communication knowledge for those involved, which can yield both short-term and long-term effect. The development of communication is thus important in helping the communities to present their identity through the use of communication devices, i.e. the publicity on tourist attractions, local food, or tourism activities of both areas very well.

8) Obstacles in conducting tourism communication. In running communication operation, mostly it depends on the potentials of the communities in acquiring community information, which sometimes the acquiring of information does not go in the same direction. Improper media is used in communication or the media is not proper for receivers. Consequently, misinterpretation may occur. Especially, when the cognitive foundation of receivers is different, receivers can interpret the message differently. To solve the problems, it is thus necessary to build up a body of knowledge to enhance the potentials for every sector involved towards utmost effectiveness. Communication for creating a perception or awareness is a part of marketing mechanisms in community-based tourism. It is an operation in creating marketing systems to create an awareness of tourists. Besides, it can strengthen and increase the potential in reducing communication inequality in the communities since behaviors are actions based on individuals' attitude and knowledge. People have different behaviors because of their different knowledge and attitude.

5.1.1.2 Community Management

1) The creation of the communities' networks towards sustainable tourism promotion. Such creation on Lanta and Yao-Noi Island ties the relationships of people for collective thinking and action, including collective responsibility for both positive and negative effect under the collaborative working in the form of networks. This is for empowering tourism management towards sustainability. It is a connection of relationship networks of community-based tourism groups for learning exchange to create an awareness of tourist attractions' potentials, an operation with associated parties, the maintenance of environment by using resources suitable for the tourists carrying capacity, and the community development by using tourism as a tool under the awareness and responsibility for tourism resources in all dimensions.

2)   Characteristics of community-based tourism networks leaders in the area of Lanta and Yao Noi Island. A leader must have visions, knowledge, and understanding of guidelines in managing community-based tourism. He or she must be adaptive for changes and play a role in determining directions and conceptual framework for community-based tourism network members as planned. This leads to participation in developing balanced tourism in economic, social, and environmental dimensions by using tourism as a tool via analytical thinking and problem-solving process of the communities.

3)   Potentials of tourism sites and attractions of the communities. Both communities have high potentials. Lanta Island is filled with people of a diversity of cultures: Muslim, Chao Lay (or sea gypsies), and Chinese, who co-exist happily. However, such eminent phenomenon is overlooked. The communities lack an understanding of managing their tourism with concern on their identity. Tourists and guides orient to natural treasure instead. At present, natural tourism is saturated so community members have cooperated, grouped, and become strong communities up to present. They give importance to tourism focusing on a visit to see the local lifestyle and on homestay tourism increasingly. Especially, Lanta Island has very high potential due to its geographic property, landscape diversity, and cultural and racial diversity. Such potentials bring about the advantage of Lanta Island over other sea tourist attractions.

4)   The tourists-carrying capacity of Yao Noi Island. Nowadays, tourism on Yao Noi Island grows very fast with increased numbers of tourists and this induces an investment of capitalists from outside sources increasingly too. However, the problem is the concentration of the income is in the capitalists' hand, who have full control of the community tourism management. For Lanta Island, the community is orderly organized, especially Ban Thung Yee Pheng, a concrete example whose tourism activities are invented by community members. A variety of programs are adjustable by the situation and tourists' needs. One of the important activities is an eco-tourism activity in which learning of Seagrass and forestation is exchanged to increase the forest area of the community, to create jobs, and to establish central standards as common practices of the community. One of the practices is to have common measures for controlling the number of tourists to accord with the potential of the area.

5) Community development Planning of Lanta and Yao Noi Island. Both communities are similar in their community development planning, which is caused by conglomerations. Yao Noi Island works in groups to increase its negotiation power, especially the synergy of the community in collective thinking, design, and action for its hometown. Besides, the community highlights the planning of sustainable natural conservation and of collaboratively resources conservation

6) Increased income and quality of life development. To increase income and to develop the communities' quality of life is a priority in developing potential tourist attractions. For the development of Yao Noi Island, Housewife groups merge to do activities for increasing jobs and income: local food, batik, and souvenirs, all of which are made by housewife's network of Yao Noi Island. For Lanta Island, at present, there are a grouping of community members in some area, i.e. under the name "Ban Buak", which is a gathering of people for collective thinking and creation of things every people has in his house, which are valuable and can be value-added.

7) Decreased economic impact. The old occupation of people on Lanta Island was fishery while gardening work is also decreased. At present, the existing occupation of people on the Island is rubber and rice plantation near their houses in small amount while a part of people turns to do the tourism-related occupation. It is apparent that the main occupation of people has changed since 2003 and more local people come back to work in their hometown by working in tourism area during high season and then go back to do fishery to increase their income during offseason. However, the outcome of tourism yields both positive and negative effect. For positive effect, people gain more jobs with increased income in a more comfortable working condition. They can also work in a better-looking dress than before. However, the negative effect is the decrease of traditional occupation, which has brought pride for people of Lanta Island for a long time but will disappear in the future. Moreover, aquatic resources of the Island have been hugely decreasing at the moment and is insufficient to respond to consumers' needs.

8) Participation in natural and cultural conservation. Sriraya Area of Island Island is an old-town region that becomes a tourism community by itself without any consolidation or merger of groups like other tourism communities. Namely, it is an ancient community that foreign tourists like to visit; however, the community

itself expresses no self-identity as a genuine tourism community. Oppositely, Ban Thung Yee Pheng was merged by its people aimed to be an exemplary community. On the part of Yao Noi Island, the issue of natural and cultural conservation is a great concern of its people. Thus, community-based tourism involves shared learning of local people and tourists in maintaining existing resources of a community and is used as driving force in developing a community towards sustainability through the participation of every concerned sector in the community for the sake of the community itself.

5.1.2 The Findings of Quantitative Research

(From the Second Stage)

5.1.2.1 Part 1: The Findings from Descriptive Analysis

1) General Information of the Samples

(1) Demographic Information of the Samples

More than half of the samples of Lanta Island, Krabi Province are male, aged 36-50 years old. One-third of them graduated from upper secondary education. Most of them are entrepreneurs in tourism and more than half of them earn an average monthly income of 10,001-20,000 baht. For the samples of Yao Noi Island, Phang-nga Province, more than half of them are female, aged 21-35 years old and graduated from upper secondary education. Most of them work in the hiring area with an average monthly income of less than 10,000 baht. For both groups as a whole, more than half of them are female, aged 36-50 years old. One-third of them graduated from upper secondary education. Most of them are tourism entrepreneurs and more than half of them earn an average monthly income of 10,001-20,000 baht.

(2) Tourism Communication Factors

For the overall findings, three kinds of media the samples expose to tourism information the most are personal media (i.e. community leaders, network leaders, community-based tourism network leaders, local administrative organization staffs, regional government officers, state enterprise personnel, governmental officials, and others through a meeting, training, consultation, project, research, or daily interaction. ($\bar{x} = 3.52$). Next is activity media ($\bar{x} = 3.33$) and mass media ($\bar{x} = 3.21$) respectively. The media the samples exposed to at the moderate level

is specialized (i.e. brochures, leaflets, newsletters, handbooks, research reports, posters, roll-ups, vinyl, safety signs, exhibitions, and stickers ($\bar{x}$ = 3.10).

Three issues of the tourism information provision in the community on which the samples express their opinion the most are 1) community media is a mediator that brings about the collaboration in community tourism. ($\bar{x}$ = 3.61), 2) community media makes people realize the importance of community-based tourism and good maintenance of community tourism resources ($\bar{x}$ = 3.55), and 3) community media help people to acquire useful tourism information ($\bar{x}$ = 3.48) respectively.

Regarding the participation in community tourism, three issues on which the samples express their opinion the most are 1) the acquisition of tourism information from community media ($\bar{x}$ = 3.45), 2) the community accept people's presentation of ideas, information, activities for their community tourism and the increased participation of government officers, local administrative organization staffs, and local people in tourism communication of the community. ($\bar{x}$ = 3.40) respectively.

(3) Community Tourism Management

For the overall findings, three issues of community tourism management on which the samples express their opinion the most are 1) the interest and the realization of the importance of tourism management within the community's potentials ($\bar{x}$ = 3.78), 2) the interest and realization of tourism resources conservation ($\bar{x}$ = 3.77), and 3) the understanding of the meaning and the carrying capacity of tourism ($\bar{x}$ = 3.45) respectively.

(4) Responsible Tourism

For the overall findings, three issues of responsible tourism on which the samples express their opinion the most are 1) the community has a clear direction of tourism operation emphasizing the conservation of the natural, cultural, traditional, and environmental heritage ($\bar{x}$ = 3.69), 2) community people have better quality of life by using tourism as a development tool ($\bar{x}$ = 3.66), and the community develops and promotes tourism activities giving importance to nature, tradition, culture, and environment ($\bar{x}$ = 3.56) respectively.

(5) Community Sustainable Tourism

For the overall findings, three things the samples practice the most towards sustainable tourism of the community: 1) the effective use of tourism resources in parallel to the conservation, restoration, and maintenance of existing resources, and the balanced use of tourism resources that causes no negative effect in future ($\bar{x}$ = 3.68), the development, promotion, and connectivity towards a diversity of tourism: natural, social, and cultural. ($\bar{x}$ = 3.58), and the use of tourism as a tool in increasing income for individuals and the community ($\bar{x}$ = 3.55) respectively.

5.1.2.2 Part 2: The Findings from Inferential Analysis

1) The Analysis of the Relationship between Variables

From the analysis of the correlation between tourism communication factors, community tourism management, responsible tourism, and sustainable tourism of the samples of Lanta Island, Krabi Province, and of Yao Noi Island, Phang-nga Province by Pearson Product Moment Correlation Coefficient, it is found that from the correlation of a sum of 4 variables, the correlation between "responsible tourism" variables and "sustainable tourism" variables is strong (r = .863).

Other relationship pairs with strong correlations are "tourism communication factors" and "community tourism management" (r = .771), "tourism communication factors" and "sustainable tourism" (r = .749), "tourism communication factors" and "responsible tourism" (r = .732), and "community tourism management" and responsible tourism" (r = .704). The relationship between "community tourism management" and "sustainable tourism" is at the moderate level (r = .674) at the 0.01 statistically significance level. All found relationships are positive with relative movement.

When extending the pair of the highest level of correlations, it can explain that if the communities can manage their operation towards responsible tourism, their tourism will be sustainable as well. Oppositely, if no responsible tourism is operated, no sustainable tourism will occur

2) The findings from the test of the congruence between the measurement model and the structural equation model of tourism communication factors and sustainable community tourism management with the empirical data.

From the construct validity test by Confirmatory Factor Analysis (CFA), it is found that the measurement model of tourism communication factors and sustainable community tourism management is congruent with the empirical data since more than three indices pass the determined criteria (Yuth Kaiwan, 2013; Sungworn Ngudkratok, 2014). From the test, it is congruent with empirical data by acceptable criteria of totally six indices (1) RMR = 0.029 (≤ 0.05) (2) NFI = 0.98 (≥ 0.90) (3) NNFI = 0.97 (≥ 0.90) (4) CFI = 0.98 (≥ 0.90) (5) IFI = 0.98 (≥ 0.90) and (6) RFI = 0.96 (≥ 0.90).

It is found that all latent variables in the measurement model of tourism communication factors and sustainable community tourism management of both communities are congruent with empirical data as all observed variables are at the .01 statistically significant level, with details as follow:

(1) Tourism Communication Factors

The latent variables of tourism communication factors compose of three observed variables: frequency of information acquisition via community media with the factor loading of 0.68, opinions towards the tourism information provision (0.67), and participation in tourism communication (0.71)

(2) Responsible Tourism

The latent variables of responsible tourism compose of four observed variables: decreased economic negative impact with the factor loading of 0.45, increased income and quality of life development (0.51), power in decision-making (0.49), and participation in natural and cultural heritage conservation (0.69).

(3) Community Tourism Management

The latent variables of responsible tourism compose of four observed variables: an awareness of tourist attraction potential with the factor loading of 0.70, the creation of tourism development networks of within and outside the community (0.66), the evaluation of tourists carrying capacity (0.49), and community development planning (0.56).

(4) Sustainable Tourism

The latent variables of sustainable tourism compose of three observed variables: continual tourism with the factor loading of 0.69, quality tourism (0.68), and balanced tourism (0.79).

3) The Findings of the Analysis of the Congruence of the Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management

From the analysis of the congruence of structural equation model of tourism communication factors and sustainable community tourism management with empirical data, it is found that the structural equation model of tourism communication factors and sustainable community tourism management is congruent with empirical data since more than three indices pass the determined criteria (Yuth Kaiwan, 2013; Sungworn Ngudkratoke, 2014). For this test, it is congruent with empirical data by acceptable criteria of totally six indices (1) RMR = 0.041 ($\leq$ 0.05) (2) NFI = 0.93 ($\geq$ 0.90) (3) NNFI = 0.90 ($\geq$ 0.90) (4) CFI = 0.93 ($\geq$ 0.90) (5) IFI = 0.93 ($\geq$ 0.90) and (6) RFI = 0.90 ($\geq$ 0.90).

From analyzing the effect size or path coefficients of all latent variables in the structural equation model, it is found that tourism communication factors (COMMUNICATION) have a positive direct effect of 0.97 on responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY) have a direct effect of 0.99. On the other hand, tourism communication factors (COMMUNICATION) have a negative direct effect on sustainable tourism (SUSTAINABILITY) of 1.41 and community tourism management (LOCALITY) has a positive direct effect of 1.00 on sustainable tourism (SUSTAINABILITY) respectively.

From the study, it is found that the findings are as hypothesized. Specifically, the measurement model and the structural model are congruent with empirical data at the .01 statistically significant level.

4) The Findings of the Analysis of Direct Effect, Indirect Effect, and Total Effects of Variables in the Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management of Both Communities

From the analysis in Part 3, it is found that the constructed structural equation model is congruent with empirical data. For this part, the findings on direct effect, indirect effect, and total effects of variables in the structural equation

model of tourism communication factors and sustainable community tourism management of both communities are summarized as follow:

(1) Direct Effect

a) Tourism communication factors have a positive direct effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.99.

b) Tourism communication factors have a positive direct effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.97.

c) Tourism communication factors have a negative direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of -1.42.

d) Responsible tourism has a positive direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00.

e) Community tourism management has a positive direct effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.41.

(2) Indirect Effect

Tourism communication factors have a positive indirect effect on sustainable tourism through responsible tourism and community tourism management at the 0.01 statistically significance level with the factor loading of 2.36.

(3) Total Effect

a) Tourism communication factors have a positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.99.

b) Tourism communication factors have a positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.97.

c) Tourism communication factors have a positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.94.

d) Responsible tourism has a positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00.

e) Community tourism management has a positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.41.

f) Tourism communication factors have a negative total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of -1.42.

5.1.3 Summary of Qualitative Research

(From the Third Stage)

In the last stage of the research, the constructed structural equation model of tourism communication factors and sustainable community tourism management was examined by the experts in tourism to confirm and to apply the model for us. For the fit and congruence of the model, the experts all agreed that the model can be used as a prototype by adjusting its application to suit the tourism context and operation of each community, which can be a direction framework for developing sustainable tourism via major factors of tourism communication and community tourism management under the clear and concrete concepts and guidelines of responsible tourism leading to the continuity of tourism development of each area.

Accordingly, one major tourism communication factor, namely the concern on the social and cultural context of tourism communication, is added. Social, cultural, and environmental contexts are very vital in mobilizing a community, especially in tourism communication or more specifically community-based tourism communication. The model thus can offer communication guidelines for community-based tourism.

Besides expanding the research's perspective to achieve more complete research process, some suggestions for future commercial use are also suggested by the experts, especially the additional issue on integrated marketing communication, as follow: 1) the understanding of target customers, 2) the creation of interestedness by innovative marketing communication, 3) the establishment of body of knowledge

relating with tourism, and 4) the creation of the distinctiveness and comparability of community tourism.

Therefore, to enable the constructed model to be more flexible and respond to complex and dynamic factors, it is necessary to have a system to review and follow rapid variant factors in each period. Thus, this can enhance the continuity and effectiveness of the model for developing tourism towards sustainability.

5.2 Discussion

From the research findings, the discussion is divided into two parts to respond to all three research objectives as follow:

Part 1: Discussion on tourism communication factors, community tourism management, and community sustainable tourism of a community on Lanta Island, Krabi Province, and on Yao Noi Island, Phang-nga Province to respond to the research objective 1.

Part 2: Discussion on the direct and indirect effect, including the congruence of the measurement model and structural equation model of tourism communication factors and sustainable community tourism management with empirical data to respond to the research objective 2 and 3 as follow:

5.2.1 Part 1: Tourism Communication Factors, Community Tourism Management, and Community Sustainable Tourism

From synthesizing the findings of qualitative research in the first stage, it is found that tourism communication comprises three factors: 1) frequencies in exposing to tourism information from community media, 2) opinion of stakeholders related with tourism communication of the communities and the level of participation in tourism communication of all involved in community tourism. For community management, it composes of four topics: 1) an awareness of tourist attractions' potential, 2) the establishment of tourism development within and outside the communities, 3) the evaluation of the tourists-carrying capacity, and 4) community development planning. Besides, the sustainable tourism of both communities consists of three main principles: continual, quality, and balanced tourism.

5.2.1.1 Tourism communication factors of the communities. In this study, they are 1) frequencies in acquiring tourism information via community media, 2) opinions of stakeholders related with tourism communication of the communities covering three domains: skills and knowledge in communication, good attitude towards tourism communication, and an awareness of social and cultural condition, and 3) the level of participation in tourism communication of the stakeholders related with community tourism. The details are as follow:

1) Frequencies in acquiring tourism communication via community media

The tourism communication factors that influence the communication success of the communities are the exposure to tourism information from community media, the tourism information provision in the communities, and the participative communication in the communities that affects tourism. Most of all, the important thing in communication that helps to promote tourism is "local people" or "community members." It means community-based tourism communication must give high importance to participation to create an image and impression for tourists. Besides, to ensure communication effectiveness, communication must be continual, frequent, and identical all through the community. Because of these qualifications of communication, they affect the tourists' opinion on the provision of information from the tourists, which leads to the communication success of the communities. This accords with Kanjana Kaewthep (2000), who states that a participative communication is a major component of the community, which is the type of communication that helps to stimulate the communities to perceive self-value. Also, it can create skills of media construction of the communities as a way of transmitting information from the communities' standpoint, perspective, and opinion. Furthermore, from the point of view of Singhal (2001) who develops the concept of participation based on the conceptual framework of de Negri, Thomas, Illinigumugabo, Muvandi, and Lewis (1998), which highlights the level of local people's participation and activities related with local people as the main criteria in explaining "participation" of people or called "6 Cs" in which C1 means Co-operation or working by the collaboration of local people. Such principle relates to the concept of representative selection. Representatives are people who can provide important information about a community or a powerful person in a

community, most of whom are like community leaders. Both Lanta and Yao Noi Island communities give high importance and trust in those people.

Moreover, as a sender, a community itself must have an understanding of community participation. Narinchai Pattanapongsa (1990, as cited in Sulaporn Sukkee, 2011, pp. 8-9) defines "participation of people" as 1) playing a part in helping a community voluntarily, 2) stimulating local people to be active and to respond to the development, including supporting local people's initiative ideas, 3) allowing a community to participate in decision-making process, in project implementation, and shared benefits of the development projects, etc.

Concerning the distinctiveness and challenges of operating in the area, the operation of community-based tourism is different in terms of the natural and cultural identity of each community, including potentials of people in a community, which is a major factor in developing a community through the use of tourism as a tool. Accordingly, the communication process of each community may have different proper ways. If any community can search for a proper way fast, it will affect the building of an effective tourism image. If any community can choose the right target, the media it uses for communication can lead to effective marketing communication as well. The differences in operation and communication are the identity and context of each community. The differences in communication are mainly people, information, device, and methods, which affect tourism communication factors directly in terms of continuity, participation, and following up of opinions to create an understanding to receivers continually. This concept accords with the main principles of participative development communication. Therefore, participative communication involves seven main principles: diversity of participants, media accessibility, confidence in people's potential, the eminence of the message, collective consultation, facilitation, and democratic process. Especially, regarding the diversity of participants, Grey-Felder (2001) views that the important element of participative communication is not "media" but is "the voice" of various participants since a participative communication process focuses on listening to and accepting others' opinion. As a result, participative communication gives importance to the diversity of participants and participating groups. The more diverse people are in different dimensions, the louder the voice of these varieties of people is. Then, their needs can be heard and reflected more clearly.

The word "identity" is challenging in the academic circle, especially in the field of communication because the meaning of identity is varying all the time. Formerly, "identity" was defined as a specific qualification of a particular person or of something, which has the same meaning as "uniqueness." At present, in the field of social science, the meaning of "identity" is reconstructed in relations to the understanding of cultural changes in the globalization context, which emphasizes the rapidity of time and borderless of the sphere, including related movements that cause the formation of identity related with new social and cultural direction, including other beliefs and factors increasingly. (Chatchawee Kongdee, 2015). Accordingly, organizers of communication activities in various forms, i.e. a meeting, conversation, or any mediated activities have to be aware of the importance of a diversity of people or groups of people so that they can design activities facilitating the media and information accessibility for these diverse people. Especially, communication is conducted based on the respect for equal rights and equality.

For communication within a community, it must be open for types of media that focus on "diversity", i.e. diversity of media types and communication channels in a community, etc. When considering the meaning of "communication in a community" in a broad meaning, it is found that the types of media used in both communities found in this study are personal media, traditional or folk media, object media, specialized media, and activity media as defined below:

Community media mean all types of media located in a community enabling more proximity and convenient use, i.e. community radio, broadcasting tower, village meetings, and boards, etc. To consider which medium is a community medium, Jankowsk (2002, as cited in Kanjana Kaewthep, 2009, p. 53) and Mowlana (2001, as cited in Kanjana Kaewthep, 2009, pp. 43-55, 422) give a remark, "when people lack an understanding of what community media is or have a narrow understanding that only mass media is a media, then the chance of picking up more varied types of media as a development tool will be very minimal."

Furthermore, the use of media for tourism communication needs the strategy of "media integration", i.e. to use new media together with personal media, or community media and mass media, etc. In health communication for public sectors, it is important to make local people be satisfied and engaged with content so that they

can talk about health promotion and can push it towards participative communication of all sectors in a community eventually. (Heldman, Schindelar, & Weaver, 2013, pp. 2-8; Manyozo, 2012, pp. 233-248; Suggs & Ratzan, 2012, pp. 250-260)

Moreover, for the properties of media used in a community, it is found that 1) community media must be improved properly to suit for each purpose of a community, 2) community media must be accessible for people at all times so that they can search for needed information, knowledge, or entertainment, 3) community media must be the media in which local people can participate in many roles, i.e. planners, producers, commentators, etc., 4) community media must be a stage for information exchange, besides being a transmitter of message, and 5) the publicized content in community media must come from the determination of people in the community, which accords with Berigan (1979, pp. 10-13).

Besides, Kanjana Kaewthep (2009) summarizes the criteria for identifying "community media": goals of community media, the ownership and the regulation of content, the process of media production, diffusion, receivers, and finance and budget management. Among types of community media, activity media is one of the most used media in tourism and development operations since it is the media that opens space for a large number of receivers to participate, i.e. exhibition, forestation activities in a community, etc.

2)   Opinion of stakeholders related to tourism communication in a community

Stakeholders express their opinion about tourism communication in a community in three issues: skills and knowledge in communication, good attitude towards tourism communication, and a concern on the social and cultural condition, all of which are important in tourism communication of a community.

The roles or functions of community-based tourism

Communication: The community divided its functional structure for each person to operate under his or her aptitude. For communication, it was operated by marketing and public relations units. From an in-depth interview about the roles of the community's communicators, it requires a person who can communicate to make community members understand their community's identity while can communicate to outsiders to make them understand clearly and able to reach such identity in parallel.

Such things are the image tourists expect to see when they travel to visit any tourist attraction. People who can perform that function well thus have to be able to create participation in the community's communication towards the same direction and able to provide complete and updated information. They also have to perform in Q&A function or to give further information upon any questions or expressions from tourists or receivers. Such notion accords with the study of Thanchanok Changrua, "The Usage of Communication to Create Community Participation in Natural Resource Management Toward Sustainable Tourism: Ban ThaPhru-Ao ThaLane Community, Krabi (2017), which finds that in the communication for creating participation of the community, the community gives importance to all four elements of the communication process (SMCR). Namely, 1) senders are community leaders 2) message is natural resource problems of the community, 3) media/channel emphasizes both formal and informal meeting through personal media to persuade people towards behavioral changes, and 4) receivers are people in the community by concerning people's skills, attitude, and level of knowledge. Besides, three levels of participative communication in the community are found: 1) as a receiver, i.e. the information acquired from community leaders, as a sender, i.e. to listen to community leaders' opinion and to involve in expressing idea, and 3) as a planner, i.e. to give a collaboration or to empower people. These findings are supported by the perspective of Social Research Institute and Environmental Research Institute, Chulalongkorn University (2002), which classify types of people's participation based on five major missions while only four missions are found to be congruent with the studies: participation in planning or having roles in activities involving planning of a project, participation in implementation, i.e. the support of resources and coordination in organizing activities, participation in utilization, i.e. making use of activities, and participation in benefit-sharing, i.e. the distribution of benefits from the development. It can be said the aforementioned concept reflects that genuine participative communication is not just a physical appearance or to provide ideas or to operate activities related with the development, but genuine participation by local people in developing projects involving the changes in the roles of local people by communication towards the same direction or the same goal.

The situation of collecting community knowledge for community-based tourism. At present, there is no apparent database for data collection, which requires

long living with a community until getting used to all resources. To manage community knowledge can help local people to understand better. Especially, if the information is organized in a systematic way or with the classification of information in the database that will help every group to access information more easily. However, to design the database of each community, it needs to consider the appropriateness of the media used in collecting data suitable for users as well. For instance, elderly people prefer information from books to online, etc. It will also create participation in transmitting information within and outside the community continually.

In communication for transmitting knowledge, the principle media used the most is personal media, which is a transmission from a family member from generation to generation. Kanjana Kaewthep (2005, pp. 88-89) mentions about the roles of personal media in development communication or communication for a community as following: 1) Expressive function: individuals or groups can express their selves for creating their own or their group's identity or uniqueness, 2) social function: participation in communication for creating common feelings of being the same community, 3) information function: opening an opportunity to let people exchange information and knowledge for increasing the level of understanding and knowledge in communication, including transmission skills to other people involving in the community development activities, and 4) control activation function or being a channel leading to practices for improvement or for solving problems of individuals and community, including encouraging feedback from all units in a community. (Windahl, Signitzer, & Olson, 1992, pp. 155-166)

The major factors for strengthening a community through communication. A community's products can be accepted or not partly comes from community-based tourism management, which depends on participation in communication. Accordingly, community members must have a participation in communication and have a goal of communicating information from the community to consumers or tourists through proper media, which can enhance receivers' interpretation precisely as transmitted.

Types of media can help the communities to realize about their roles in tourism communication. Media selection is thus one of the prioritized parts, and so is the concern about receivers. Nowadays, receivers or tourists are knowledgeable and can access

information through a large number of online media. Correspondingly, it is urgent to develop online media for tourism marketing and public relations.

At present, community media that is used the most is new media. The tourism communication of a community nowadays uses emails, websites, search engines, i.e. google.com/ Yahoo.com, application Line, Facebook, and YouTube. These new media play a great role in tourism communication towards the achievement in the development, maintenance, and in responding to the target group's questions in Real-time to enhance two-way communication. Thus, new media also plays a great role in creating networks and in creating participation in major health communication of all sectors of the community. These roles of new media accord with Berigan (1979, pp. 10-13), who adds the properties of media used in a community as follow: 1) community media must be improved properly to suit for each purpose of a community, 2) community media must be accessible for people at all times so that they can search for needed information, knowledge, or entertainment, 3) community media must be the media in which local people can participate in many roles, i.e. planners, producers, commentators, etc., 4) community media must be a stage for information exchange, besides being a transmitter of message, and 5) the publicized content in community media must come from the determination of people in the community.

The importance of communication and the success of the communities. Today, receivers or tourists have channels and alternatives in acquiring various information. Communication elements are important, especially message or conveyed content is the most important since receivers expect to get the correctness of the content the most. Still, the communities, as senders, also have to emphasize their participative communication to ensure the success of the communities since it can bring about synergy for collective thinking and action. Especially, it can enable receivers' interpretation to be accordant with what senders try to convey. Accordingly, it is crucial to develop communication knowledge for those involved, which can yield both short-term and long-term effect. The development of communication is thus important in helping the communities to present their identity through the use of communication devices, i.e. the publicity on tourist attractions, local food, or tourism activities of both areas very well. From the research findings, the factors influencing the media selection for responding receivers' or tourists' satisfaction are presented. Blumler and Katz

(1974, as cited in Kanjana Kaewthep, 2014, pp. 139-141) state that media selection of receivers is active with certain goals and objectives. In other words, receivers have their prior expectation and expect that the selected media can respond to their needs and satisfaction, both psychological and social, more than other media. The goals of selecting media are for 1) communicating with surrounding people, 2) searching for psychological security and reassurance, 3) searching for meanings and understandings. Besides, Kanjana Kaewthep (2009, p. 289) adds the kinds of motivation in using media and the expected satisfaction are 1) to acquire information, news, and advice, 2) to search for information for supporting one's existing attitude and values. Thanawadee Boonlue et al. (2003, p. 637) state that the factors affecting receivers' information exposure are 1) needs: physical and psychological needs for gratifying one's needs 2) attitude and values: major factors of media selection and media exposure, 3) goals: the determinant of media selection and selective exposure, 4) capability: the factor influencing the media selection and selective exposure since receivers often select to expose to information that is congruent with their potential, 5) utility: receivers search for information for use towards certain objectives, 6) Communication style: receivers prefer or dislike different kinds of media, 7) context: surrounding factor influencing directly the choices receivers make in various situations, and 8) experience and habit: receivers' experience and habit caused by past (Hunt & Ruben, 1993, as cited in Parama Satawetin, 1998, pp. 122-124)

3) The level of participation in tourism communication of stakeholders involving in community tourism

Associate parties involving in media production of the communities or in determining tourism communication guidelines. Tourism Authority of Thailand (TAT) plays a major role in promoting tourism marketing and public relations continually under the condition that the communities have to maintain the standards of community-based tourism and creates interesting tourism activities to introduce a new experience to tourists. Private agencies play as the sellers of tourism commodity of the communities. Therefore, entrepreneurs are major parts of media production since they have tourists as their marketing base and know well about their behaviors.

The major factors for strengthening a community through communication. A community's products can be accepted or not partly comes from community-based tourism management, which depends on participation in communication. Accordingly, community members must have a participation in communication and have a goal of communicating information from the community to consumers or tourists through proper media, which can enhance receivers' interpretation precisely as transmitted.

The participation in tourism communication of stakeholders related to community tourism can be divided into 5 missions:

Mission 1: Participation in planning

Mission 2: Participation in implementation

Mission 3: Participation in the utilization

Mission 4: Participation in benefit-sharing

Mission 5: Participation in evaluation

From synthesizing the point of view of concerned people on the participation in community development, it can be said that the aforementioned concept reflects that genuine participation of people does not cover only physical appearance nor the expression of ideas nor the opportunity in running development activities, but it involves the change of people's roles from the service receivers to participate in decision-making and to be responsible for the assigned missions in developing the community hand-in-hand with government agencies, including in a follow-up and evaluation for further improvement. The expected consequence that might occur from the said process is to empower the community and to manage the community based on the common consciousness as a citizen in an interdependent relationship.

Besides, the above notion also accords with Nattanan Wongprasert (2014) in the study entitled, "Communications Strategy to Promote Tourism of Rub Bua Festival at Bang Phli, Samutprakan Province," which finds that communication strategies helping to promote tourism of Rub Bua tradition of Bang Phli District, Samutprakan Province successfully are the clear determination of policy and strategies in planning, operation, and methods of implementation. For the factors enhancing the success are internal factors, i.e. leaders' roles and collaboration among members in the community.

Besides, types of media affect the awareness of the communities of tourism communication; therefore, the selection of media is one of the priorities, and so is the concern about receivers. At present, tourists or receivers can catch up with current movements and access to a large amount of information through online media. Thus, it is urgent to develop online media in marketing communication and public relations. Nowadays, the media used the most in a community is new media, comprising emails, websites, search engines, i.e. google.com, Yahoo.com, and application Line, Facebook, and YouTube. All of these new media play a very important role in tourism communication to achieve the intended goals, i.e. for development, keeping good relations, answering inquiries of target customers in Real-time, enhancing two-way communication. New media enhances the creation of networks and participation in health communication of all parts of a community. Berigan (1979, pp. 10-13) supports the roles of new media and indicates the qualification of media used in a community that 1) community media must be improved to be suitable for serving certain goals of a community, 2) community media must be accessible for people in a community, who want to search for information, knowledge, or entertainment, at all time, 3) community media must allow local people to participate in many roles, i.e. planners, producers, commentators, etc., 4) community media must be a stage or channel for exchanging information, and 5) the content disseminated by community media must come from people in a community.

Obstacles in conducting tourism communication. In running communication operation, mostly it depends on the potentials of the communities in acquiring community information, which sometimes the acquiring of information does not go in the same direction. Improper media is used in communication or the media is not proper for receivers. Consequently, misinterpretation may occur. Especially, when the cognitive foundation of receivers is different, receivers can interpret the message differently. To solve the problems, it is thus necessary to build up a body of knowledge to enhance the potentials for every sector involved towards utmost effectiveness. Communication for creating a perception or awareness is a part of marketing mechanisms in community-based tourism. It is an operation in creating marketing systems to create an awareness of tourists. Besides, it can strengthen and increase the potential in reducing communication inequality in the communities since behaviors are

actions based on individuals' attitude and knowledge. People have different behaviors because of their different knowledge and attitude.

Besides, different behaviors may be the consequences of different information exposure and different interpretation of the message. Schwartz (1975, pp. 28-31) describes the relationship between knowledge, attitude, and compliance. Attitude is a mediator inducing learning and practice. Besides, knowledge and attitude have a positive relationship, which can lead to practice or compliance. Nevertheless, a good attitude may not necessarily lead to practice because of an intervening factor because individuals have a variety of beliefs that are contradictory within themselves. Individuals will choose to do something from their positive attitude towards such thing the most. The gap between knowledge, attitude, and behavior (KAP-GAP) can be reduced or solved by four ways: 1) to provide knowledge for target groups on how to use and practice increasingly, 2) to give advice by having an opinion leader demonstrate to target groups directly and closely, 3) to reward those with desirable behaviors in order to motivate other members to comply, and 4) to use strategic persuasion through an opinion leader as personal media who can contact the members directly or through members' friends for the members who do not comply with. (Orawan Pilunowad, 2011, pp. 44-45; Rogers, 2003, pp. 464-467)

The important roles of communication are also supported in several studies on tourism communication during the 2000s. For instance, one of the research under the knowledge-based platform, "Communication of Sustainable Tourism Community: A Case Study of Khlong Lat Mayom Floating Market Community" of Ploychompooh Thitiyaporn (2010) indicates that sustainable tourism can be used as a driving tool for community development. In the past, Khlong Lat Mayom Floating Market Community was intruded by modernity and almost all of the people's land was bought by capitalists. However, once the concept of sustainable tourism was applied in the community, the community's life and identity were called back again. However, communication is still a major agent, especially the specific form of communication called, "community communication," which means communication by vision and power that is managed by the community to achieve the goals of the community.

Regarding communication and cultural identity assimilation amidst a diversity of culture, both religion and races, on Lanta Island, it is explained by Stuart

Hall, a theorist in the field of cultural studies, that "identity" is only a construct. Identity is constructed by many fragments. In case of Lanta Island community, their distinguished ways of life are their living in a multicultural society comprising people of four races: Thai-Buddhists, Thai-Chinese who are Buddhists, Muslims, and New Thai (Sea people) or Urak Lawoi who respect ancestral spirits. In spite of a diversity of culture, people on Lanta Island can live together peacefully by accepting cultural differences and diversity of subcultures with good balance among differences in rituals, language, local wisdom, tourism activity or tradition, etc. All of these are reflected explicitly as the identity of the Island. According to Erving Goffman, a sociologist, identity is divided into two kinds based on their differences and similarities: 1) personal identity is the image of an individual from the eyes of others as a person with some unique characteristics. Society will perceive the personal identity of each person differently. 2) the social identity of an individual is his or her social status, i.e. occupation, sex, ethnicity, religion, and membership. For people on Lanta Island, it is obvious that their personal and social identity is overlapping since their identity is a well-balanced connection between individuals and society. (Chatchawee Kongdee 2015).

       5.1.1.2 Community Management. In this study, the opinion of stakeholders involving in community tourism management emphasizes four issues: 1) an awareness of tourist attractions' potential, 2) the establishment of tourism development networks within and outside the communities, 3) the evaluation of tourist carrying capacity, and 4) community development planning. In short, community tourism management is the process of managing capital or resources within and outside a community through participation of people in the community of all concerned sectors: community organizations, community networks, government sector, private sector, NGO, etc. in order to develop a strong community that can rely on itself through the process of planning, managing society or groups and community organizations, structuring working process, determining responsible staffs, dividing work, coordination, managing budgets, organizing projects or activities to achieve a community's goals or develop a community, following, and evaluating the results by giving importance to participation for creating shared learning for people in the community mainly.

When "community management" is combined with the word, "tourism," it is thus the community tourism management for supporting or carrying tourism. If a community has good community management, that community will be strong and ready in "tourism management", leading to useful tourism that causes no damage to the community; on the contrary, it can be useful in all dimensions: social, economic, and environment for a lifetime, or so-called, "sustainable tourism", which is a part of "sustainable development."

From studying the variables of community tourism management of these four issues, namely, an awareness of tourist attractions' potential, the establishment of tourism development networks within and outside the communities, the evaluation of tourist carrying capacity, and community development planning, it is found that the variables are congruent with the studied concepts. Thus, it helps to establish clear guidelines for community tourism management, which can be useful for direct use or for applying them appropriately as following:

1) An Awareness of Tourist Attractions' Potential

Tourism potential is the readiness of each tourist attraction, which facilitates development, improvement, or changes, and the interestedness of the tourism sites that can attract tourists to visit them. From the study, it is found that the readiness of tourism sites and tourist attractions of both communities is high. Lanta Island is full of cultural diversity, i.e. Muslim, Chinese, Urak Lawoi, etc, but with happy co-existence. However, such eminent phenomenon is overlooked. The communities lack an understanding of managing their tourism with concern on their identity. Tourists and guides orient to natural treasure instead. At present, natural tourism is saturated so community members have cooperated, grouped, and become strong communities up to present. They give importance to tourism focusing on a visit to see the local lifestyle and on homestay tourism increasingly.

Remarkably, Lanta Island has very high potential due to its geographic property, landscape diversity, and cultural and racial diversity. The mentioned potentials bring about the advantage of Lanta Island over other sea tourist attractions. Such remark accords with the study of Tawit Sudsakorn, Pat Pattanarangsun, and Chatchawee Kongdee (2013), which found that the area on Lanta Island, Krabi Province was selected by Thailand Research Fund (TRF) as one of the potential tourism sites that have been studied continually and extensively during 2012-2014 towards actual commercial use. TRF specifies

that Lanta Island is high-potential tourism site with beautiful natural resources, diverse culture, and unique identity, but lack major tourism information and have no tourism development plans concerning about its carrying capacity, which affects tourism development and expansion in future, especially development plans of basic facilities, including learning facilities, systematic information service. Especially, it is short of personnel and systems for mobilizing community tourism, including the creation of a local body of knowledge in sustainable tourism management. Besides, from the study, three recommendations for developing and maintaining economic, social, and cultural area of the Island are given as follow: 1) the development of tourism service providers for supporting future tourism routes or tourism activities, which should be done promptly in parallel to the research conduction to push its operation towards commercial use, 2) the creation of tourism alliances networks to call for collaboration and benefit-sharing among stakeholders, both government and private, and 3) the promotion of public relations to create an awareness and to stimulate tourism that follows the planned routes concretely. This requires knowledge in different forms of marketing communication. In addition, Wiwatchai Boonyapak (2007) specifies criteria for considering and determining potential and importance of tourist attractions as follow: 1) the value of tourist attractions, i.e. beauty, distinctiveness, historical antiquity, the significance of cults and religion, climate, natural landscape, and ways of life, 2) the convenience in accessing, i.e. the condition of the route, nature of journey, timing, length of time taken from the city to tourist attraction, and all facilities, including environment, i.e. physical condition, weather, ecosystem, other conditions of tourist attractions, and fame

              2) The Establishment of Tourism Development Networks Within and Outside The Communities

              The merger and creation of networks at present tend to be public and NGO networks mostly. Public networks occur from the consolidation of people from various places, especially rural communities. They are a merger of individuals, groups, and networks through community culture, working process with other sectors, and technology systems as supporters for their consolidation. Generally, public networks happen because of some necessities to solve some problems. They occur from shared learning and experiential transfer through natural process or from the promotion of government or other organizations that want to see an organization, a community,

and society to be strengthened and to have potential in developing itself towards the desired goal or the goal of the government or stipulated organizations. (Bhra Maha Suthith Arphakaro, 2004).

The creation of community networks for promoting sustainable tourism on Lanta Island and Yao Noi is the creation of relationship among members for collective thinking, collective action, and collective responsibility for both positive and negative impact by connecting the operation in the form of networks. It is for strengthening tourism management towards sustainability by connecting relationship networks of community tourism groups for sharing learning in creating an awareness of the potential of tourist attractions. The creation of networks requires working with alliances, maintaining the environment by using resources properly within the community's carrying capacity, and community development by using tourism as a tool with an awareness of and responsibility for tourism resources in all dimensions.

The nature and structure of the networks depend on the mission of benefit groups. Benefit groups may support the establishment of networks, or to enhance a learning process, including involving in the development process, which is congruent with missions, activities, and main goals of benefit groups. The important thing is that each party sees the importance of uniting power to solve the problems as a whole for Thai society.

The working process of public networks can be classified into two levels: the first level is the level of increasing the strength of a community in adapting a learning process and self-administration. The second level is the level of providing an opportunity for enhancing the potential of networks and their expansion of community groups to other networks up to provincial and national level with a wide connectivity.

Nantasan Mukdamontree (2013) studied "Local Communities and Participation in the Development of Andaman Sea Coastal Tourist Attractions: A Case Study of Ko Yao Noi, Phang-nga Province," and found that Yao Noi Island Community was the community that had potential facilitating the local participation in developing sustainable tourism. The strength of the community was its harmony, a group formation for negotiating for its future community planning, coordination and collaboration from people in the community, unique local culture, rules and regulations stipulated by the community, the roles of conservative tourism clubs responsible for

tourism activities, cultural tourism sales packages in combination with natural tourism, and its locality. Besides, the social capital of Yao Noi Island Community, which was human capital, was another strength of the community, together with the capital from outsiders who brought changes into the community against the traditional cultural current.

A merger of public sectors is the power that buoys up self-reliance and social development, emphasizing learning, wisdom heritage, and community adaptation as the main goals, including people's participation in developing local communities and the nation as a whole. Public sectors frame their networking through occupation-base activities and the linking process, based on continuity, self-reliance, and community culture. Most of the working process aims to strengthen a community, to manage community resources, and to work collaboratively with government sectors, which will be the base leading to more alliances at the higher level, i.e. from the merger of occupation-based groups at the village level to sub-district level, etc. The process of public networking is thus crucial for national development since it is the power at the national level, which involves a lot of people. Accordingly, the use of cultural system, belief system, trust, and accessibility to occurring problems at the community level as a tool in connecting and relating people towards good relations on the foundation of common understanding, congruent ways of living, and nature of all things, which is the creation of one own culture in living in a society, is essential.

To enable the sustainability of tourism community, it is necessary to create and develop tourism networks in a community comprising mainstays of the community, community leaders, local administrative organizations, public organizations, and volunteers as a coordinator and supporter of tourism networks through their participation based on sufficiency-resources use. (Bhra Maha Suthith Arphakaro, 2004)

Besides the aforementioned process of networking, another thing that stakeholders related to tourism networks of both communities should concern is the roles and functions of networking since each network has different roles. Such roles and functions of the concerned groups and networks are different in the level of participation and involvement. Still, every network may coordinate or collaboratively connect with other networks in various dimensions. The determination of clear roles and functions will help the working process achieve the goal as planned more easily.

Therefore, the networking process of Lanta Island and Yao Noi Island is a major strategy in the collaboration of the communities. It is a supporting process among members and alliances, starting from small points and issues in the communities and expanding to be broader networks. It includes a search for new knowledge that is more appropriate through communication and innovation systems as a tool in constructing the meaning and good relations among members. (Bhra Maha Suthith Arphakaro, 2004).

Network leaders of community-based tourism of Lanta and Yao Noi Island must have a vision and have knowledge and understanding of community-based tourism management. They must be ready for changes to perform a role in determining a clear direction and conceptual framework for community-based tourism members. Then, they can lead the members to have participation in tourism development, balanced in economic, social, and environmental dimension by using tourism as a tool through analytical thinking and problem-solving process of the community. These guidelines accord with the findings of the study of Pitoon Thongchim (2014), "Managing Collaboration in Community-Based Tourism on Lanta Island, Krabi Province," which found the use of good tourism relations among government, private, and community sectors on Lanta Island, Krabi Province. Such good relations of all concerned agents, i.e. TAT in Krabi Province, Krabi Province Tourism and Sports, Krabi Province Community Development, etc. brought about advantages to the community and tourism stakeholders, and led to sustainable tourism for the community. However, regarding community-based tourism management of Lanta Island, Krabi Province, it was found that people in the community were not ready to cope with occurring changes so well. Accordingly, it affected the potential of people in the community in competing with entrepreneurs from outside the community and caused relatively low-level roles and functions of community leaders in analyzing and solving problems of the community in some issues. Therefore, the ways of managing the collaboration of tourism on Lanta Island, Krabi Province, need a continual and interdependent process. Besides, it needs good collaboration among concerned offices and agents for strengthening and enabling the sustainability of community-based tourism by Lanta Island community.

3) The Evaluation of Tourist-Carrying Capacity

Nowadays, tourism on Yao Noi Island grows very fast with increased numbers of tourists and this induces an investment of capitalists from outside sources increasingly too. However, the problem is the concentration of the income is in the capitalists' hand, who have full control of the community tourism management. For Lanta Island, the community is orderly organized, especially Ban Thung Yee Pheng, a concrete example whose tourism activities are invented by community members. A variety of programs are adjustable by the situation and tourists' needs. One of the important activities is an eco-tourism activity in which learning of Seagrass and forestation is exchanged to increase the forest area of the community, to create jobs, and to establish central standards as common practices of the community. One of the practices is to have common measures for controlling the number of tourists to accord with the potential of the area, which complies with the concept of carrying capacity of tourism sites. The exceeding number of tourists or the beyond carrying capacity can cause the problems of managing natural resources and also utilities of tourists, i.e. the problem of crowdedness, insufficient facilities, or the impact on recreation activities, etc., leading to the deterioration of natural resources and environment. As a consequence, the satisfaction of tourists will decrease and yield negative results to the tourism of the community in the long term. Thus, "carrying capacity" means the level of growth ability or level of tolerance to changes at only a certain level while environment can be maintained or exist in normal condition without any negative effect, damage, or risk to well-being, sanitary, environment, or parts of environment of a community, including human beings. The exceeding level of carrying capacity can affect the environment and damage it so much that it cannot be restored to the previous state or condition. (Teerayut Kamsiripiman, 2011; The Faculty of Forestry, Kasetsart University, 2005).

From considering the elements and structure of each ecosystem, carrying capacity can be classified into 4 types: 1) eco-carrying capacity, 2) physical carrying capacity, 3) facilities carrying capacity, and 4) psychological carrying capacity.

4) Community Development Planning

Community development planning of both Lanta Island and Yao Noi Island communities is similar in the way that their community development planning occurs from the formation of groups. The important things are the community's synergy I collective thinking, collective design, and collective action for their community. Besides, they focus on the planning of maintaining natural resources for a long time so it leads to the collective conservation of resources.

Correspondingly, whether and to which direction a local community can be developed depends on some factors based on the principles of community development and development management, including the adaptation to catch up with all changes in economics, society, politics, and environment.

The fundamental concepts for developing a local community are crucial since they help to facilitate how to work with people in a community more properly and effectively. Such concepts are as following:

(1) People Participation is the heart of community development based on the main principle that local people are the key participants in thinking, planning, operating, and maintaining.

(2) Self – Reliance is a concept of developing local people to be able to rely on themselves increasingly by having the government facilitate within their capability potential and inappropriate timing with appropriate criteria.

(3) People's Initiation is required as a democratic way while the government should stimulate people to think and express their ideas that are useful for their community, district, or sub-district.

(4) Felt – Needs is crucial as development must come from the needs of a community, which can enhance more participation and more willingness of people to cooperate and to maintain their community because of their sense of belonging.

(5) Life-Long Education is an essential process in local community development. A community needs to have continual education as long as people still live in such a community.

From the basic concepts, the principles of community development are used as guidelines in developing a community as follow:

(1) Human dignity and potential- centered by providing an opportunity for local people to use their maximal potential. Importantly, developers should make them be assured that they have the potential to use their knowledge and capability to improve themselves. The opportunities should also be provided for people to think, plan, and solve their community's problems by themselves.

(2) Self-reliance centered by supporting people to depend on themselves, especially by empowering the community. The government should play a role in facilitating and supporting the capacity limit of people.

(3) Participation-centered by allowing community members to collaboratively think, plan, decide, and execute the plans, including following up and evaluating all activities and projects conducted their community to increase genuine participation of local people and to implant their awareness and sense of belonging and ownership.

(4) democracy-centered in all local community development by initiating a conversation and meeting for collective thinking, decision-making, and implementation with common responsibilities under a democratic way and amidst supporting atmosphere.

From the steps of community development process based on fundamental concepts of community development and previous operation in various communities, it is found that many communities could be developed and be strengthened, either totally by the communities themselves or by their collaboration with the governmental offices; people in the communities had better lives with more stability.

5) Sustainable Tourism

From the opinions of stakeholders of community tourism, sustainable tourism should consist of the following characteristics: 1) continual tourism, 2) quality tourism, and 3) balanced tourism. (Usawadee Poolpipat, 2011)

(1) Continual tourism means the tourism that concerns about the continuity of natural and cultural resources, and of offering good experience for tourists.

From the perspective of scholars, to provide good experiences for tourists and to develop the quality of life of people in the community of Lanta and Yao Noi Island is a major key since community-based tourism is not tourism in a community, but by a community. Therefore, people in a community are a primary and primal drive for supporting a tool called, "tourism", to go to the right direction. When tourists visit the community, they will get a good feeling and consequently want to come back again. This is the great success that can induce repeated tourism in the community.

For tourism activities in the process, they emphasize the transmission of the community's identity or existing uniqueness of the community, i.e. an ancient-boat cruise, local food, community activities, including rituals, which can be counted as tourism activities. Still, Rumphaiphan Kaewsuriya (2004, pp. 3-4), states that tourism management covers principles of tourism management of all forms of sustainable tourism based on global tourism development standards. The responsible personnel in tourism management need to be able to cope with the use of traditional resources, both natural and cultural heritage sufficiently but effectively by concerning the valuable capital and quality of nature, including cultural capital and local wisdom. The issues of sustainable tourism-related with this statement are 1) the reduction of over-consumption and waste. Those who responsible for tourism development have to jointly plan with stakeholders in managing the use of resources effectively and in searching for other substitutes with similar qualification and same quality to reduce the use of running-out or scarce resources. 2) the maintenance and promotion of natural, social, and cultural diversity. Those responsible for tourism development need to plan to expand tourism base by maintaining and promoting a diversity of the tourist attractions, such as promoting more diversity into natural and cultural tourist attractions by adding more values and improving service standards so that tourists can spend their time at those attractions longer or want to visit those places again. This finding accords with Suthee Sertsri, (2015), who found in his study, "A Study of Sustainable Tourism Management in Klongkone Community, Mueng District, Samutsongkhram Province" that 1) Klongkone Community possessed three kinds of identity: old history, ways of living near the water, and prosperous mangrove forest, 2) the process of tourism management and tourism activities that were found proper were proper carrying capacity and the promotion of khlong Khone to be a learning center through tourism activities, such as planting

mangrove trees event, visiting the community's way of life by boat, kayaking, and other activities, i.e. clamming mud-sled, boat rowing for feeding local fish, etc., 3) the community developed and managed its tourism by highlighting the conservation of mangroves of the community, cultivating people to have an awareness of the conservation, applying Sufficiency Economy philosophy for their happy living.

Similarly, Thanatcha Ritdech (2015) studied, "Guidelines for Developing Tourism Activities and Destination for Sustainable Tourism of Amphawa Floating Market SamutSongkram Province" and found that most tourists expressed their opinion on the Amphawa Floating Market in general at the good level and on its tourist attractions: restaurants along the canal, souvenir shops, temples, churches, and ancient remains or archaeological sites, at the good level as well. Tourists expressed their needs for sustainable tourism activities but perceived behaviors based on sustainable tourism principles of the community at a good level. Besides, it was found that the Municipality of Amphawa Sub-district had set development schemes, but had been operating slowly step by step continually to ensure more readiness of the tourism management due to too fast growth in the past. This overgrowth caused a lack of development direction and effective measures for control.

(2) Quality tourism means tourism that emphasizes the quality of three main parts: environment, tourists' experience, and quality of local people's life.

Regarding the development of personnel in community tourism and the establishment of community tourism management standards, in the area of Lanta, local people are trained on sustainability through learning the concepts and conducting practices in sustainable development at all levels, depending on their interest and convenience. In addition, they are taught through dialogue and conversation with guest experts and people who are responsible for each mission, i.e. the concept of homestay, tourism service standards, etc.

Besides, Designated Areas for Sustainable Tourism Association of Thailand (Dasta Thailand), a responsible organization for tourism in the area, consistently executes management mechanisms and training for the community to make the community realize the importance of learning correct rules and criteria for proper practices.

Concerning the use of communication devices as important facilitators and supporters, the development of local people by enhancing their knowledge in communication and the use of communication devices in their daily life will help them to use such devices to present their community's identity by themselves. By doing so, it creates a kind of engagement to people in the community or a sense of genuine participants of the community. This will also be quality experiences tourists can acquire from tourism. Usawadee Poolpipat (2011) raises one part of sustainable tourism principles that to induce sustainability, training concerned staffs is important by providing the concepts of sustainable development and practical guidelines for staffs at all levels to upgrade tourism service. Furthermore, how to communicate information to tourists focusing on providing an understanding of respect for tourist attractions' natural, social, and cultural heritage is also essential.

In terms of using tourism as a tool for increasing income for individuals and the community, nowadays it is apparent that tourism helps the economic growth of a community while responsible persons will perform as a mediator in coordinating collaborations. The related principles are systematic and supportive sharing, provision, and acquisition with common goals. The community plays a role in taking tourism for economic expansion. All responsible staffs and agencies have to coordinate with local administrative organizations and all concerned tourism promotion offices in the area. Predominant local resources should be searched and publicized to promote tourism sales towards increased numbers of tourists. Consequently, it can create income for people who perform as local entrepreneurs.

Such remarks is accordant with the study of Sudthanom Tancharoen (2017), which found that the important parts of community-based tourism were the overall promotion of community's economics through social process with a focus on developing community people, the assembling of community organizations that adhere to righteous development participation management in responding to the community's needs and leading to genuine democracy, its reflection of political dimensions, and cultural conservation through inheriting from generation to generation by the community members themselves, including the environmental conservation and people's rights in managing the natural resources of their community. Moreover, it was found that collaboration in community-based tourism management enabled the community to be more professional

and gain continual income, without any environmental destruction. Thus, all found factors were essential to the success of sustainable tourism development genuinely.

The findings accord with the study of Nattaya Bootyu (2014), which found that the strength of Amphoe Mueng, Prachuap Khiri Khan were its high-potential tourism resources, low cost of living, and a full of facilities and accommodations. The way for developing its sustainable tourism was active developmental strategies, i.e. developing tourist attractions to be more eminent, preparing for carrying increased tourists as a consequence of the opening of the trade relief point at Dan Singkhon, and establishing networks between entrepreneurs in developing a tour package for tourists. At the same time, the preventive strategies were to develop networking between provincial agencies and stakeholders for transmitting the knowledge of sustainable tourism management

(3) Balanced tourism means the balance between the needs of the tourism industry, the needs of local communities, and the carrying capacity of tourism resources.

The community of Yao Noi Island realizes to use tourism resources in parallel to conserve, restore, and maintain them simultaneously once they experienced the loss. Thus, shared learning of people in the community is very crucial. For Lanta Island, filled with natural diversity and fertility, people group together with a certain goal for maintaining their resources and are ready to prevent, including substituting natural loss that might occur from tourism. The main conducting activity is the forestation, which has been introduced to tourists during these several years up to present.

To use tourism resources in a balanced way to prevent negative impact in the future is a kind of preserving the quality of resources to be useful for lives and well-being, especially to use the resources deservedly. On Lanta Island, a merger of people operating this mission is balanced with its human capacity and resources. People in the community try to accumulate and increase their resources to be sufficient for their living properly. On the other hand, they are aware of maintaining their identity and uniqueness as much as they can through the use of their local wisdom in combination with their new-technology application. This notion accords with Usawadee Poolpipat (2011) who describes that one of the most important principles of sustainable tourism is the balanced use or sustainable use of resources, no matter they are natural, social, or cultural, and the decreased over-consumption and waste to restore the damaged environment for the long

term. Besides, the maintenance and promotion of a diversity of natural, social, and cultural resources can help to expand the tourism industry in the future.

Notably, the balance between the needs of inside and outside the community, or the carrying capacity of available resources, the needs of tourists, and the needs of people in the company should be well-balanced. In other words, internal factors can be controlled and managed while knowing what is happening in the outside world or to what extent capitalists have invaded the area. No matter what the reasons are, people in the community must be able to deal with them. Furthermore, it requires coordination between organizational and local networks to upgrade the quality of local tourism management. Accordingly, participation is vital. While the community needs collaboration from external organizations, it requires people's participation as well Thus, a balance means a balance of both sides or every concerned party. Usawadee Poolpipat (2011) further explains that sustainable tourism involves the participation of local communities in managing people's benefits and environment to better their quality of life and to manage tourism. Moreover, the community has to give importance to a collaboration from entrepreneurs, local people, and involved organizations and institutions. The importance of participation in a community is supported by the study of Nantasan Mukdamontree (2013), "Local Communities and Participation in the Development of Andaman Sea Coastal Tourist Attractions: A Case Study of Ko Yao Noi, Phang-nga Province," which found that 1) Ko Yao Noi community is a potential community for participating in sustainable tourism because of its advantage in its harmony, a collective negotiation group towards future planning for the community, the collaborative working with people in the community, uniqueness of local culture, specified rules by the community, the roles of eco-tourism clubs in the area in organizing activities, the sales of cultural tourism and natural tourist attractions in combination, and local ways of living and locality. 2) social capital of the community was local people capital, which was the strength of the community, and outside capital, which led to changes amidst the current of traditional culture conservation, and 3) Muslim ways of living were integrated based on local wisdom, which had been inherited and conserved so deeply that everyone in the community felt as stakeholders and had a sense of ownership in promoting and organizing activities in the community. The above findings accord with Luxanawadee Boonyasirinun (2014), who studied the effect, from the confirmatory factor analysis, of the principal components of creative tourism approaches

and principal factors of sustainable tourism: cross-cultural learning exchange, thorough cultural understanding, an opportunity of tourists in developing their creative potentials and their participation in decision-making, thorough understanding in the local production process and in local products, actual experiences, memory and impression, a balance between conservation and utilization, reduction of overconsumption and waste, participation of local people and a collaboration among concerned agencies. The practice of local people in Thailand and the factors related to creative tourism was found to have no relationship with the principles of sustainable tourism. Eco-tourists preferred natural tourist attractions the most, especially sea and mountain respectively. Regarding creative tourism approaches for developing ecotourism, most tourists gave importance to the memory, impression, and understanding while they concerned about how to conserve and utilize tourism resources in the balance as a principle of sustainable tourism the most. On part of community people in terms of their conduct helping to develop ecotourism, they collaboratively took care of the tourist attraction's cleanliness the most at the high level.

From the in-depth interviews, the issue of responsible tourism emphasizing the notion of "making a better residence for habitats and better tourist attractions for visitors," is added for further study. Responsible tourism requires collective responsibility and operation from all involved: government, local people, tourists, etc. towards sustainability. Besides, responsible tourism on the environment can be conducted through the sustainable utilization of resources, responsibility related with the tourism industry, responsibility for the security and safety of tourists, government, employers, employees, and the local community. (South African Department of Environment Affairs and Tourism) with an increased awareness of economic, social, and environmental impact. In addition, it needs to emphasize the increased economic benefits for local people and bettered quality of life of the host community by enhancing their power in decision-making, and their participation in conserving natural and cultural heritage for maintaining the community's diversity. On the other hand, it should impress tourists with cultural, social, and environmental resources of the community. All of these are for inducing mutual respect between tourists and the host community and to bring about pride to the community as well.

6) Responsible Tourism

In terms of economics, the old profession of people on Lanta Island was fishery while now gardening has been decreasing greatly while rubber and rice are planted near the house in a small amount. Parts of people shift to work in tourism-related work. It is apparent that since 2003, the main occupation of people has been changing. More people in the area turn to do their jobs at home by working in tourism during a high season and go back to do fishery during the off-season to increase their income. The outcomes thus are both positive and negative. The positive outcome is their increased income with more comfortable work in a nicer dress. On the other hand, the negative outcome is the decrease of the traditional profession, which used to be a pride for people on Lanta people in the past and may disappear in the future. Regarding the aquatic resources, the amount of these resources has been decreasing tremendously as well and now is insufficient for consumers' needs. McLaren (2006) describes parts of the objectives of responsible tourism are to increase economic profits for local people while improving well-being for the host community by improving working condition and people's accessibility to the tourism industry and to decrease the negative impact on economics, environment, and society.

Besides, responsibletravelnicaragua.com, (2019) summarizes seven objectives of responsible tourism, and parts of them are to decrease the economic, environmental, and social negative impact.

The issue of the creation of income and development of quality of life is one of the primal importance in developing potential tourist attractions. The development of quality of life on Yao Noi Island, housewife groups are merged to do some activities for creating their jobs and income: local food, batik, souvenirs, etc., made by housewife network of Yao Noi Island. For Lanta Island, at present, there are some mergers of people in the community under the name of "Ban Buak," a consolidation of people aimed for collective thinking and creation of what is available in their community to make it valuable or add its value. Such phenomenon in the communities accords with the seven-aspect principles of responsible tourism, namely the creation of economic benefits for local people with a better quality of life and well-being of the host community while creating a good experience for tourists by cultural, social, and environmental resources conserved by the community, defined by responsibletravelnicaragua.com.

The notion also accords with the Cape Town Declaration (2002), Responsible Tourism emphasizes better economic benefits from tourism for local people. Thus, it relates to people in the area and outsiders' decision that influences or affects people's life. Consequently, Responsible Tourism focuses on a good performance in managing the natural and cultural heritage of the host community. (Round Table Africa, 2010, as cited in Feruzi, 2012). Responsible Tourism covers positive economic, social, and environmental support from tourism organizations of the host community.

In relations to the issue of participation in natural and cultural conservation of Lanta Island, Ban Thung Yee Pheng Community is a group that people collaboratively plan and manage its community, expected to be a good exemplar of community-based tourism community, which focuses on genuine participation of people without changing the traditional ways of life while being ready to adjust it to cope with the new coming changes. Such practice corresponds to the definition of responsible tourism addressed by World Tourism Organization (WTO) as "all types of tourism that concern about nature and cultural environment of the host country or community, including benefits of all concerned parties." (Smith, 1990)

For Yao Noi Island, the participation of people in conserving natural and cultural resources is what people in the community gives high importance based on the assumption that community-based tourism is shared learning of local people and tourists in maintaining the community's existing resources. Tourism is also viewed as a tool for developing the community towards sustainability as a result of participation of all sectors in the community for the sake of the community Such definition accords with Goodwin (2011) who states that the goal of responsible tourism is to create a motivation of local people and to promote them to have responsibilities to make their community tourism more sustainable. Thus, such principles are aimed for tourism planners, managers of tourism development, and all involved with tourism products and service starting from local people as the hosts, local governors, businessmen of all concerned parts, and foreign tourism entrepreneurs and tourists at the destinations.

Furthermore, website pearsonschoolsandfecolleges.co.uk (2019) states that Responsible Tourism is the tourism that concerns about its impact on tourist attractions by promoting positive impact as much as it could while decreasing the negative impact on the area caused by tourism. In parallel, website gala.gre.ac.uk (2019) agrees that

it is the tourism in which those who are responsible try to encourage sustainable tourism management via tourism while yielding positive consequences for a local society, improving tourist attractions to be better and more attractive, and giving pleasant experiences for tourists, by the collaboration with local people and all sectors responsible for creating a sustainability to tourism of a community.

Additionally, for Thailand Responsible Tourism Association or TRTA (2017), responsible tourism is the tourism that causes no negative impact on society, culture, economics, and environment. As Thailand possesses a variety of tourist attractions, which brings about mass benefits to the tourism industry sector, all sectors collaborate in developing and implanting an awareness of common responsibilities.

Prachyakorn Chaiyakot (2018), Vice President of TRTA, raises key roles of Responsible Tourism as following:

(1) To yield the least negative impact on economics, society, and environment.

(2) To build up economic benefits for local people, improve their quality of life, and to increase jobs and income for local people

(3) To empower local people to have decision-making skills of what should do or should not do.

(4) To disperse the conservation of natural and cultural heritage to keep the biodiversity of the world.

(5) To introduce interesting experiences to tourists by connecting them with local tradition, culture, society, and environment

(6) To provide an opportunity for the disadvantaged to access the use of resources.

(7) To create mutual respect between tourists and the hosts to induce the community's pride and assurance.

Correspondingly, in short, responsible tourism is tourism that gives importance to the responsibility of all concerned parties related with tourism through their support in various ways, i.e. when tourists visit any tourist attraction, they will not destroy the community's tradition, nor exploit tourism resources exceedingly, but respect and value the community's cultural value without changing it or violating the community's beliefs. Besides, they should respect and value their human fellows, such as to respect their hosting,

etc. Thus, responsible tourism is the type of tourism leading to sustainability for tourist attractions and enhancing the common utility of them for the long term.

For the findings from qualitative research, four observed variables of the latent variables of responsible tourism are 1) the decreased economic, environmental, and social negative impact, 2) the creation of income and the quality of life development of the host community, 3) power in decision-making and 4) participation in natural and cultural heritage conservation.

5.2.2 Part 2: Discussion on Direct and Indirect Effect of the Measurement Model and Structural Equation Model of Tourism Communication Factors and Sustainable Community Tourism Management and Empirical Data for responding to the Research Objective 2-3

From the analysis of the structural equation model of tourism communication factors and sustainable community tourism management of Lanta Island community, it is found that the constructed structural equation model developed from this study is congruent with empirical data. In this part, the analysis of the total effect of variables in the structural equation model of tourism communication factors and sustainable community tourism management of Lanta Island can be summarized as follows: 1) Tourism communication factors have positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.94, 2) Tourism communication factors have positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.95, and 3) Tourism communication factors have positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00.

For negative total effect, it is found that community tourism management has a negative total effect on sustainable tourism at the 0.05 statistically significance level with the factor loading of -0.20.

From the analysis of the structural equation model of tourism communication factors and sustainable community tourism management of Yao Noi Island community, it is found that the constructed structural equation model developed from this study is congruent with empirical data. In this part, the analysis of the total effect of variables in the structural equation model of tourism communication factors and sustainable

community tourism management of Yao Noi Island can be summarized as follows: 1）Tourism communication factors have positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.21, 2）Tourism communication factors have positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.69, 3) Responsible tourism has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.31, 4) Community tourism management has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.52, and 5) Tourism communication factors have positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.95.

From analyzing the structural equation model of tourism communication factors and sustainable community tourism management of both communities, it is found that the constructed structural equation model is congruent with the empirical data. The positive total effect of the variables in the model can be summarized as follows: 1）Tourism communication factors have positive total effect on responsible tourism at the 0.01 statistically significance level with the factor loading of 0.99, 2）Tourism communication factors have positive total effect on community tourism management at the 0.01 statistically significance level with the factor loading of 0.97, 3.) Responsible tourism has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.00, 4) Community tourism management has positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 1.41, and 5) Tourism communication factors have positive total effect on sustainable tourism at the 0.01 statistically significance level with the factor loading of 0.94.

From the analysis of total effect, it is obvious that the structural equation model of tourism communication factors and sustainable community tourism management correlates with many variables in sequence. Accordingly, to lead the community to be sustainable tourism, it must start from considering the tourism communication factors, responsible tourism, and community tourism management.

Briefly, it can be summarized that all latent variables in the measurement model of tourism communication factors, community-based tourism, and responsible tourism,

affecting sustainable tourism of both Lanta and Yao Noi Island Community are congruent with empirical data as all manifest or observed variables are at the .01 statistically significance level. Besides, the structural model of tourism communication factors and community-based tourism management of both communities is congruent with empirical data since more than three indices pass the determined criteria. When analyzing the effect size or path coefficients of latent variables in the structural equation model, it is found that tourism communication factors (COMMUNICATION) have positive direct effect on responsible tourism (RESPONSIBILITY) and community tourism management (LOCALITY), but have negative direct effect on sustainable tourism (SUSTAINABILITY) while responsible tourism (RESPONSIBILITY) and community tourism (LOCALITY) have positive direct effect on sustainable tourism (SUSTAINABILITY). Therefore, the findings accord with the hypothesis or the measurement model and the structural equation model is congruent with empirical data at the 0.01 statistically significant level. In summary, the analysis of direct, indirect, and total effect of all variables in the structural equation model of tourism communication factors and sustainable community tourism management of both communities, it is found that tourism communication factors have a positive direct effect on responsible tourism and community tourism management, but have a negative direct effect on sustainable tourism while responsible tourism has a positive direct effect on sustainable tourism and community tourism management has a positive direct effect on sustainable tourism. For indirect effect, it is found that tourism communication factors have a positive indirect effect on sustainable tourism through responsible tourism and community tourism management and for total effect, it is found that tourism communication factors have a positive total effect on responsible tourism and community tourism management but have a negative total effect on sustainable tourism while community tourism management and responsible tourism have positive total effect on sustainable tourism.

In the last stage of the research, the structural equation model of tourism communication factors and sustainable community tourism management is examined and advised by the experts in various fields from all sectors: government, private, and public, to validate and confirm the model. Additional recommendations towards genuine application from the point of view of users, scholars and experts in responsible

tourism, tourism management, and community tourism management to make the model more complete and precise by adding a tourism communication variable, namely a concern on social and cultural context in tourism communication due to the fact that social, cultural, and environmental context play significant roles in mobilizing a community and tourism communication, especially in a community. In other words, community-based tourism and guidelines of communication for community-based tourism are individuated and unique; therefore, general communication guidelines may not be proper. On the other hand, from the perspective of marketing communication, general marketing communication may not be proper either since the product is a dynamic community with consistent changes due to a community's changes, possibly affected by external factors, i.e. the increased numbers of tourists, social condition outside the province, and the inherence of knowledge and cultural heritage of the community. Besides, tourism communication also possesses some major components, different from general communication. In other words, sustainable community development that can still maintain the identity of a community is the core attraction of a community enabling tourists to be interested to visit and it is even more important than the number of tourists.

From having experts expand the perspective of this research to be more academically appropriate through a complete research process, the perspectives and concept of marketing communication provided for applying the model towards commercial use in future are added to enrich the model. The additional issue is four main parts of integrated marketing communication: 1) the understanding of target customers, 2) the creation of interestedness by innovative marketing communication, 3) the establishment of the body of knowledge related with tourism, and 4) the creation of distinctiveness and comparability of community tourism, with details as following:

1) The understanding of target customers. The heart of marketing and Marketing communication in the new era starts with understanding the target customers. Especially for community-based tourism, customers may be different from general tourism; thus, it is necessary to understand their demographic information, i.e. sex, age, occupation, income, and hometown, and psychological information, i.e. preference, belief, attitude, value. Besides, what cannot be missed is the media usage, i.e. media of regular use, frequency of use, and media usage behaviors of target customers, such as general

tourism and community-based tourism factors, numbers of accompanying tourists, length of travel, travel preference, and expectation towards tourism, etc.

These data should be acquired from research or studies or analyzed from the customers' database. Entrepreneurs may not be convenient or cannot search for the needed information by themselves so they have to rely on assistance and planning of offices or agents responsible directly for community-based tourism

2) The creation of interestedness by innovative marketing communication. In general, community-based tourism often gets low budgets for marketing communication; thus, it will be too costly and inappropriate to use mainstream mass media, i.e. television, newspaper, or other media with a high budget. Besides, the impression from the usage of mass media may not be appropriate for mood and tone of community-based tourism, since it does not focus on the creation of currents or trends like the usage of mass media. Thus, nowadays more specialized media for specific groups of interest is used for accessing specific target groups more effectively with a relatively lower budget but higher flexibility. This might be called, "innovative marketing communication," which can be conducted in many forms, i.e. content marketing or communication that does not focus on product advertising but provides interesting information for attracting target customers through storytelling. Storytelling is another form of content marketing that tells about some distinguished things of a community, such as a history, background, vital people of a community, important events, conflicts or climax, including the success of a community or the collaboration of people in a community to maintain the cultural heritage of a community. This kind of information can be value-added for a community's products, i.e. homestays, food, lifestyle, or any other products. Innovative marketing communication can also be communicated through marketing influencers, i.e. online writers, bloggers or photographers related to tourism, by selecting influential persons appropriate for each target group. The expenses for such innovative marketing will not be as high as actors' performing fee or remuneration. Another kind of innovative marketing is Experiential Marketing, which aims to create an experience for target customers through some interesting activities. The activities can be presented through a short clip about the eminence or charm of a community.

3) The establishment of a body of knowledge related to community-based tourism. From in-depth interviews with community-based tourism entrepreneurs and tourism promotion offices, it is found that one major problem of promoting community-based tourism is the lack of entrepreneurs' s skills, i.e. resource management, accounting, tax submission, marketing, and marketing communication, especially through the use of social media. They have no skills in creating content in social media to attract their target tourists, i.e. photographs, content, headline, or clip VDO. Furthermore, plenty of skills are needed for tourism entrepreneurs as follows:

(1) the invention of activities to create tourists' participation and engagement

(2) the creation of diverse platforms and channels that tourists can access to see, i.e. YouTube, Facebook, Line, etc.

(3) online marketing, i.e. Search Engine Optimization (SEO) to help target tourists search for needed information more easily.

(4) the purchase of advertisements in various forms, i.e. Boost Post by adjusting search criteria that suits for target customers

(5) language learning of target tourists in foreign countries.

All of the aforementioned marketing and marketing communication knowledge should be provided to tourism entrepreneurs with low education or with low marketing knowledge and experience by training to help expand the opportunities to be perceived by tourists, both domestic and international. In case, there is an agent or office responsible for community-based tourism directly, that community can organize training or can assist entrepreneurs in various ways in regards to the creation of the body of knowledge more effectively and the creation of knowledge that responds to target tourists' needs genuinely. Still, a collaboration from the government sector, i.e. education institutions specializing in community-based tourism management, and private sectors can help a community to achieve such goal

4) The creation of distinctiveness and comparability for community-based tourism. Since community-based tourism has some unique aspects and distinctiveness different from general tourism. Therefore, a community should not present their selling point to be similar to that of general tourism. Instead, a community

should create "points of difference" influencing consumers' perception, by presenting the differences from general tourism and other communities.

From the research on Community-Based Tourism Marketing Communication in Thailand," of Warat Karuchit, Narawadee Buakwan, and Chatchawee Kongdee (2018), it was found that the three eminent points of community-based tourism to which tourists pay attention the most is nature in a community, local ways of living, and local wisdom, all of which are different from general tourist attractions. Besides, each community possesses these three distinctive attributes that are not available in other tourism sites. For instance, local wisdom on Thai massage of Ban Rai Kong Khing, Chiangmai Province can be seen nowhere in Thailand, etc.

Nevertheless, besides a community will create its points of differences, it needs to communicate its "points of parity" to target tourists as well. These points are tourism factors to which target tourists give their importance; thus, community-based tourism can present these points like general tourism to ensure tourists of the tourism standards

From the research, "Marketing Communication of Community-Based Tourism in Thailand," it is found that the aspect of community-based tourism tourists expected the most to see was a variety of activities in which tourists of different groups could choose to participate. Despite being just community-based tourism, most tourists expected that they could do several activities in a community like general tourism, but only different activities. The second aspect of the community-based tourism expected the most by tourists is pleasant and standardized accommodation. Similar to tourists' expectation from general tourism, in spite of being small-community tourism, they still expected to have a standard, clean, safe, and beautiful accommodation. Accordingly, for marketing communication for community-based tourism, no matter which forms of tourism it is, it requires both points of differences and points of parity, which can offer the trustworthy foundation of tourism, namely interesting activities, and standardized accommodation. (Warat Karuchit, Narawadee Buakwan, & Chatchawee Kongdee, 2018).

Besides, the establishment of strengthened networks of community-based tourism is very crucial. The success of community-based tourism depends on strong-tie networks at all levels through every communication channel. The networking can start from the supportive networks to learning-exchange networks among tourism communities at local, provincial, regional, up to national and international level.

Moreover, tourism communities should have a communication network for establishing a good relationship with private entrepreneurs, i.e. travel agencies, product manufacturers, and mass media, including government offices, i.e. tourism promotion offices, business entrepreneurship promotion offices, and governmental mass media.

In addition, another significant network is the tourism networks for tourists and target customers, which can be introduced conveniently in social or online media, i.e. Facebook, YouTube, web boards, etc., to help to disseminate tourism information, create good relations with target customers, promote community-based tourism, and provide correct understanding to other network members for their proper expectation on community-based tourism.

5.3 Recommendations

5.3.1 Recommendations for Further Use

1) Recommendations for Policies and Utility

(1) Tourism organizations in the area of Krabi Province and Phang-nga Province, Designated Areas for Sustainable Tourism Administration (Public Organization) or Dasta Thailand, and tourism entrepreneurs can apply the constructed and validated structural equation model of tourism communication factors and sustainable community tourism management for their use in the responsible tourism area. Besides, they can extend the results or adjust the model in other areas with similar context to both communities, including in a community that is moving towards sustainable tourism. they can use it as guidelines in developing communication for fostering sustainable tourism of other potential tourism sites in Thailand.

(2) The findings of this study can be carried out to be a handbook for sustainable tourism communication or a prototype activity based on the research findings, that is congruent with the social and cultural context of each area genuinely.

(3) Tourism personnel, of both government and private sector, can adjust the constructed structural equation model of tourism communication factors, community tourism management, and responsible tourism towards sustainable tourism to be used in their responsible area appropriately.

2) Recommendations for Communities

From this research, it indicates information related to tourism communication community management, and responsible tourism leading to sustainable tourism, that is quite distinguished and diverse. Nevertheless, each tourism community should highlight its eminence by creating a clear identity for the community. On the other hand, a community should have the necessary information ready for producing proper marketing communication media and add some interesting issues of integrated marketing communication, especially the founding of tourism body of knowledge and the creation of points of differences and parity for its community tourism.

5.3.2 Recommendations for Further Studies

1) An extended study should be conducted in other potential tourism sites in other regions to see if and how tourism communication factors, community tourism management, responsible tourism, and sustainable tourism are different.

2) Further research should be conducted for making action plans of tourism communication and community tourism management by studying the designs of plans, projects, activities, in enhancing and empowering communication, especially marketing communication for community-based tourism in Thailand, including a research on new innovative tourism communication in Thailand, that are updated and can lead to success concretely.

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APPENDIX

QUESTIONNAIRE

Communication Factors and Community Management
towards Sustainable Tourism

Data collection site ☐ **Lanta Island, Krabi** ☐ **Yao Noi Island, Phang-nga**

This questionnaire is the research instrument for collecting data of a doctoral student in the Doctor of Philosophy program (Communication Arts and Innovation), the Faculty of Communication Arts and Management Innovation, National Institute of Development Administration (NIDA). The purposes of the study are to explore opinions on tourism communication factors of the community and their effect, including the opinions on the community management and responsible tourism that affect sustainable tourism of the communities under study: Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province. The provided data from concerned people will be useful for this study so the researcher kindly requests for your cooperation in responding to this questionnaire. High appreciation and thanks are given herewith.

....

The questionnaire comprises five parts as follow:

Part 1   Questions on general or demographic information

Part 2   Questions on tourism communication factors in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province

Part 3   Questions on community tourism management in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province

Part 4   Questions on responsible tourism in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province

Part 5   Questions on sustainable tourism in the area of Lanta Island, Krabi Province, and Yao Noi Island, Phang-nga Province

Explanation: Please kindly check ✓ in the ☐ that you would like to choose

Part 1: **Demographic Information**

1.1 Sex

☐ 1) male   ☐ 2) female   ☐ 3) others (Please specify)..................

1.2 Age ....years old

1.3 Education Level

☐ 1) element education   ☐ 2) lower secondary education

☐ 3) upper secondary education/vocational

☐ 4) diploma/ high vocational   ☐ 5) a bachelor's degree

☐ 6) higher than a bachelor's degree

1.4 Agency/office/occupation

☐ 1) tourism network member/ network leader

☐ 2) community leader

☐ 3) tourism entrepreneur (hotel/accommodation, food, and beverage, souvenirs, travel agent, transportation)

☐ 4) local administrative organization official

☐ 5) regional government/ state enterprise/school/ university/other government agency

☐ 6) private sector staff/ entrepreneur

☐ 7) student

☐ 8) fishery/ agriculture

☐ 9) hiring

☐ 10) Others (Please specify ....)

1.5 Average monthly income

    ☐ 1) lower than 10,000 baht   ☐ 2) 10,001 – 20,000 baht

    ☐ 3) 20,001 – 30,000 baht   ☐ 4) 30,001 – 40,000 baht

    ☐ 5) 40,001 – 50,000 baht   ☐ 6) more than 50,000 baht

Part 2: Questions on tourism communication factors

2.1 Frequency of tourism information exposure of people related to community tourism via media in the community.

No.	Frequency of Tourism Information Exposure Via Media in the Community	Level of Frequency				
		Highest	**High**	**Moderate**	**Low**	**Lowest**
1	You expose to tourism information from **personal media**, i.e. community leaders, community-based tourism network leaders, local administrative organization personnel, regional government or state enterprise officers/ governmental agencies/others that provide tourism information via a meeting, training, consultation, project, research, or daily interaction.					
2	You expose to tourism information from **the community's media**					

No.	Frequency of Tourism Information Exposure Via Media in the Community	Level of Frequency				
		Highest	High	Moderate	Low	Lowest
	2.1) meeting at the community, village, sub-district, and district level 2.2) wire broadcasting/broadcasting tower 2.3) local television 2.4) community radio 2.5) coffeehouse forum 2.6) rituals 2.7) performing arts					
3	You expose to tourism information from **mass media** 3.1) newspaper 3.2) television, and 3.3) radio					
4	You expose to tourism information from **activity media** 4.1) meeting/training 4.2) projects/research conduction 4.3) community development planning 4.4) organizing traditional activities, religious rituals and belief 4.5) conglomeration of tourism networks 4.6) surveillance of the community's safety					
5	You expose to tourism information from **specialized media** 5.1) brochure/leaflet 5.2) community newsletter					

No.	Frequency of Tourism Information Exposure Via Media in the Community	Level of Frequency				
		Highest	High	Moderate	Low	Lowest
	5.3) research handbooks/ reports 5.4) billboard/poster/ roll up/vinyl/foam sheet 5.5) safety-warning sign 5.6) exhibition 5.7) stickers					
6	You expose to tourism information from **new media** 6.1) website 6.2) email 6.3) application, i.e. Line, Facebook, YouTube, etc.					

2.2 The opinions of people involved in community tourism communication towards the tourism information provision from media in the community

No.	Opinions of People Involved in Community Tourism Communication Towards the Tourism Information Provision from Media in the Community	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
1	Community media provides useful tourism information, news, and content					
2	Community media makes people realize the importance of community-based tourism and good maintenance of tourism resources.					

No.	Opinions of People Involved in Community Tourism Communication Towards the Tourism Information Provision from Media in the Community	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
3	Community media performs as a mediator enhancing collaboration in community tourism					
4	Community media enhances shared learning between community members and outside people related to community tourism development					
5	Community media enhances the knowledge and understanding of the conservation and development of community tourism resources					
6	Community media makes people realize the importance of the conduction of community tourism projects/activities/research					

No.	Opinions of People Involved in Community Tourism Communication Towards the Tourism Information Provision from Media in the Community	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
7	Community and community-based tourism network leaders provide knowledge on the maintenance, conservation, and development of community tourism resources.					
8	Government and other governmental agencies provide knowledge on the maintenance, conservation, and development of community tourism resources.					
9	The design and content of brochure/leaflet/poster/roll-up/ vinyl/ form sheet/safety-warning sign/exhibition/ stickers is congruent with the present tourism situation of the community					
10	Application, i.e. Line, Facebook, etc. is an important communication channel for providing tourism information and community-based tourism					

2.3 The opinions of people involved in community tourism communication towards Participative communication in the community

No	Opinions of People Involved in Community Tourism Communication Towards Participative Communication in the Community	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
1	You acquire tourism information from the community's media					
2	You have an opportunity to express ideas in consulting with people within and outside the community					
3	You participate in expressing opinions on designing forms and content of community media design for making it easy to understand					
4	You participate in giving ideas on community tourism activities and projects					
5	You participate in initiating community tourism activities and projects.					
6	You are accepted in presenting ideas for community tourism activities and projects					

No	Opinions of People Involved in Community Tourism Communication Towards Participative Communication in the Community	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
7	You have an opportunity to join in a forum for learning exchanges on community tourism					
8	You have an opportunity to listen to tourism information and problems from Thai and foreign tourists.					
9	You adopt the received tourism information for use.					
10	Government officers/local administrative organizations staffs, and community members participate in the community's tourism communication increasingly.					

Part 3: **Questions on community tourism management**

No	Community Tourism Management	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
1	You know and understand the potential of community tourism resources					
2	You have an interest and see the importance of tourism management under the existing potential of the community					
3	You have an interest and see the importance of tourism resources conservation and restoration					
4	You participate and have roles in planning community tourism development and management					
5	You are a part enabling tourism activity and project management to proceed as planned continually					
6	You provide information and transfer experience in community tourism management to people within and outside the community					

No	Community Tourism Management	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
7	You participate in connecting and collaborating in the establishment of tourism development networks, both within and outside the community.					
8	You participate in pushing forward the promotion of community tourism from external agencies					
9	You understand the tourism carrying capacity					
10	You participate in determining the tourism carrying capacity of the community					
11	You participate in following and evaluating tourism management to find ways for improving tourism development towards effectiveness and sustainability					

Part 4: **Opinions on responsible tourism of the community**

No	Responsible Tourism	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
1	The community has power in making decisions for tourism operation and management, including self-management of tourism resources					
2	The community uses its tourism resources potentials in creating jobs and income, including upgrading community members' quality of life					
3	Community members have a higher quality of life by using tourism as a development tool.					
4	The community has a certain goal in conserving natural, environmental, societal, and cultural heritage, including traditions.					
5	The community cooperates with both government and private sectors involving in tourism development.					

No	Responsible Tourism	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
6	The community develops and promotes tourism activities that give high importance to nature, tradition, culture, and environment.					
7	The community determines guidelines for tourism management that are responsible for society, culture, economics, and the environment.					
8	The community distributes benefits gained from tourism operation to all stakeholders fairly.					
9	The community transfers and extend the results of tourism management that is responsible for society, culture, economics, and environment to other areas.					
10	The community follows and evaluates tourism operation to enhance the development in society, culture, economics, and environment.					

Part 5: **Questions on sustainable tourism of the community**

No.	Sustainable Tourism	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
1	The community makes use of tourism resources in parallel to the effective conservation, restoration, and maintenance of them					
2	The community gives importance to the balanced use of tourism resources to avoid a negative impact in the future.					
3	The community applies modern technology, i.e. communication technology, for effective tourism operation.					
4	The community develops, promotes, and connects tourism towards a diversity of nature, society, and culture					
5	The community coordinates to develop community tourism with other agencies					
6	The community members use tourism as a tool for increasing income for themselves and the community					

No.	Sustainable Tourism	Level of Opinion				
		Highest	High	Moderate	Low	Lowest
7	The community creates networks for tourism development with the local administrative organization and other related agencies					
8	. The community organizes a meeting for discussing and presenting ideas for tourism development with all concerned sectors continually.					
9	The community develops community tourism personnel for creating knowledge and understanding, including measures towards effective sustainable tourism operation.					
10	The community follows, evaluates, and conducts research for community tourism development consistently.					

Thank you very much for your kind

BIOGRAPHY

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