



Logistics Management for Community-based Tourism in Ban Thai Lai, Lop Buri Province, Thailand

Nattakan Chanmongkol¹, Natthapat Jetudomwanich², Thanakorn Khorporn³,
Thanaporn Thiangtae⁴, Jutathip Dangprakon⁵, Rattanapon Ain-iam⁶, Phatsara
Pansap⁷, Kittiwat Thongaram⁸, Chirawan Somwang^{9*}

¹⁻⁷ Students in Logistics Management Program, Faculty of Management Science, Thepsatri Rajabhat University, Lopburi, Thailand

⁸⁻⁹ Lecturers in Logistics Management Program, Faculty of Management Science, Thepsatri Rajabhat University, Lopburi, Thailand

*Corresponding author. Email: Chirawan.s@lawasri.tru.ac.th

ABSTRACT

The purposes of this study were to 1) examine the background and situations of the Ban Thai Lai community, Khao Samor Khon sub-district, Tha Wang district, Lop Buri province, and 2) develop a tourism linkage route for the Ban Thai Lai community, connecting it to nearby tourist destinations. This was a qualitative research project that employed a participatory research approach. The research area included the community in Moo 10 hao Samor Khon sub-district, Tha Wang district, Lop Buri province. The key informants for this study comprised Buddhist monks, community leaders, and community members. The research tools included in-depth interviews, a focus group, and social engineering tools. The qualitative data was analyzed in terms of content analysis and categorization. The findings indicated that the research team had developed a tourism linkage route and 1-day trip program in the Ban Thai Lai community. This would benefit both the Ban Thai Lai community and the neighboring areas. Additionally, the research team applied the principles of His Majesty King Bhumibol Adulyadej (Rama IX), which included creating systematic solutions, working in stages, fostering community participation, and upholding honesty, integrity, and mutual trust.

Keywords: Community-based tourism, Logistics Management, Social engineering tools.

1. INTRODUCTION

By mid-2022, the global situation of the COVID-19 pandemic was improving, and there were tendencies to classify COVID-19 as an endemic disease. Consequently, many countries, including Thailand, started easing restrictions and lockdowns based on their conditions. They also opened their borders to tourists without strict conditions. This led to a significant increase in travel planning and signs of an apparent recovery in the tourism sector in 2022. As a result, in 2022, there were approximately 151.45 million Thai visitors, representing an 88% recovery compared to 2020. Tourism revenue reached 641.554 billion baht, showing a 59% recovery compared to 2020 [1].

Community-based tourism (CBT) is a form of travel that aims to immerse and learn about the destination's culture. This includes aspects such as lifestyle, livelihoods, beliefs, traditions, history, cuisine, art, music, and attire, and serves as an educational method for history and culture through travel [2]. CBT emphasizes the development of local wisdom, creativity, environmental respect, cultural heritage, and the people's way of life. The cultural diversity and cultural identity of each community are what draw travelers to decide to visit these destinations [3]. Travelers in the role of culture owners and those who understand cultural resources the most should actively participate in managing cultural tourism. Using social capital as a foundation for developing tourism is essential for revitalizing and preserving community culture. It can instill a sense of pride in the community and generate income for its members [4, 5].

The Ban Thai Lai community survey identified the following issues: the multiple travel routes within the community could lead to confusion for tourists, who could not be sure which route to take when exploring the district and nearby tourist destinations.

Therefore, this project played a vital role in providing recommendations for community-based tourism in Ban Thai Lai and the tourist destinations in the nearby area.

2. RESEARCH OBJECTIVES

- 2.1 To examine the background and situations of the Ban Thai Lai community, Khao Samor Khon sub-district, Tha Wang district, Lop Buri province.
- 2.2 To develop a tourism linkage route for the Ban Thai Lai community, connecting it to nearby tourist destinations.

3. LITERATURE REVIEWS

3.1. *Components of community-based tourism management*

Community-based tourism involves providing communities with the opportunity to develop their systems while integrating the principles of creative tourism to improve their tourism offerings, increasing the value of products and experiences that are appealing to tourists. Achieving this requires various organizations to cooperate, communicate, and unite in pursuit of a shared objective. At the core of the 3C concept's integration is the "community," comprising elements like nature, individuals, culture, and spirituality. Communities can independently manage tourism, and the 3C concept is as follows [6]:

- 1) Community-based tourism (CBT) enhances the value of existing resources while preserving the original identity by creating activities.
- 2) Creative Tourism (CT) is a form of tourism that builds on the social, intellectual, and cultural resources of a region to generate value and creativity in tourism activities, providing opportunities for tourists to actively engage.
- 3) Linking the benefits of tourism to communities, or CBTT (Community Benefitting Through Tourism), and distributing income to neighboring communities, community-based tourism generates income that economically benefits the community and improves the quality of life for residents. Simultaneously, it stimulates the conservation and preservation of resources, including those of nature, society, and local culture, ensuring sustainable development. Community-based tourism can create benefits for various communities in the vicinity.

3.2 *The success of community-based tourism management*

The success of community management in tourism must consider the following issues [7]:

1. Enhancing Capabilities Within the Community
 - 1.1. Promoting gender equality in community-based tourism management as some communities have gender-based divisions in roles. For instance, responsibilities related to food preparation, managing guest accommodations, or accounting may be gender-specific.
 - 1.2. Creating opportunities for access to local education systems, which would eliminate the need for community members to travel to distant locations for employment.
 - 1.3. Providing opportunities for involvement in community tourism management for people of all age groups, particularly for older adults who may know community culture and traditions.
2. Promoting and Supporting Solidarity
 - 2.1. Promoting community participation and collaboration by respecting community rights, fostering intra-community and external agency coordination, and promoting creative thinking to align community tourism activities.
 - 2.2. Supporting community tourism management, including offering guidance and consulting for communities, creating lifelong learning opportunities, incorporating technology for communication and marketing, and improving public infrastructure for the convenience of community tourists.

3.3 *Community-based Tourism Logistics Management*

Community-based Tourism Logistics Management is as follows [8]:

1. Availability refers to the types of vehicles and routes available for service, as well as the quality levels of the services provided, such as different service classes.
2. Accessibility means the ability for people to use the services, including factors like the convenience of ticket purchase times and the location of train stations, bus stops, etc.
3. Information involves providing accurate, precise, and timely information to passengers to avoid confusion during travel and allow for planning. Information centers should be conveniently located, allowing passengers to easily follow updates.
4. Time pertains to scheduling services appropriately, and reducing long waiting times that may cause passengers to wait excessively or miss their rides. This includes efficient travel times and punctuality.
5. Customer care considers the passenger's overall experience, including cleanliness and layout of seating, restrooms, floor space, and storage areas.
6. Comfort relates to providing comfortable service, including physical comfort, such as seating and legroom, designing passenger compartments that fit human proportions, and regulating temperature and humidity in passenger areas.

7. Safety means the absence of accidents during transportation, both in the vehicle and within the passenger compartments. It includes securing luggage to prevent falling objects, preparing safety equipment on board, and carrying medical equipment for emergencies.

8. Environmental friendliness focuses on reducing greenhouse gas emissions, such as carbon dioxide and carbon monoxide. This involves not releasing waste and discarded items from vehicles and not using excessive noise pollution.

4. RESEARCH FRAMEWORK

The research on "Logistics Management for Community-based Tourism in Ban Thai Lai, Lop Buri Province, Thailand" had the following framework of ideas

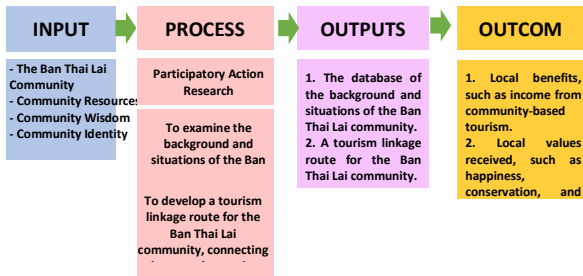


Figure 1 Research Framework

5. RESEARCH METHODOLOGY

This research is a community-based research (CBR) conducted using qualitative research methods and participatory action research (PAR). The research process includes the following steps:

Objective 1: To study the background and situations of the Ban Thai Lai community, Khao Samor Khon sub-district, Tha Wang district, Lop Buri province.

1. The research team performed survey-based research, with a specific emphasis on conducting surveys and participating in collaborative observations with leaders and members in the Ban Thai Lai community, Lop Buri province.



Figure 2 The survey in the Ban Thai Lai community

2. The research team conducted in-depth interviews and provided a focus group, with a special emphasis on understanding the background and situations of the Ban Thai Lai community, involving a leader and 5 representative members, which were 2 government officers, a monk, and 2 villagers.



Figure 3 In-depth interviews with key informants

3. The research instruments were in-depth interviews, a focus group, and social engineering tools (such as geo-social mapping, VRIO analysis, and life clock).

Objective 2: To develop a tourism linkage route for the Ban Thai Lai community, connecting it to nearby tourist destinations.

1. The research team studied geographical sources to investigate and explore the community's tourism pathways to its cultural identity.

2. The research team utilized data obtained from in-depth interviews and focus group discussions to create pathways linking the Ban Thai Lai community with nearby tourism destinations.

The steps for analyzing and verifying data are as follows:

1. The triangulation method was used as a means to enhance the credibility and reliability of the qualitative research conducted.

2. The research team verified the completeness of the data collected from both geographical data and primary data sources. Subsequently, they conducted content analysis by categorizing and linking the content sections together to derive key findings in two main aspects: 1) the situations and potential of the community concerning tourism logistics management, and 2) the tourism pathways connecting the cultural identity of the Ban Thai Lai community with the nearby tourist destinations.

6. RESEARCH FINDINGS

Section 1: A study of the background and situations of the Ban Thai Lai community, Khao Samor Khon sub-district, Tha Wang district, Lop Buri province.

The research team has analyzed and synthesized data and structured the research findings as follows:

The community of Ban Thai Lai boasts ancient cultural treasures worthy of study and preservation. It was constructed during the early Ayutthaya period, during the reign of King Sri Ayutthaya. The temple holds significant archaeological sites, including a nine-roomed monastery with murals depicting stories of national heritage and a shrine housing the image of Phra Sri Ariya. Every year, on the 14th day of the 6th lunar month, Wat Lai hosts the procession of Phra Sri Ariya. Within the vicinity of Wat Lai, a museum also collects many antiquities and art objects exhibited in a two-story museum building. These artifacts are predominantly ancient items contributed by the local community, carrying immense historical value.

1. The geo-social mapping

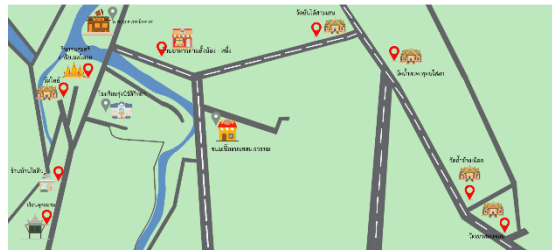


Figure 4 The geo-social mapping of the Ban Thai Lai community

From Figure 4, the first stop on the tourism route begins at Wat Lai. Continuing along the road for about 500 meters, tourists would encounter the Hutanman, a Thai-style house that preserves numerous community histories. In the nearby area is an ice cream shop, a shady resting spot where you can enjoy ice cream and cold beverages. Next, dine at the made-to-order food shop "Nong-Nueang" by following Road No. 3028 from Wat Lai, covering a distance of 1.1 kilometers and taking approximately 3 minutes. The subsequent destination involves departing from the eatery, utilizing Road No. 3028, turning into the opposite lane near the Tambon Baan Chee checkpoint, and continuing along the main road for 2.8 kilometers. Here, tourists would encounter Wat Bandai Sam San. Drive past the Khru Nan Shop for about 1 kilometer to reach Wat Tham Ta Ko, where tourists would pay respects to the main Buddha statue. Following the road adjacent to the canal for approximately 1.6 kilometers, tourists would find Wat Tham Chang Phueak. Not far ahead, at about 1.3 kilometers along the same route, tourists would reach Khao Samor Khon, which marks the final tourist destination on this trip.



Figure 5 Wat Lai

Figure 5 shows that the sanctuary for the enshrinement of Phra Sri-Ari in the Buddhist year 2544 invited Phra Sri-Ari from the previous temple to exalt at the newly constructed cover, the current enshrinement location. Moreover, the

Nine-Spired Sanctuary is a temple built during the reign of the 5th monarch. This sanctuary exhibits an elaborate architectural design and intricate decorations, featuring a high-pitched roof and multiple chambers. Inside the cover is a stupa adorned with stones and precious glass ornaments embellished with beautifully complex, sophisticated designs and patterns. In addition, The Wat Lai Museum is located within Wat Lai. It was constructed during the 5th reign. This museum serves as a repository for art, antiques, and archaeological objects related to the history and culture of Ayutthaya, the former capital city. Inside the museum is a gallery displaying photographs, drawings, and maps relevant to the past and tourist sites of Ayutthaya. Additionally, there are exhibits showcasing Sukhothai period artifacts and archaeology.

From the analysis using VRIO, Wat Lai is a culturally significant tourist destination for the community, with three types of resources: valuable resources (such as Phra Sri-Ari, ancient artifacts in the Wat Lai Museum, etc.), rare resources (e.g., Magnolia flower, the Nine-Spired Sanctuary, etc.), and resources that are difficult to imitate (e.g., the tradition of the Phra Sri-Ari procession). These resources are strengths and have distinctive and unique capabilities. However, the outcome is that there is no utilization of competitive advantage.

2. Life clock

The daily routines of the villagers in the majority of the community mainly revolve around agricultural activities, such as rice farming. Elderly individuals frequently take on extra work, such as crafting baskets and making traditional foods and desserts. The villagers adhere to Buddhist principles, and they visit temples to make merit and offer alms to monks. Additionally, they participate in important religious ceremonies.

Section 2: A development of a tourism linkage route for the Ban Thai Lai community, connecting it to nearby tourist destinations.

The research team has prepared a public information brochure introducing a tourist map and a one-day community village tour program for Ban Thai Lai and nearby tourist attractions.

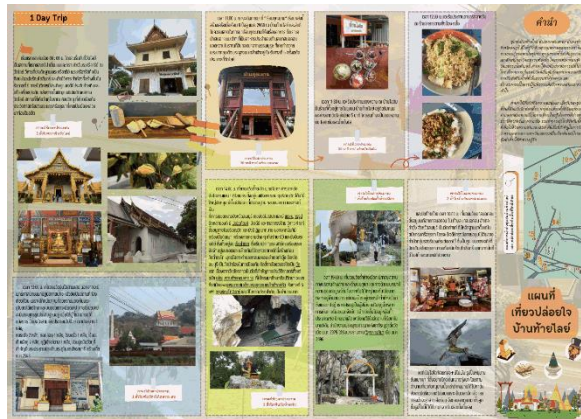


Figure 6 Public information brochure recommending a tourist map



Figure 7 The connecting route of the community village tour program for Ban Thai Lai and nearby tourist attractions



Figure 8 Timeline for the one-day community village tour program for Ban Thai Lai

7. DISCUSSION

A study on logistics management for community-based tourism in Ban Thai Lai, Lop Buri province, Thailand: there are issues brought up for discussion as follows:

Community leaders and villagers in Ban Thai Lai are prepared and eager to participate in developing themselves and their community into a tourist destination. The research conducted explains that community engagement in tourism management necessitates collaboration with external stakeholders and various sectors as follows [9]:

1. The community that owns the tourist attractions should cooperate as follows: being hosts to welcome tourists, being owners of community tourism sites, and participating in organizing social, cultural, and traditional activities for tourists to experience.
2. Local governments should collaborate as follows: establishing policy frameworks to promote community-based tourism, supporting tourism infrastructure in communities, allocating budgets for community-based tourism management, improving local tourism facilities, coordinating between central government and communities, and supporting marketing initiatives for community-based tourism.
3. Tourists should collaborate as follows: show interest in participating in community-presented activities, express curiosity about the lifestyle, culture, and traditions of the community, engage warmly with locals to encourage revisits, and promote community-based tourism through word-of-mouth marketing strategies.

Moreover, the research team has applied the four principles of His Majesty King Bhumibol Adulyadej's royal guidance in this research project. These principles are as follows:

1. To establish a system for conducting a research project on the community of Ban Thai Lai, five data formats were employed, derived from on-site interviews and observations, as follows:
 - 1)The study of data with key individuals in the Ban Thai Lai community, primary informants (Key Informants).
 - 2)The data study of d physical, social, economic, and community assets.
2. The step-by-step process for research project development involves seven key phases, as outlined below:
 - Step 1: Research Project Topic Definition
 - Step 2: Research Project Planning
 - Step 3: Team Formation and Role Allocation
 - Step 4: On-Site Data Collection
 - Step 5: Data Analysis.
 - Step 6: Research Project Report Preparation
 - Step 7: Research Project Dissemination
3. Participation is a collaborative effort where everyone plays a crucial role in ensuring its successful and smooth execution. This includes individuals within the Ban Thai Lai community who provide valuable information for the project, teachers who offer guidance during project development, and members within the group who work together to bring the project to completion.
4. Integrity and Sincerity in Community Business. Honesty, integrity, and sincerity are essential when running a community business. It involves being honest, sincere, and considerate towards consumers, providing good service, showing politeness, and taking care of customers at every step.

8. RECOMMENDATION

1. Both government and private sector organizations should provide support, guidance, and mentoring to community-based tourism operators in Ban Thai Lai.

2. Government and private sector entities should support the community of Ban Thai Lai academically, particularly through practical training or field studies related to community tourism development and the local wisdom approach. Examples include training in storytelling to communicate with tourists or designing and developing community products.

3. Relevant government and private sector organizations should promote and support the establishment of partnerships within the Ban Thai Lai community to facilitate deep information exchange among tourism sources within the community and related organizations."

9. ACKNOWLEDGMENTS

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