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**Sustainable Tourism Development – Economic Impact  
of Community Based Tourism on Local Community:**

**A case study of Amphawa Floating Market,  
Samutsongkhram Province, Thailand**

**By**

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## ABSTRACT

“Amphawa” is a district in Samutsongkram province with plentiful natural resources, local wisdom and the unique fascination of a living waterside lifestyle. In the past, the area was a trading and transportation hub of the lower central and western part of Thailand, but when tourism became one of the main industries to earn revenue, Amphawa officially changed to become tourist attraction and remains so even now. The research studies the impact of tourism activities specifically regarding community based tourism and sustainable tourism on the local economy. Throughout the study qualitative methods are chosen in order to find out the answers to the research questions. The author used semi-structured, in-depth interviews and observation as practical methods to get opinions from local inhabitants. The results found that some activities had developed from existing resources and lifestyles, which may be according to some community based tourism and sustainable tourism concepts, and which can be improved and developed to support an environmentally friendly tourist attraction, thus earning more local community income.

The existing Amphawa local natural resources, people and local organizations, support the floating market, and help to create an identity and provide different choices for tourists. As a tourist attraction it can influence the area and local people especially in terms of the economy, which affects infrastructure improvement and development that are important to the quality of life. The local government department is the principal power to promote and support local products and services creation by improving and developing existing products and resources to enhance market share and offer more choices for tourists, and reduce negative impacts on the environment by using sustainable concepts so as to achieve the highest benefits. Local wisdom should be focused on making unique products to support the inhabitants as community based concepts, and sightseeing tours by boat will be provided by local people, including shows and performances performed by Amphawa’s children. At present tourist numbers continue to rise and the market continues with sustainable ways of development and improvement related factors and operations. It can be a model for floating markets in the most positive ways and it may be clearly stated that “Amphawa is a floating market that can demonstrate sustainable tourism management and community based tourism, which is directly affected by a constant community based economy and community well being.”

**Key word:** Sustainable tourism, Community Based Tourism, Community well being, Economic impact

## **DECLARATION OF ORIGINALITY**

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Laphaphan Sukkasem  
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# CHAPTER 1: INTRODUCTION

## 1.1 Background of the study

Nowadays, the tourism industry requires searching for interesting ways to support increasing competition at regional and international levels. To serve the changing demands of tourists covering everything from recreational traveling to that of exploring and learning about traditions, cultures, society, and the environment, tourism trends need to be reconsidered in principles and strategies so as to step forward to sustainable tourism management that is directly related to the local social culture, economy and environment in the hope that would be fully developed for the benefit of the local community. In recent years, sustainable tourism has played an important part in world tourism. Most people know that sustainable tourism is about protecting the environment, but in fact it is also about long-term economic viability and social justice, so the concept of sustainability clearly embraces the environment, people and economic systems (Swarbrooke, 1999).

In Thailand, the tourism industry also needs to discover new strategies to promote tourism. Thailand as a case in point has had to gradually change in order to expand and develop to be ready and able to compete with stiff international competition. The Thai government deemed that they should somehow focus on a new form of tourism in the country. They have done this by opting to promote and develop the area of cultural tourism. The aim was to develop the local community together with some local businesses in order to make it as a community based-tourism (CBT). New strategies were going to be needed in order to be able to deal with intensified competition at both regional and international levels, especially as the form of needs and wants of tourists could change from recreational tourism to educational tourism which means tourists would be willing to experience, explore and participate in natural and cultural activities all by themselves (Maneewan & Prathana, 2003). Therefore, this shows that a new form of tourism aimed at developing tourism within a community to become a business under regional control could lead to sustainable

tourism. The Tourism Authority of Thailand (TAT) has set up regulations and policies to show how sustainable tourism development should take place and has taken many steps towards a better form of sustainable tourism but still has many issues to work on. Sustainable management projects are now appearing all over the country including floating markets, which clearly present the local identity.

Tourism activities of floating markets in Thailand are in terms of original cultural tourism, which is uniquely presented by local people and their ways of life. Thai floating markets have been developed by the local community market as tourist attractions by improving local products and services to support the site as a tourist destination, for example by arranging paddle boat trips and programs showing how to make local desserts, all run by local people. The community directly gets economic benefit to support their quality of living. Amphawa is a great site for sustainable tourism management because of the plentiful natural resources, unique culture and traditions, and the lifestyles of people living by the river. Local natural resources are a great principle for making local products; local wisdom is legacy knowledge to support processing, which needs to be supported by related organizations in long-term ways. The unique way of living is the best attraction, with many different activities such as a boat trip to the famous fireflies. Traveling to Amphawa is really easy and is just a short distance via a convenient main road. Moreover, vernacular architecture gives the feeling of oriental waterside ambience that serves to give unforgettable memories for tourists. All the reasons mentioned above are major factors to choose Amphawa as a site for sustainable tourism management study. In the future, Amphawa may have a great potential for a sustainable floating market and become a model for other floating markets in Thailand.

## 1.2 Problem Discussion

Thailand has various floating markets throughout the country, especially in the central region. One of the most famous floating markets is located in Amphawa district in Samutsongkhram province (see picture 1 and more in appendix 1), the smallest province in Thailand (Wannapong, 2009). Amphawa was a significant trading hub of the lower central part of Thailand. Merchant boats used to travel from western and southern provinces bound for Amphawa for goods distribution, for example agricultural goods, textiles and pottery. Napaphat *et al* (2011) had previously mentioned that Amphawa had a rich ecosystem and natural environment situated near the banks of the Mae Klong River. In the early Rattanakosin period, around 140 years ago, Amphawa community was a significant trading center on the river (Patcharodom, 2012).



Picture 1 Map of Samutsongkhram Province and Amphawa District

Sources: <http://xn--v3cftvuj.net/map.htm>

Therefore, Amphawa may demonstrate sustainable and community based tourism management through its many projects. Since Amphawa has a local community that sells local food, fruit and souvenirs under the form of a floating

community<sup>1</sup> (see picture 2), this also provides opportunities for both Thai and foreign tourists to see how the local Amphawa people live their daily lives. Amphawa floating market was originally a traditional community. The people of Amphawa still to this day preserve their traditional heritage and way of life. When tourism became a part of their life, the market was not available only to the locals anymore but also to tourists from others places who come to visit the community.



**Picture 2 Plan of Amphawa Floating market community**  
**Source: <http://thanicha.com/TravelMaps.php>**

Moreover, in 2008, Amphawa Floating Market Community received an Honorable Mention from UNESCO, Asia-Pacific Heritage Awards for Culture Heritage Conservation. This came about as a result of successful cooperation between

<sup>1</sup> Floating community in this research means the community that is located along the canal. The shelters were built on the canal side, and the canal is in the middle of those shelters. In the past, people in the community sold clothes, local food, fruit and so on in their boats. The community itself used to be the center of transportation and business, where people from others communities came to buy goods, clothing, and visit hair salons, etc.

both the government and the local community. Amphawa Floating Market Community has preserved the old style of buildings and their traditional way of life, which led to the floating market becoming a highly potential tourist attraction (Jarin, 2011). In addition, the uniqueness of the site is that it is surrounded by nature and traditional lifestyle associated with life by the canal, which appeals to both Thai and foreigners alike. The local residents of Amphawa want to preserve, protect and continue their market activities. They firmly believe that sustainable development is the only way possible to gain benefits for their entire community.

From 2004 to 2012, a period of almost 7 years, Amphawa floating market has been recognized by both Thais tourists and foreigners. There have been so many changes within the community as mentioned in many different pieces of research, changes in the way of life, personal financial situations for each family and even the physical change of the community that is settled along the Mae Klong River. The number of tourists has been rising every year, from 25,000 people in 2004 to 250,000 people in 2006 and rising further to 500,000 people by 2007. The mayor of Amphawa district believed that the number could have reached 1,000,000 visitors in 2010 (Patcharodom in Manager newspaper, 2003). Recently, Thai Travel Magazine (Aosotho, 2010) gave the top vote to Amphawa floating market community for the traditional way of life within the community as a tourist attraction place. Though to become a place for tourism is not as difficult as making it sustainable for the future.

### **1.3 Aim of the study**

This study focuses on the local community of the Amphawa district and the local people originally living in the area of the floating market and also the government officials who are responsible for management in the area. The main objectives are:

- To identify whether the tourism development in Amphawa floating market is accordance with the definition of community based tourism and sustainable tourism.
- To understand of how locally established and developed concept of floating market that can be developed and sustained according to the concept of CBT.
- To explore how the community based tourism influences the economy of Amphawa community and the inhabitant.

### **1.4 Research Questions**

1. What are the tourism features of Amphawa floating market that enable it to be run as a community based tourism concept?
2. What are the possibilities of floating market's further development regarding to economic sustainability and community based tourism?

### **1.5 Significance of the study**

The result of this study will enhance the reader to gain a better understanding of Amphawa community, which is organized by the local community itself. It is important to generate the ideas of both local people within the community and the local government, the author has realized that new forms of tourism, which in this case means community based tourism, has a lot of impacts on the Amphawa floating market community. Even though there are previous studies that have been carried out by other researchers, the author discovered that there are only a few studies that focus

on the local inhabitant's economy. However, the Amphawa floating market community economy nowadays has been raised to all stakeholders' as the tourism is recognized as having impacts on the area by virtue of the destination's uniqueness and natural resources. Thus, it is recommended that the core community should not be too dependable on tourism and its relevant businesses, but exploit it wisely as an additional source of income, whereby society, and its surroundings are allocated appropriately.

## **1.6 Chapter Outline**

Chapter 1 gives the background of the Amphawa floating market community and significance of the research. Furthermore, this chapter shows the main objectives that need to be explored in the research.

Chapter 2 gives the literature review, which describes the sustainable management in tourism and community based tourism's concept

Chapter 3 illustrated the methodology that will be applied to the research in order to answer the research objectives.

Chapter 4 describes the empirical data from the interviewees about what was interviewed.

Chapter 5 analyses the findings from the research from which the conclusions will be drawn after the results have been investigated.

Chapter 6 is the conclusion of the entire findings that have been analyzed in chapter 5.



## **1.7 Delimitation of the research**

According to the theory of sustainable tourism management (see chapter 2), there are 3 dimensions that can be categorized as socio-culture, environment and economics. In this research, the author will specify the local community economic element only that impacts on the local/host community in the Amphawa floating market area.

## CHAPTER 2: LITERATURE REVIEW

This chapter presents the theoretical framework in which sustainable tourism, community-based tourism (CBT), and impact of CBT to the host community's economy viability and destination hosts perception are the main theories used in this thesis. The definition and sub-details will be clarified and finally the linkage of all theories will be summarized.

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### 2.1 Sustainable Tourism

Sustainable tourism has become a well known concept in tourism development both locally and internationally. The principle of sustainable tourism is to apply the proper approach that fosters practical, acceptable and profitable tourism enterprises while the buildings and natural environment are prevented from damage (Edgell, 2006; Parkyn & Tyumeneva, 2005).

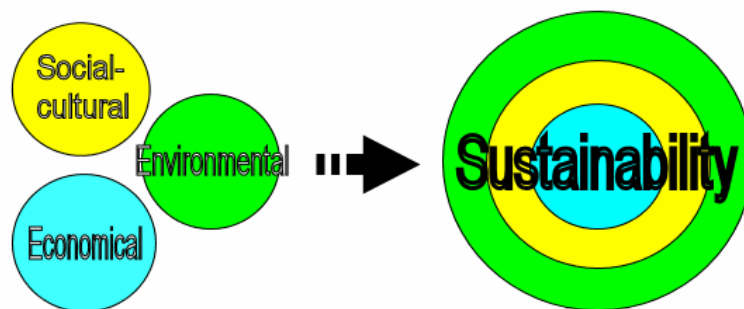
#### 2.1.1 The Definition of Sustainable Tourism

There are many definitions of sustainable tourism that researchers and scholars have put forward. Each organization may define sustainable tourism differently regarding their different purposes. However, one of the official and widely accepted definitions of sustainable tourism is from the WTO (2012):

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*

Edgell (2006) defined sustainable tourism by emphasizing the aspect of a local community and that quality growth needs to be achieved without destroying nature, while building the environment and preserving culture, history and heritage of the local community. Therefore, to achieve economic prosperity in tourism, a concept of sustainable tourism by maintaining social, cultural, and environmental integrity should be properly managed.

There are various types of tourism that may be regarded as sustainable tourism, for example: eco-tourism, agricultural tourism, cultural tourism, pro-poor tourism, fair-trade tourism, rural tourism and community based tourism (Buosorn, 2011; Parkyn & Tyumeneva, 2005). These kinds of tourism can be managed and developed regarding the sustainable tourism concept. However, it is widely accepted that community based tourism (See details in 2.2) has direct impact on the local community and its inhabitants. Especially on their economic, social and environmental element, which are the three main dimensions of sustainable tourism (Edgell, 2006) as presented in the model of sustainable tourism:



The three dimensions of sustainable tourism

Source: Parkyn and Tyumeneva (2005)

Figure 2.1 The Model of Sustainable Tourism

### 2.1.2 Sustainable Tourism Development

World Tourism Organization (WTO) (in Santana, 2001, p. 130) has clarified the concept of sustainable tourism development based on the sustainability principle:

*"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support system."*

The Caribbean Tourism Organization (CTO) (2012) provided similar definition

of sustainable tourism development emphasizing the optimal use of social, natural, cultural and financial resources for national development, especially focusing on an equitable and self-sustaining basis in order to provide a unique visitor experience. Moreover, it should improve quality of life through partnerships among the private sector, government, and communities<sup>2</sup>.

Castellani and Sala (2009) also suggested that sustainable tourism development should be planned and managed as a referential framework for all kinds of tourism in all types of destination. Especially the principle of sustainability – economical, socio-cultural and environmental dimensions, and that suitable balance is necessary to be settled among those three dimensions in order to ensure long-term sustainability.

However, to ensure whether each tourism area can achieve the concept of sustainable tourism, Ecological Tourism in Europe and UNESCO-BRESCE (2009) classified criteria for sustainable tourism into four clusters with the possible indicators:

- 1). Community well-being
- 2). Protection of the natural and cultural environment
- 3). Product quality and tourist satisfaction
- 4). Management and monitoring

Many parties are involved in sustainable tourism for example community members, private sector, government and tourists. According to Hayward (2000), the local community is the first party that receives both positive and negative affect from tourism development (Hayward, 2000; Timothy in Sharpley & Telfer, 2002; Spenceley, 2008; Kozak & Barloglu, 2010). Moreover, the interest of this research will focus only on the economic impact of tourism to the local community. Thus, only community well-being and management and monitoring at local level will mainly be focused upon.

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<sup>2</sup>Community, in this research means locals, residents, natives, indigenous people and host.

## **2.2 Community Based Tourism (CBT)**

Community based tourism has some similarity in meaning to that of sustainable tourism in which community inhabitants are involved in getting the main benefit from local tourism. To ensure that local people get benefit and have control over tourism development is, therefore, the aim of CBT (Perce, 1992; Townsend, 2008). It incorporates a high level of community involvement under the sustainability concept (Telfer & Sharpley, 2008).

### **2.2.1 Definition of Community based tourism**

The meaning of the term community based tourism has been defined over a period of two decades, it is always confused with the meaning of ecotourism, cultural tourism and other similar types of tourism that can be used as a tool to the goal concept of sustainable tourism (Burns & Novelli, 2008). Pearce (1992 (in Beeton, p. 50)) stated that:

*“CBT presents a way to provide an equitable flow of benefits to all affected by tourism through consensus-based decision-making and local control of development”.*

However, one of the well known CBT definitions which is often referred to is from Rozemeijer (2001, p.14) who defined community based tourism as:

*“Tourism initiatives that are owned by one or more defined communities, or run as joint venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable manner to improve their standard of living in an economically viable way”*

As similar to the CBT definition, which will be mainly referred to in this research, from Häuser and Strasdas (2003; p.3) who clearly defined:

*“Community based tourism is a form of tourism, in which a significant number of local people have substantial control over, and involvement in, its development and management. A major proportion of the benefits, therefore, remains within the local economy. Members of the community, even those who are not directly involved in tourism enterprises, also gain from the benefits”.*

There are several goals of CBT proposed by Hatton (1999) that are socially sustainable as they involve community participation in tourism operation and development. Also, economic viability as the revenues are directed to the community members. At the same time, another major goal of CBT is to respect the culture, heritage and tradition of the local community. These goals can be summarized as a sustainable way as discussed by Beeton (2006: p.50):

*“CBT aims to create a more sustainable tourism development industry, focusing on the host community in terms of planning and maintaining tourism development”*

Additionally, Häuser and Strasdas (2003) proposed the significant characteristics of community based tourism as:

- 1) Including education and interpretation as part of the tourism services.
- 2) Increasing local and visitor awareness of conservation.
- 3) Minimizing negative impacts on the natural and socio-cultural environment.
- 4) Supporting the protection of natural areas by generating economic benefits for the management of these areas.

Regarding the concept of CBT, Rozemeijer (2001, p. 13) summarized the benefits of CBT to the community into three aspects as:

- (1) CBT generates income and employment and, as such, contributes to rural development – a benefit that especially applies in remote areas.
- (2) The benefits derived from the use of natural resources for tourism will prompt the community to use these valuable resources in a sustainable way; and

- (3) CBT adds value to the national tourism product through diversification of tourism, increasing volume and economies of scale.

According to the definitions, the goals and the benefits of community based tourism (CBT) and the importance of CBT has clearly been recognized. Especially under the concept of sustainable tourism development, that local communities must gain benefit if tourism is planned to be viable and sustainable in the long term (Salazar, 2011).

### **2.3 Tourism impacts on local community's economy**

WTO (2004) and OECD (2008) stated that tourism can help decrease poverty and foster economic and human development especially in developing countries. Moreover, there have been many pieces of research that have studied tourism impacts and found out the same results that it has both direct and indirect impacts on the community's economy. On the one hand, Parkyn and Tyumeneva (2005) and Eraqi (2007) supported that tourism creates more income and employment for the host community and countries, and on the other hand, tourism might lead to negative affects to the real hosts regarding the demand for land and property especially from people outside the community.

Considering the positive side, Laperay (2010) proposed three types of advantages of tourism towards the community's economy. First, local communities can gain most of the revenue generated on site, so it can prevent money leaking out of the local economy. Second, community income received from tourism, community-based projects and the associated distributed wages creates linkages for the local economy. Also those incomes can help support local families and local products. Third, when local community is highly involved in the CBT management, it creates empowerment and sense of ownership to institutional and managerial capacity of the community.

Goodwin and Santilli (2009), which is according to Parkyn and Tyumeneva (2005) also explained the economic impact of CBT, both its positive and negative sides, which here referred to the benefits and the costs towards the local community as summarized in the following table:

Benefits	Costs
<ul style="list-style-type: none"> <li>• Foreign exchange earnings</li> <li>• Contribution to government revenues</li> <li>• Job creation</li> <li>• Stimulation of investment into the local infrastructure</li> <li>• Increase in employment</li> <li>• Contributions to local economies</li> </ul>	<ul style="list-style-type: none"> <li>• Leakages</li> <li>• Infrastructure expenses</li> <li>• Increase in the prices of local product as well as resources such as water and electricity</li> <li>• Economic dependence of local communities on tourism</li> <li>• Seasonality of jobs</li> <li>• Increase in economical disparity within the local population through unequal wealth distribution</li> <li>• Embezzlement of money by people in powerful positions</li> </ul>

Source: Parkyn and Tyumeneva (2005)

**Table 2.3 The negative and positive economic impacts of tourism**

From the table, though, there are a number of benefits towards the impact of tourism on the local economy. Noticeably, the significant negative sides are also presented. However, Stynes (1997) proposed several other types of economic impacts that are not covered in the economic impact assessments. For example:

- 1). Changes in prices - tourism can inflate the cost of housing and retail prices in the area, normally on a seasonal basis.
- 2). Changes in the quality and quantity of goods and services - tourism may lead to a wider array of goods and services available in an area.
- 3). Changes in property and other taxes - taxes to cover the cost of local services may be higher or lower in the presence of tourism activity.



4). Economic dimensions of social and environmental impacts - It can be positive or negative. For example, traffic congestion will increase costs of moving around for both households and businesses.

Stynes (1997) also stated that economic effects from tourism can be categorized into direct effects, indirect effects and induced effects as per the following explanation:

**Direct effects** - for example, an increase in the number of tourists staying overnight in hotels increased sales in the hotel sector. The hotel sales and associated changes in hotel payments for wages and salaries, taxes, etc. are direct effects of the tourist spending.

**Indirect effects** - there-spending of the hotel industry's receipts such as industries supplying products and services to hotels.

**Induced effects** are the changes in economic activity resulting from household spending of income earned directly or indirectly as a result of tourism spending. For example, hotel staffs spend their income in the local region for housing, food, transportation, and other products and services for their needs. The sales, income, and jobs that result from household spending of added wage, salary, or proprietor's income are induced effects. Therefore, the local community receives all the effects from tourism especially on the economic side, however, the most important concern is the community well-being (See more details in 2.4).

## 2.4 Community Well Being Indicator

Regarding Ecological Tourism in Europe and UNESCO-BRESCE (2009), there are five possible indicators<sup>3</sup> to evaluate the community well being:

- 1). Percentage of community income coming from tourism
- 2). Percentage of local families who have income from tourism
- 3). Type of income (supply of goods and services, employment, enterprises)
- 4). Ratio of the number of local to external businesses involved in tourism
- 5). Proportion of tourism in the GDP

However, Beeton (2006) argued that community well-being is simply referred to as ‘quality of life and sustainability as seen by members of that community’ (p.80). Noticeably, if community members have a good quality of life and are happy to live there, they can create a positive environment in the place, something, which makes the tourists feel welcome and may make them want to return. While the community where members have a low quality of life, it is impossible even to create a tourist attraction or welcome any visitors.

## 2.5 Local Community Perception towards CBT – Economic Aspect

Choibamroong (Laws, Richins & Agrusa, 2011) stated that there is a misunderstanding of the meaning of community based tourism amongst most people. The concept of community based tourism is also different in both goals and management. Therefore, it is very important to educate people to have the right understanding and perception of community based tourism (CBT),

The community members’ attitudes towards tourism are influenced by their

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<sup>3</sup>The indicator of percentage of local families who have income from tourism will be chosen for this research according to community based tourism where the researcher would like to focus on local families. By the specific indicator that the researcher has chosen, the research will be conducted together with Beeton’s concept as it could be clearly shown as a picture of a happy life, which comes from good economics within a household (see more details in chapter 5).

perception of economic, social and environmental impacts and also on costs and support from tourism (Jarowski in Wang & Pizam, 2011). Therefore, if the community members do not perceive the importance and necessity of CBT to their local community, do not gain any benefit or they are not satisfied with any impact from tourism, then it may lead to problems for the long-term sustainable development as agreed and explained by Swarbrooke,(1999, p. 82):

*“For tourism to be sustainable in the social and cultural sense, it must be wanted by the local inhabitants and it must be perceived as benefiting the majority of local people, not just an elite handful ”.*

## **2.6 Management and Monitoring**

Regarding Ecological Tourism in Europe and UNESCO-BRESCE (2009), adequate management and monitoring must be established in order to make sure that community well-being, protection of the natural and cultural environment and product quality and tourist satisfaction, as the clusters of sustainable tourism, are enabled to develop and achieve the goal of sustainability.

It is also recommended by many researchers and scholars that for CBT planning, local community participation and taking in to consideration the operational, structural and cultural limits of community participation are important (Tosun, 2000). As supported by Stynes (1997, p.1) that:

*“Community support is important for tourism, as it is an activity that affects the entire community”*

### **2.6.1 Economic Sustainability for the Local Community**

Swarbrooke (2002, p.66) proposed the economic aims of sustainable tourism are those that:

- 1) Optimize tourism’s economic benefits, while minimizing its costs;

- 2) Provide even distribution of all of the tourism benefits, such as money, and its allocation as widely as possible throughout the host community;
- 3) Make sure that the tourist pays a fair price for their holiday experience;
- 4) Tries to share the costs and benefits of tourism fairly, between the tourism industry and the government agencies in the destination and to make sure the needs of the tourist are being met.
- 5) Protects locally run businesses from unfair competition from larger, foreign owned enterprises, which do not bring many benefits to a destination
- 6) Reduces leakages from the local economy.

Therefore, it is important for the local community to have an economic plan according to the growth of tourism in order to balance and sustain both community economy and local social life.

### **2.6.2 Economic development strategy for community based tourism**

For sustainable tourism development, it is necessary to be able to ensure that the economic benefits are distributed to all concerned parties within the economy (Iraqi, 2007). To have a well-planned strategy for tourism development, therefore, is very important especially to community inhabitants. Regarding community based tourism, local communities should have first priority in receiving the economic benefits from tourism located in their community.

Moreover, according to the concept of community based tourism, community hosts have to be responsive in planning a strategy for sustainable tourism development (Iraqi, 2007). Castellani and Sala (2009) also proposed a similar suggestion that long-term economic operation, including stable employment and income-earning opportunities need to be fairly distributed to all parties, especially the host community.

WTO (1999; 2001) have studied many pieces of research in a variety of regions and summarized some efficient and effective approaches regarding the economic

aspects in the sustainable tourism development principle:

1. Attracting higher yield tourism market segments.
2. Providing tourism facilities that encourage tourists to increase their length of stay.
3. Improving the quality of tourism and diversifying tourism products to increase visitor expenditure.
4. Spreading the benefits of tourism development guest workers among tourist destinations and parties.
5. Enhancing infrastructure and planning gains.
6. Local management of tourism development and partnership.
7. SME development.
8. Reducing tourism seasonality.
9. Skills development and training.

### **2.6.3 Community Empowerment**

To achieve the goal of sustainability, planning and development are necessary to be done at the grassroots level (Timothy in Sharpley & Telfer, 2002). Empowerment in community based tourism, as discussed by Timothy (1999) can be viewed at least in two perspectives those are – public participation in decision making and involvement in the benefits of tourism.

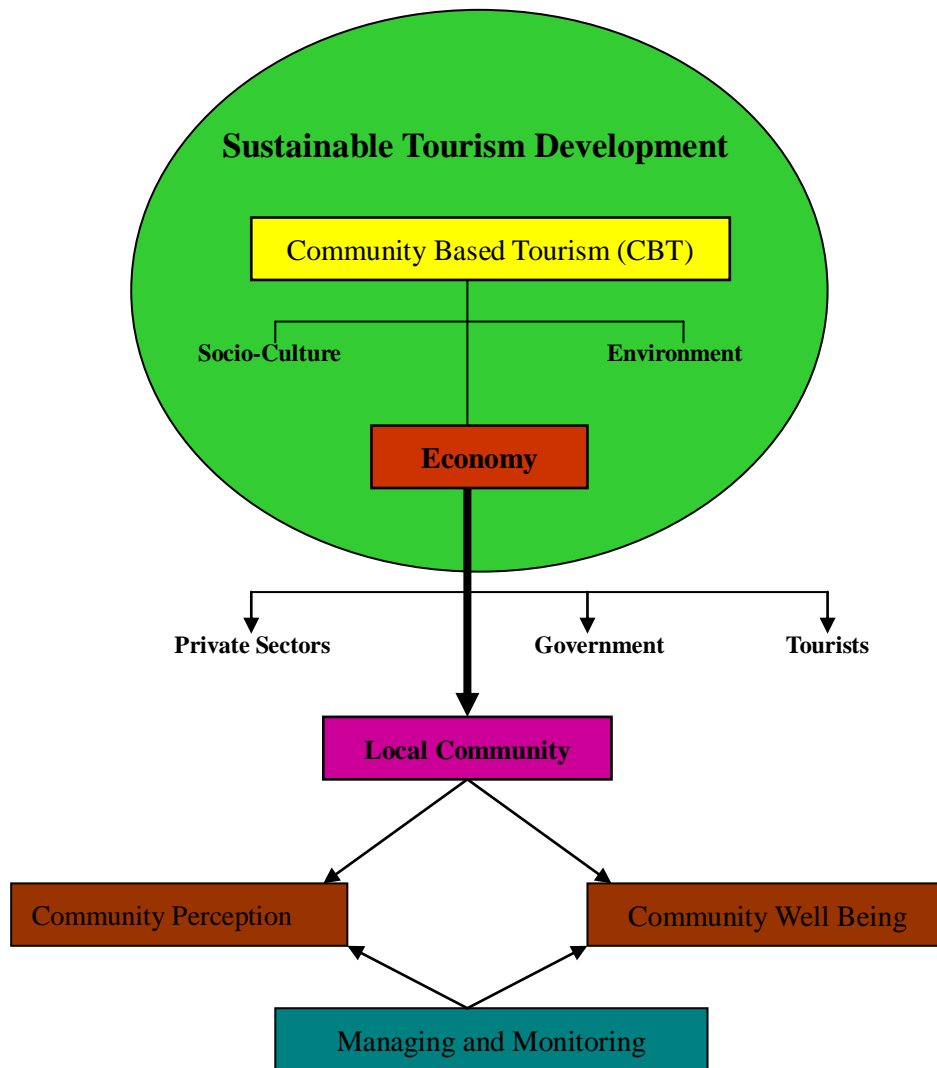
**Public participation in decision making** - Community members take part in determining their own goals in tourism development and their voice is important for tourism organization and administration in their community (Sharpley & Telfer, 2002). For this process, to have real planning in the form of a town meeting with the community members before starting the plan, is extremely important.

**Involvement in the benefit of tourism** - Timothy (1999) proposed the characteristics of this involvement for community member as - opportunity to own business, to work

in various industry-related jobs, to receive appropriate training, and to be educated about the role and effects of tourism in their community. When community members involve in those benefit, it helps in increasing level of income, employment, and education and training especially decreasing in dependence on external agent and supplier (Sharpley & Telfer, 2002).

Nevertheless, community education or awareness building is the important issue of tourism benefits (Sharpley and Telfer, 2002). It is vital to educate community members to know how they should support tourism and get benefit from it. Thus, if the community members are expected to have full participation and involvement in the benefits of tourism, an effective method of tourism awareness building should be applied. Importantly, participation and involvement in tourism benefit is hardly going to be a success if done without support from government.

## 2.7 The Theoretical Conceptualization Framework



**Figure 2.7 The Theoretical Conceptualization Framework**

The figure shows the relationship of sustainable tourism development and Community Based Tourism, which are mainly used in this research. The theoretical conceptualized framework that the author has generated above also describes that community based tourism consists of socio-culture, economic and environment factors. Therefore the author only focuses on economy within the local community, which is relevant to 3 main stakeholders: private sectors (local community), government (local government) and tourists. Moreover, the author also involves community perception, community well being, managing and monitoring.

## CHAPTER 3 METHODOLOGY

### 3.1 The choice of research method

Research methodology is carried out to be used in order to obtain a reliable result. The most common methods for carrying out research are qualitative and quantitative; these are both used in a variety of ways, for example, one way is the collection of data and data analysis procedure (Saunders et al., 2009). According to this research, the researcher's preference was to use the qualitative method. The researcher here will apply the qualitative method in order to collect information from local people in the Amphawa floating market community and also the governors who are responsible for management and the development of the area. Moreover, the qualitative method is chosen to be used rather than that of the quantitative method due to the particular objectives of this research, which mainly focus on finding out the results of the impact of tourism on the local community well.

Qualitative studies focus more on data collection techniques such as interviews, ethnography and on observations that generate non-numeric data. A qualitative approach tends to collect a great deal of information from respondents, mostly based on the belief of individuals that are involved in a particular situation and analyzed to describe their perceptions of experience in their own words (Veal, 1997). The researcher tries to provide a picture of the current scene that can be used for a better understanding or for reflecting on and improving tourism in Amphawa floating market in regard to the concept of both community based tourism and sustainable tourism, it can also be used to help find other research questions that are mentioned in chapter 1 (Gomm, Martyn & Peter, 2000). The qualitative method will provide a less structured, more intensive and standardized format than in comparison to a simple questionnaire survey. Moreover, it creates a more flexible relationship with the respondent, so its results contain more depth and richness of context (Aaker, Kumar & Day, 1998).



### 3.1.1 In-depth Interview

As mentioned above, in-depth interviews will take place in order to collect complex information, which contains opinions, attitudes and personal experiences from respondents (Cemca, 2012). Individual in-depth interviews are to be conducted face to face with the respondents in which the subject of sustainable and community based tourism in terms of an economic indicator of the community is explored in great detail. This method is much longer than a standard questionnaire procedure – base interviews, typically taking between half an hour to several hours (Veal, 1997). Thus, the information that is expected to be explored depends on entirely on the researcher's skill. When interviewing respondents it is a requirement that the interviewer avoids agreeing or disagreeing or suggesting answers, since reliable answers will not be forthcoming due to the interviewer's interjection and possible bias. Moreover, it is necessary for interviews to be recorded while the interview is being conducted, just in case it needs to be clarified or repeated.

### 3.1.2 Semi – structured Interview

In the investigation process, the intention is to obtain the respondents' views on the situation under investigation (Partington, 2001). The researcher is willing to gain explanations and information from intangible sources such as perceptions, attitudes and so on. Hitchcock & Hughes (1989: p.83) described that:

*“Semi- structured interview allows depth to be achieved by providing the opportunity on the part of the interviewer to probe and expand the interviewee's responses. ... Some kind of balance between the interviewer and the interviewee can develop, which can provide room for negotiation, discussion, and expansion of the interviewee's responses”.*

Moreover, the principles of semi-structured interview mentioned by Bernard (1988) state that the researcher should tend not to interrupt or stop the interviewee when the interview goes way beyond the scope that has been designed by the researcher. This is useful in situations where the researcher can only meet the respondents once and the interview seems unlikely to be repeated.

### 3.1.3 Observation

An observation method that the researcher focuses on is in relation to non-participant observation, which involves watching, listening and recording what is happening in order to obtain information from the particular spot (Taylor-Powell & Steele, 1996). Non-participant observation is simply to use or to observe activities without taking part in them, researchers for example may use a hidden camera or recorder. Goetz and LeCompte (1984) claim that in the strict sense

*"Non-participant observation exists only where interactions are viewed through hidden cameras and or recorders or through a one-way mirror".*

Observation is an essential element in estimating and investigating so as to guarantee that what has been interviewed could be trusted and proved to be reliable. It is also appropriate when the researcher is trying to understand the ongoing behavior process. For instance, observing and describing what is happening in the community, is it developing in a way that local inhabitants want, or does it reflect clear images of what the community's economy is going to be in the future.

Thus, these three methods that the researcher has chosen to apply in this research are appropriate according to the objectives of the research and the future results of the findings after the methods have been applied. While a semi-structured and in-depth interview tries to pull out significant information from each family that lives and runs their business in the community, the researcher has an opportunity to observe their behavior and take some pictures and images as proof of research. As previously stated above, the researcher has been present and previously observed the community at close hand 3 times already. The first stay was 2 days, 1 night, on a Friday and Saturday as Friday was the first day of an evening market. The second visit was from over a weekend from a Saturday through to a Monday. This time the researcher observed how

daily life went on in the floating market community right from the peak hours of market trading until business was over and the market community returned to normal. Finally, the last observation period was carried out on a Saturday and Sunday in order to complete some small, finer details for this research.

### **3.2 Data Collection**

In this research, the researcher used in-depth interviews as the first stage in collecting data from 15 local inhabitants (See appendix 3: List of interviewees). The first interviewees were to be the Mayor and community leader of the Amphawa community. The technique that the researcher uses in collection of data is face-to-face interviews, which also includes voice recordings. When the researcher thought that they had received data that was insufficient then a semi-structured interview took place in order to find out further information from the interviewees. Furthermore, the researcher uses observations in order to observe people in the community to see how things are going within the community itself. These approaches are considered as being the best way to collect necessary data required for research. Thus the interview will be carried out using 3 stakeholders resident on the day of interviewing in the Amphawa area (the local people, the Mayor and the community leader).

### **3.3 Limitations of research method**

1) The floating market operates for only 3 days per week during the evening, which covers Friday through to Sunday night.

2) Groups of local people who receive direct benefits from tourism in the community would much rather prefer to dedicate their entire time and interests in selling food, carrying out their tourism activities and selling souvenirs to tourists rather than answer the interview questions.

3) The research has been conducted in the year 2012 and may not be able to be applied to consecutive years due to possible variables in the community, in trade and in tourism in the area.

## CHAPTER 4: COMMUNITY BASED TOURISM IN AMPHAWA FLOATING MARKET COMMUNITY

From the interview, with numerous comments and feedback from local people and official staff who live in the Amphawa floating market community, presented here is the empirical data which the researcher has found that it is important to generate in this research. As the author mentioned in chapter 3, there were 15 people who were interviewed and observed (See appendix 3: List of interviewees) and the author divided interview questions (See appendix 2: semi-structured interview questions) into 5 groups to explain what they mentioned in the interview.

### 4.1 Sustainable Tourism

The concept of sustainable tourism, which Amphawa tries to implement into the existing development and management of the floating market, municipality and local people, focuses on effective ways and how to educate people to clearly understand about what it is and how they personally defined it. The researcher found that Amphawa people defined the definition of sustainable tourism quite well, for instance:

*“Sustainable tourism is the way to present how the original way of living used to be so as to make it last a long time by protecting it as it should be”* said C7 (a boat provider, 2012) who has lived in the community since she was born.

Moreover, C8 (owner of Thanicha Resort <sup>4</sup>, 2012) also described that: *“Sustainable tourism is to keep existing things as long as possible to present it as originally and naturally so as to learn how important it is”*

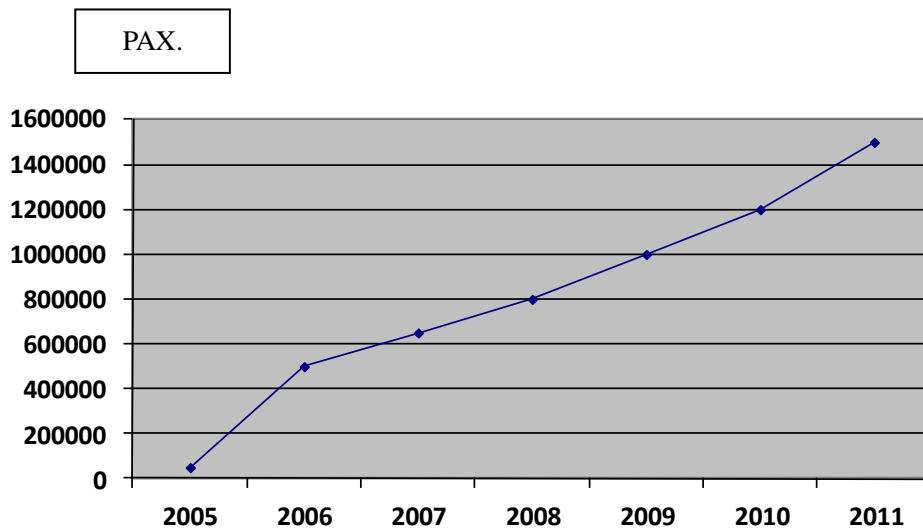
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<sup>4</sup> Thanicha Resort is a well known resort located amidst the Amphawa floating market community. Local inhabitants have operated the resort since the second year of the Amphawa evening floating market in order to satisfy the needs for accommodation at that time.

On the other hand, when we talk about the meaning of sustainable tourism with a preservationist such as B2 (a social developer from Chaiphattananurak Foundation, 2012) the foundation that promotes His Majesty the King's principle of sustainable development rather than one with immediate results, the Foundation supports projects that will yield long-term results and help the people to help themselves, gave an interesting idea which he separated into 3 words: sustainment, development of sustainment and tourism. He said sustainment was a group of people who appreciated what they had, and what they would have in terms of the environment and natural resources in the community. Development meant quality of life, which led to the success of what people were doing. Then, he said tourism, in his understanding from TAT (Thailand Authority Tourism)'s concept was people who moved from one destination to another destination, by which he thought that local food, local products and places themselves were mainly interesting for visitors. So, sustainable tourism in the social developer's mind means tourism is a tool of development, if we want to develop tourism in a sustainable way, we need to maintain what we have in the community as long as the next generation could have it for their quality of life as well.

Therefore, we may see that sustainable tourism in this community is significant in order to have a good quality of life in long term. People would rather preserve and protect it more, rather than just spending their abundant natural resources. Moreover, their governors support them and guide them in the right direction as to how to preserve the local community.

In terms of activities, natural resources that present the local identity and support sustainable tourism activities makes the community attractive and in some cases remarkable, for example a boat trip to see fireflies at night, or the process of making palm sugar, coconut shell souvenirs, or local Thai dessert, or engaging in Buddhist activities such as offering food to monks on their daily morning alms round, etc. All of these activities are truly able to increase the number of tourists visiting Amphawa (Patcharodom, 2012).



**Figure 4.1.1 Number of tourists who visited Amphawa**

Sources: Mayor Patcharodom and Registration and Statistic Office, Amphawa Municipality 2012

Foreign tourists rate is less than Thai because the location of Amphawa which is located 200 kilometers away from Bangkok, and 15 kilometers away to west side of Amphawa is Damneonsaduak floating market which focuses on foreign market, Amphawa decided to focus on metropolitan people who need to avoid turbulence of society. There are also a lot of foreigners come to Amphawa but only a quarter of all visitors.

## 4.2 Community Based Tourism (CBT)

In Amphawa, the community has dominant voice to accept and propose development plans to deal with the municipality as A1 (a community leader, 2012) said *“I have joined in the meeting every time”*. Last year, the municipality repainted the walkway with a maroon shade, which was originally green, one group wanted the area painted green and another group wanted maroon, so the municipality used voting to solve the problem, and finally the majority of people agreed with the maroon choice. When tourists ask about the color, the feedback will be both positive and

negative from the result of the votes of most people in the floating market. For the municipality, all policies and projects are basically considered from a cultural point of view and traditional way of life, putting forward present day sophisticated and modern ideas is a complicated procedure in order to get them infiltrated within society. Most local people said *“We love the original way of living; staying calm, paddling boats, growing fruits and going fishing”* so every project has to get through the process of a public hearing.

In terms of the local economy, there are many projects that create bigger value of natural resource diversity. Branding local products is an important project, *“There are many products for example local desserts, palm sugar, etc., to be promoted”* C4 (a souvenir seller, 2012) said. There is a remarkable logo of the Amphawa brand that portrays a paddle boat on the canal, helping to increase brand awareness and recognition. People can clearly understand the logo and remember Amphawa wherever the products are displayed. For local art and architecture, every building is still in the original style without any change or renovation, so when the municipality or related organizations would like to restore some parts of the buildings, opinions and suggestions of local people need to be listened to. In the past many years, there was financial support from the Danish government with cooperation of Chulalongkorn University. The budget was arranged to renovate the existing buildings with delicate processes and closely controlled by experts. The roofs, doors, windows and facades represent the vernacular style of Amphawa. Tourists can imagine how Amphawa used to be in the way it continues to be presented.



**Picture 3 At 6.15 am. on an early Monday morning, the picture presents the vernacular style of local houses in Amphawa**

For the operation of the market, first priority goes to local people, and food offered for sale on the boats in the canal are all local products, Amphawa is situated near the fishery areas of both sea and inland, and so seafood especially, at cheap prices and with high quality can be easily found in Amphawa. All food shops are operated by genuinely local people. The income is distributed to many levels of job including: fishermen, food sellers, waiters and waitresses, and drinks sellers, etc.

Moreover, there is a great support from the local government at the start of the floating market, as there were a lot of rental boats available for local people who had no boat to support their selling of food in the canal, the rental fee was really cheap and truly formed part of community based tourism at a low price if just 10 baht per day, a figure affordable for people in Amphawa. When the market can run using systematic operations and effective processes, people can support and take care of their own businesses smoothly. Nowadays, there are many shops that have grown up as SMEs that are truly run by local people, but when their businesses grow up and become popular and well-known, outside investors come to Amphawa and make business that is quite different from the Amphawa style. B1 (Mayor of Amphawa, 2012) summarizes the situation in the following way:



*“There are many small clubs, bars and restaurants here, fortunately we still control and protect Amphawa from being too modernized”*

Most importantly, C7 (a boat provider, 2012) has mentioned that *“many activities in Amphawa are environmentally friendly programs and form parts of people’s lives, for example a sightseeing boat trip, making sugar palm and local Thai desserts, and a boat trip to see the fireflies on the riverbanks”*. In Amphawa, there are a lot of fireflies attracted to the cork trees. The location of Amphawa is near the coast, which is a suitable location for the growing of cork trees that are the source of the fireflies’ food. There are more than 5 piers along the canal that provide interesting trips to the tourists and all are operated by local people. On the other hand, noise pollution is obviously seen as a negative impact. The solution is to use boats that produce less noise.

Furthermore, homestays are a highlight of the area, and almost every homestay in Amphawa is ready to provide services so that the tourists can become involved with the local activities as Amphawa people always used to, and they can directly learn about the cultures and traditions such as offering food to Buddhist monks on their morning alms round.

*“Amphawa is a great place to learn about the cultures, traditions, and beliefs of the area and by staying for a while and taking part in sightseeing, the tourists will get unforgettable experiences.”* C11 (Handmade accessories shop, 2012) said.

In addition, there was an argument in the community over the investment from the outsiders who wanted to operate ‘Seven-Eleven’ convenience stores, but at that time the people in the community did not agree with the municipality because they realized the effects of convenience stores on a small community like the Amphawa community. Fortunately, after a vote was taken the investment project did not proceed. Consequently, we can see that the development and management in the community is run by the majority voice of people in community.

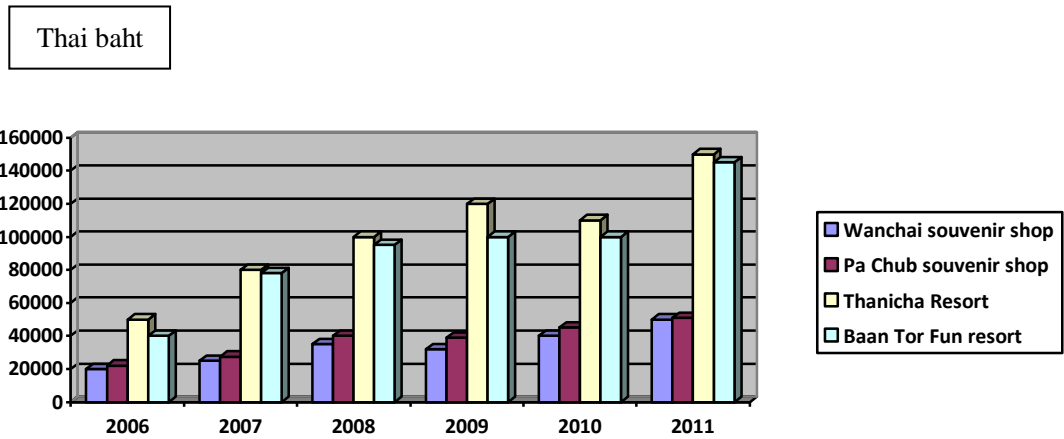
### 4.3 Tourism impact on the community

When Amphawa turned into being a tourist attraction and was promoted, a small local floating market was developed in terms of public utilities and facilities which directly influenced the local people, electricity has been improved to support an increase of usage rate and for safety and security, trash cans have been put in along the walkway of the market to help make the market clean and easier for the rubbish to be taken away, the walkway and the canal have been cleaned, and the municipality has a larger budget because Amphawa is more popular. When Amphawa opened the floating market 3 days a week, first of all people changed from being inhabitants to facilitators, the rest of the week is the time they use to prepare products and services for the upcoming 3 market days.

*“Amphawa was a place to stay that had no activities, but now every day I have to prepare products to serve the tourists from Friday to Sunday”* C12 (Clothes shop owner, 2012) said. For monthly income, generally people who run businesses in Amphawa said, *“My income has increased since the floating market opened, this is an over expected situation”*.

Some people get a 100 percent increase, C9 (Souvenir shop owner, 2012) said *“I used to work for a construction company and sell souvenirs as my hobby, for now my income from selling keeps increasing so I quit that job, I also run a homestay”*. He used to earn 15,000 baht a month, but now he earns more than 30,000 baht, most importantly, he can stay home and take care of his elderly mother at the same time.

Below is the income chart of souvenir shops and resorts that shows the increase in incomes as a result of the growth and development of the market.



**Figure 4.3.1 Household income since the market opened**

**Sources: Wanchai and Pa Chub Souvenir shops' owner, Thanicha and Baan Tor Fun resorts' owner, 2012**

Some businesses have more than two shops in the market like Srimala ice cream, the local ice cream that is made from natural ingredients including various fruits, vegetables and flowers. The growth of business and the market can help promote local products to being national products and local shops to being able to do business in a wider market especially as people will be aware that the ice cream originally came from Amphawa. The shops are also able to promote Amphawa at the same time. In the past, people grew and sold local fruits for example pomelo and sugar palm, of which some were seasonal fruits, but now the municipality has to find other products to sell out of season, fortunately, local resources are effective to use such as that of coconut shells and leaves, so new souvenirs have been created. Due to an increase in business and competition, new jobs and shops can be seen opening up in Amphawa.



**Picture 4 Coconut shell products**

Besides selling food, drinks and local souvenirs, creative activities have emerged, and there is now a shop for tourists to make their own styles of souvenirs. Amphawa star is a shop where people can create their own postcards and cotton pants, the tourists can draw the picture, sign their name, and write a message to the person that they are sending the gift to:

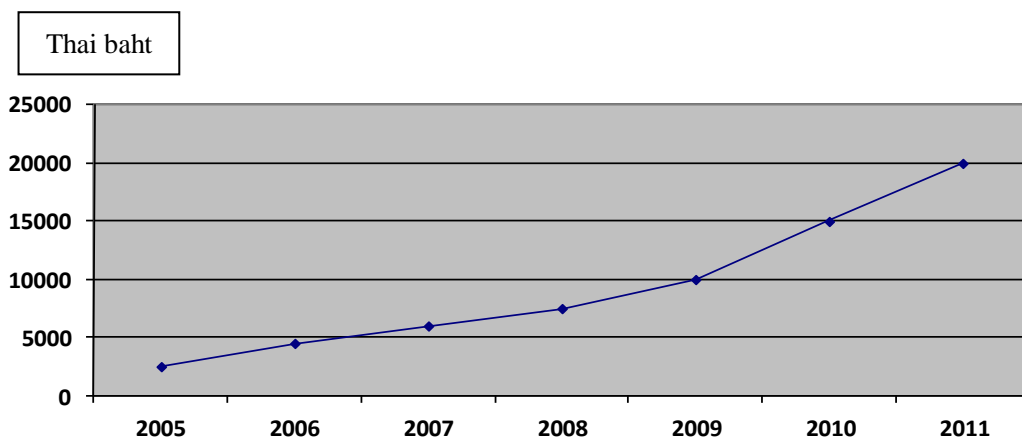
*“This can get much more attention from the tourists, producing a better income for community businesses because are keen to get a unique souvenir from a unique tourist attraction such as Amphawa.” C5 (a souvenir shop owner, 2012) said.*

As the floating market has grown, many kinds of businesses and jobs have been created such as sightseeing boat trips, which needs the following forms of manpower for its operation: wheelman, local tour guide, pier controller, a resort which has local staff in the positions of maid, receptionist, and butler, and as a result the local people do not have to find jobs in Bangkok and can live in their hometown. Similarly for

restaurants, chefs, waiters, waitresses, musicians, bartenders and food runners are positions that are available for local Amphawa people each Friday through to Sunday. The rest of the week they are free to hold another job to help supplement their weekend income.

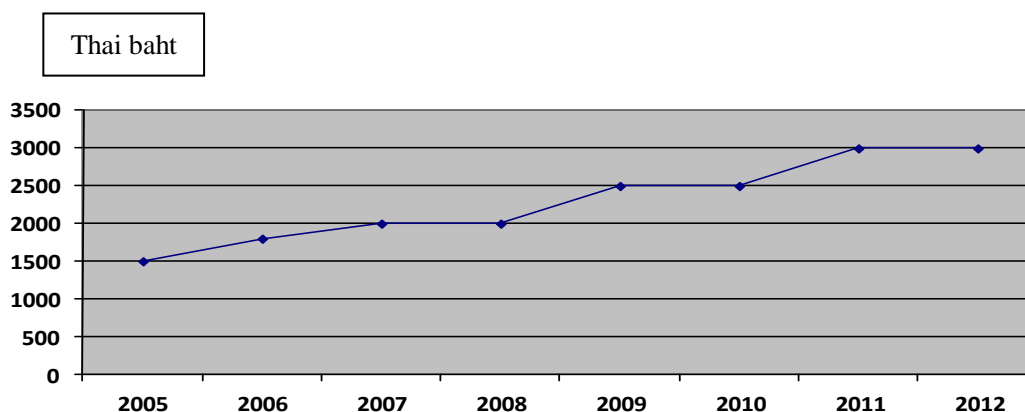
*“This second job can really help their family, and improve the quality of life”* A1 (the community leader, 2012) said. The general opinion of having the weekend floating market is a positive one, but if there were no floating market, *“It’s really bad if we don’t have the floating market, my life has seen a big change because my principal income now is from selling products and running my homestay”* C9 and C1 (a shop and homestay owner, 2012) pointed out that, *“Amphawa will be flat, people will have no job to do and have to go out of their hometown”*.

As services and activities respond well to tourism in Amphawa it has influenced many new shops to be opened, most of which are shops operated by local people, but some are for rent because the owner is perhaps too old to do business. The available spaces are still for other local people to rent as a concept to support the local community, but the rental rate has seen an increase from 2,500 baht in 2005 reaching 20,000 baht in 2011 according to the growth of market income, as seen in the chart below:



**Figure 4.3.2 Retail rental rate**  
**Source: Chaipatthanurak Foundation, 2012**

Another business that has obviously seen an economic impact from increasing numbers of tourists is homestays and resorts, and as capacity for handling an increased number of guests and the need for provision of services has risen, many resorts and homestays have standardized their accommodation to attract tourists. The room rates have also increased along with the standard improvements and tourists are happy to pay for better quality facilities. The chart below shows an example of room rates at Thanicha resort, a homestay that has been improved since the market opened.



**Figure 4.3.3 Room rates from 2005 – 2012**

**Source: Thanicha Resort, 2012**

Amphawa is the main market for people to sell their local products and a place to learn about culture and tradition, so the community is polite and calm, and nowadays the market is an important part of their life, not necessarily for a great income, but to share and give unforgettable memories and experiences of the local people to visitors.

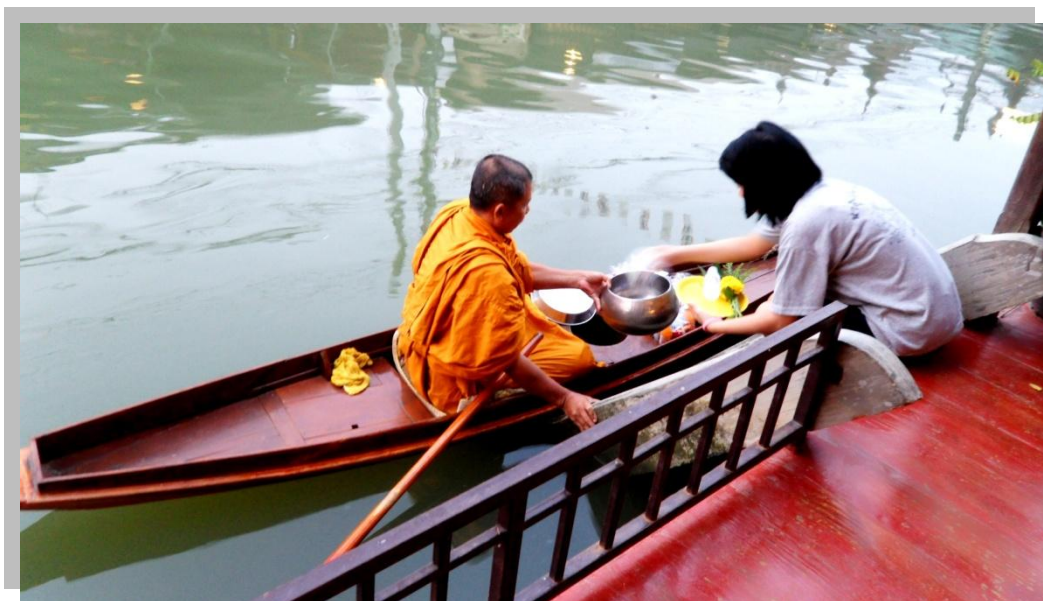
#### **4.4 Community well - being indicator**

Amphawa is a district in Samutsongkram province that contains 6,369 people in an area of 2.5 square kilometers, but the market is about only 2 kilometers long by the canal (Registration department, 2012). From the author’s observation, it shows that the community is genuinely happy having the tourism from floating market being a



part of their life nowadays. The community well-being in this research will be indicated in the form of a percentage of local families who have income from tourism (see chapter 2) as has been demonstrated by the local stories. C8 (the owner of Thanicha Resort, 2012) who has lived in the area for more than 50 years explained,

*“...as the resort gives the opportunities for other local families who have not had enough income in order to support their family. So that they can work with the resort as an employee in the resort itself and those families who can cook good food will have an opportunity to make food by supplying orders for the resort, which means we ask them to cook for us, then we will sell it to the resort’s clients in the morning since we have a community tradition to offer food to monks as they pass on their daily alms round in the community...So, from being a family with lots of debts each month, they are turned around to being a very content family without debts ”*



**Picture 5 A tourist offers food to a Buddhist monk that has been made by a local family.**

In the early morning almost every day, the resort tries to engage in the traditional activities of the larger Amphawa community as was mentioned, *“to offer the food to monks”*, and so this can be counted as a form of Thai culture that has taken place for more than a hundred years already. So, it is obviously showing that everyone wants to be a part of the activity. From this situation we also can see that local families are

happy to have tourism in the community as they can have the ability to earn more money by doing the things that they usually like to do.

Moreover, C3 (a local souvenir shop, 2012) mentioned some good things that have happen to her since the community started to have floating market tourism. She said,

*“In the past before the floating market was established, I had to be here alone and I felt very lonely because my children were working in Bangkok, they were busy most of the time so they did not have a chance to come by and stay with me often. But when the floating market became established and popular, they came back more often and have even started a small business for me and for them as well...”*

The author asked this lady when she sang songs from a karaoke<sup>5</sup> program on her computer in front of her shop. Thus, this shows in her smiling face that tourism in the community is good for her and her family, so that they can earn more money at the weekend and she can be with her children every week as well.

At present, as a result of the good growth of this market, a lot of local people who work outside area are returning home and find new job in the vicinity. Local records show there were 4,563 people in 2001, but the numbers of people in Amphawa today stands at 6,369 (Registration department, 2012).

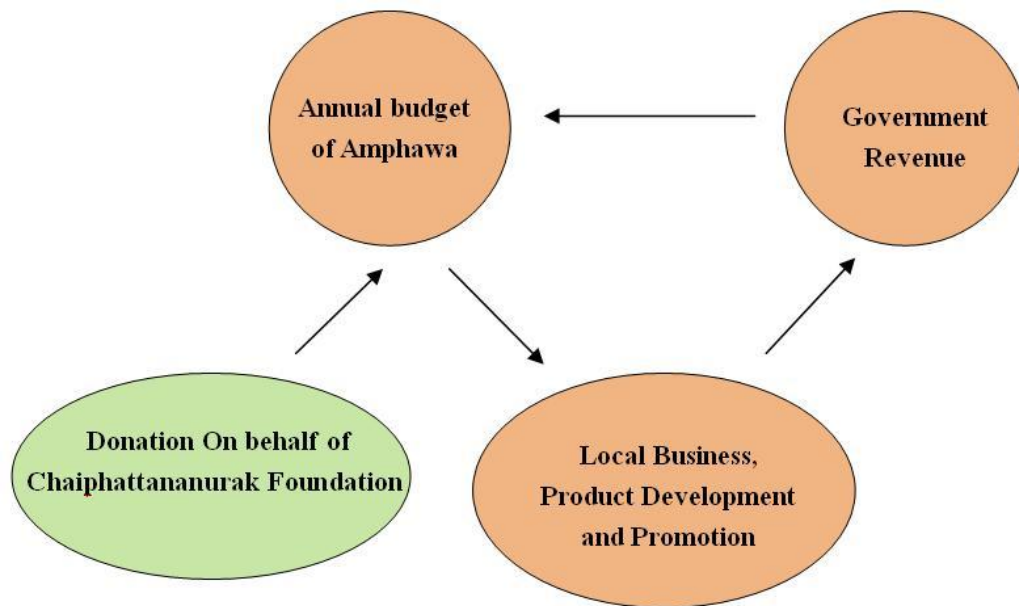
As the market has been improving, the government’s annual budget for Amphawa was reconsidered to support infrastructure and social security improvement. Normally, the annual budget is a primary amount of money to invest in local projects, but fortunately Amphawa gets additionally supported by Chaipattananurak Foundation, especially for architectural preservation. The chart below shows the

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<sup>5</sup> According to the dictionary from thefreedictionary.com it defines karaoke as a noun. It means to sing popular songs along with recorded music using a microphone. Lyrics are usually displayed on a computer screen. This word is originally a Japanese word. This case describes unity of a local family.



money flow of Amphawa's annual budget.



**Figure 4.4.1 Annual budget of Amphawa floating market community**

**Sources: Registration Department, 2012**

The annual budget invests in some projects and businesses that people in the community will be employed in and will be supported in local products development and distribution. The government earns revenue from businesses and prepares its budget for the following year, with the annual budget increasing as the market and revenue grow. Moreover, the market also gets supports from Chaipatthanurak Foundation, money from which is donated by public organizations and private individuals.

#### **4.5 Local community perception of CBT – economic aspects of the market**

In this research, the author tries to categorize people who have involvement with local tourism in the Amphawa area. First are governors who are responsible for general management in the floating market area, then the mayor of Amphawa community and also the developer of Chaipatthanurak Foundation. These two latter figures are helping to make Amphawa floating market a better place to live for locals and a better

place to visit for tourists. The mayor of Amphawa floating market (B1, 2012) said,

*“...since we have a floating market in the community, the economy in the Amphawa community has about one million Baht flowing into the system per year, which means each tourist who visits Amphawa will spend approximately 800 – 1,000 Baht per time. This sum of money directly flows to the locals and spreads to the community around the Amphawa area as well. For example, a group of sellers in the daily fresh market, fishermen and other local organizations who are in charge of finding the parking lots for visitors...”*

Furthermore, the mayor (B1, 2012) also pointed out that the management of Amphawa community was divided into 3 stages into what is known as the “Amphawa Model”:

**First stage:** The beginning of floating market was in 2004, in this period the inhabitants lived in a self-sufficient way of life as they sold local products just to earn money for their family, living without debts.

**Second stage:** Community created a great amount income for the wider community. Since the stability of the community, they thought about how to make the project more stable and started to invest in business, while some families continued to run another business as well. In this stage, the municipality took part in order to acknowledge the local effort and to give advice about how to run good businesses.

**Final stage:** Economics created a good community. Mayor (B1, 2012) has focused on the stability of the economy together with quality of life and environmental friendliness.

However, B2 (a social developer from the Chaiphatthanurak Foundation, 2012) who played an important role in expanding the floating market described that, “ *the foundation works by aim of developing a community well-being, which retains the community’s traditions and culture, while at the same time developing an economy from tourism within the community*”. He also stated “*the foundation supports the locals to sell local products especially sell from wooden boats, such as seasonal fruit,*

seafood and handicrafts that are made from local materials”. The foundation works with the municipality in such a way that they will compete with each other in order to develop the community.



**Picture 6** A man sells traditional Thai desserts.



**Picture 7** An old woman sells flowers and local fruits

B2 (a social developer from the Chaipatthanarak Foundation, 2012) also mentioned:

*“The economy in this community became better when we expanded the market for the locals who live a short distance away from the market, but who still live along the canal...we told them to sell what they have in their garden. Moreover, we taught them about adding value for what they already have for example, they can sculpture coconut shells into home decorations...so we can see that it is a truly local wisdom....then, it leads to a healthy economy within the community”*



**Picture 8** A local family selling seafood from their boat

Moreover, the municipality and the foundation generally had a monthly conference at the commencement of the floating market. This was borne out when we asked C1, who lives in the community and who is the owner of Baan Tor-Fun Homestay, who said:

*“They usually had a conference once a month and more often at the beginning of the project since all the things in the community were not balanced between the local management, environment in the community and the buying-selling trends in the floating market. But nowadays, as things have been done little by little our floating market has become a model for other floating markets in the central region so, they do not arrange the conferences like the old days. They only do it when some occurs in the community...”*

Additionally, C5 (restaurant and gift shop’s owner, 2012) who has 4 businesses in the floating market area and who was originally born in this community, has said:

*“The municipality officers or the mayor will ask only the community leader to attend the conferences”*

The author had the chance to talk to the community leader (A1, 2012), who described that *“it is only me who attends the conference when the municipality has requested one since we already made a decision together as to who is going to be the leader...and that is me. So, after the conferences I will inform everyone about the new projects and about what is going to happen or about the problems of the floating market community.”* From the community leader’s statement, the author can see that other people in the community accept this because normally people here are easy-going, kind and calm so they will have less conflict than others. They also listen to their leaders or governor and social developers who are trying to support them and lead them towards a good quality of life and a better household income.

Thus, these are the stories from the people who live in Amphawa floating market area and who have seen the affects from tourism in both good and bad ways. Some of the interviewees were local governors and community leaders who want to see the

community well organized and be a part of what they have created for their local community.

## **CHAPTER 5: DISCUSSION**

In this chapter, the author would like to demonstrate the results that have been found in the Amphawa community. The following analysis in the form of charts came from facts that researcher was told by local people in the Amphawa community.

### **5.1 Economy in Amphawa floating market for the local community**

Many years later, the idea to rehabilitate the floating market came about with the agreement of local people and the municipality, but it had been changed to the first evening floating market in Thailand, whereas other floating markets open early in the morning until the afternoon. Nowadays, more than 200 shops are located there, 10 piers are operated, and 20 pleasant resorts welcome tourists as big money once more returns to Amphawa. According to an interview with the mayor of Amphawa municipality and the record of tourist visitations from the Registration and Statistic Office, it shows that the number of tourists has been constantly increasing (see figure 4.1.1).

The economy of Amphawa has been growing greater than expected, economic activities have taken place, new jobs have been created, and thousands of local people have returned to their hometown. The impact of tourism on the local community's economy is obviously seen in both positive and negative ways. As found by Parkyn and Tyumeneva (2005), who studied the economic impact of community-based tourism, both positive and negative sides occur, which referred benefits and costs towards local community, the first being that of foreign exchange earnings. Revenue of Amphawa floating market is mainly from Thai people, especially tourists from Bangkok. When the economy is enhanced, contribution to government revenue (Parkyn and Tyumeneva, 2005) is a focused issue, and the municipality controls legal processes, so the department undertaking this has to educate and support people to go along the right track when the market grows up and the government revenue consequently rises. As the regards revenue returns, an official management budget of



Amphawa is much considered. From table 2.5, as Pakyn and Tyumeneva (2005) also point out, infrastructure, utilities and facilities are used to an extreme level and maintenance costs are also paid in a progressive rate. Since the floating market opened, the municipality has spent its budget on electricity, water supply, sewage drains, and rubbish disposal for the safety and security and enhanced quality of life for both local people and tourists. The improvements also influenced the scenery and environment that have now reached the local people and tourists' satisfaction.

Besides this, growth of the economy can influence new jobs creation (table 2.5) for example those of local tour guide, project advisor, and project and market advisors who will be at the market to give advice and suggestions to local people. Moreover, the advisors duty will be to help creating new programs to present to the tourists such as through Thai dance, Thai classical masked drama and Thai traditional dramatic performances, which are perform in the orchard by the market, so the tourists can see the original Thai performances and also learn about the lifestyle of fruit orchard farmers. When Thai performances are programmed, the students in Amphawa can be performers, as many schools in the area support the Thai arts through school clubs for classical Thai performances and classical Thai music. At the weekend, the students can be invited to perform and earn money and this will be a great support for presenting the original Thai arts. The budget to pay for the students may be from the cooperation of the municipality and Chaiphattana Foundation, and the benefits can be returned to the local people. In addition, there is a small travel agency especially for Amphawa, since the resorts



**Picture 9 & 10 Student performances**

and homestays have been promoted, so that tourists can call directly and ask for information allowing the agent to find the right places for them to stay, and also arrange package trips as and when required. Fortunately, the travel agencies have not much market competition and are not fully open for commercial purposes. All of the above-mentioned information supports the contribution to the local economy and a greater number of people can get benefits.

At present, investment rate has been increasing and affects several other types of economic impacts that are not covered in economic impact assessments as Stynes (1997) proposed. Changes have taken place in the price of housing and retail in the area since Amphawa's first evening floating market 8 years ago, and so the rental rate of the retail units is obviously inflated (See figure 4.3.2)

As shown in figure 4.3.2, in 2005, at the beginning of the market, people didn't believe in the feedback of the market, and some available spaces were left and others were offered for rental at a normal price, which was just 2,500 baht per month. Two months after the market was promoted, a lot of people began finding the available spaces for their businesses and the rate increased to 4,500 baht, reaching 6,000 baht in 2006. In 2006, more than 20 TV programs presented Amphawa on-air, increasing the tourist numbers as seen in the chart above and doubling the income of Amphawa with subsequent rental space rates rising to 6,000 baht and 7,500 baht in 2007 and 2008 respectively. Amphawa community was published in many travel magazines and newspapers, which brought further increases in tourist numbers in 2009 and 2010, which reached one million and 1.5 million persons consecutively (Patcharodom, 2012).

Later on, outside investors considered Amphawa as a business site, and rental prices turned into a major financial issue for local people. In 2011, rental rates rose dramatically to 20,000 baht for 30 square meters, a figure which had been just 2,500 baht in 2005, and not many local people knew how to properly run their business



especially with having less financial power with the inflated rental prices. Outsider traders from Bangkok bringing unsuitable or irrelevant products to Amphawa decreases the identity of the market and a solution needs to be found by the municipality to support local people. This is a sensitive case because some areas in the market are private property and the municipality has to offer other benefits for example tax deductions, priority to propose the development plan, and a primary budget for the façade renovation. The municipality should offer alternatives for selling products, such as arranging more boats, creating small booths, and organizing small events to promote local products.

Furthermore, the second focus of Stynes (1997) is changes in the quality and quantity of goods and services. There are many projects to support local products that are called the “Amphawa brand”, and offices of small and medium enterprises promotion cooperate with the Thai confectionary company limited and municipality to support local products development, they also offer financial support in product research and experiment. There are many retailers who agree with the project and who would like to improve local resources as new products for the market. The team observes the market to find and pick the products, then cooperates with the experts from Kasetsart University, Silpakorn University, and King Mongkut’s Institute of Technology Ladkrabang to develop product storage, packaging, branding and promotion. There are specialists in each factor to enhance products and brands to penetrate the market of the new generation. Nowadays in the market, more than 15 brands are well-known as having so-called Amphawa identity including flower ice-cream by Kampan, Fried rice snacks by Wan uncle, etc., the products are not only sold in Amphawa, but also in convenience stores in Thailand.

However, as the income increased 300 percent of growth rate it also created jobs for local people. In term of service, to support the foreign visitors, service has standardized in the reception areas, English skills improved, a one-stop service point was installed, tourists’ culture was studied, all of which empowers the tourism

industry of Amphawa. For changes in property and other taxes, this is a legal issue that the tax rate will be progressive. The revenue will turn benefits to the market in terms of annual operation budget. For economic dimensions of social and environmental impacts, each Friday to Sunday thousands of car come to Amphawa, so the capacity of parking requires good management, traffic jams happen and it can take 20 minutes to drive from the entrance to the parking area, which wastes fuel and increases the cost of travelling. On the other hand, congestion of cars creates jobs, and many local people who have available spaces that can park cars earn benefits from that, usually 30 baht per time is paid for allowing parking. The convenient public transportation needs to be supported to reduce pollution and use of fuel, moreover, bio-fuel and clean energy should be developed and used for local vehicles to support the idea of being environmentally friendly. In the market, paddle boats that the food sellers use doesn't need fuel, this point of advantage reduces the cost of food and products so the tourists can find cheaper priced food and souvenirs in Amphawa.

As in the figure 4.4.1, there is support by Chaipatthanurak, which is a foundation that works with the municipality, the foundation focuses on sustainable management and community-based tourism. Both organizations support each other, sharing ideas and knowledge can help local people in sustainable management in the market. In addition, the foundation also gets donations from people who agree with the concept of the sustainable tourism and fall in love with fascination of Amphawa. Most of the projects that are supported by the foundation are about job provision to improve quality of living and household economy for example supporting local product selling and distribution channels, providing work equipment for local people, training in local products improvement, etc., and cooperating with the municipality on sustainable concepts.

## **5.2 Economic sustainability of Amphawa Floating market**

For economic sustainability for the local community, as Swarbrooke (2002, p.66) proposed, the economic aims of sustainable tourism, are first of all to optimize tourism's economic benefits while minimizing its cost. As mentioned above, Amphawa has improved products to reduce abundant resources to protect the environment, and in terms of economy, new products present a unique identity of Amphawa and make more income for local people, with prices at an economical rate and quality standardized. The principal of the products is controllable and production processes are handled by local people, these are the solutions to minimize the cost of production but maximize value and benefit for the market. For the activities for tourists, Amphawa people are Buddhist and every morning people will prepare food at the waterside and wait for a monk that comes past on a boat to receive food from the lay people. Tourists can buy some food from the local restaurants and give to the monks for making merit. The activity is impressive for tourists and increases more overnight stays to allow them to learn the original way of people living by the canal, and subsequently increasing of tourist numbers directly benefits the economy.

Secondly, making sure that the tourists pay a fair price for their holiday experience is important (Swarbrooke, 2002 p.66). Although Amphawa opens only 3 days each week, prices are also cheap and not too many gain income from these 3 days. The set prices therefore are to welcome the tourists to visit again but also high enough for the owners to run their businesses. For example, a room for a homestay that is really comfortable and convenient is offered at a low price of 3,000 baht per room, the room is for 4 persons with 1 living room and 1 bathroom, and is air-conditioned, with safety and security included. The guests will be able to stay in private. As seen in figure 4.3.3, the room rate has increased a little compared with the increasing numbers of tourists in the chart above. Thus, the price is fair for tourists. Thirdly, but most importantly, to protect locally run business from unfair competition from larger, foreign owned enterprises, which do not bring many benefits to a

destination, regulations have been issued to truly help local businesses that are owned by local people, for example a big convenience store such as Seven-Eleven is not allowed to locate in the market area and has to be at least 100 meters away from the market, this is to protect the original local stores by the canal and control the products that are sold. Moreover, only local brands are allowed in the market, specifically so that tourists will not see foreign brands excluding drinks like soda pops or alcoholic products. All of the food and souvenirs such as ice cream, snacks, desserts, clothes, handmade products, etc, are made locally. Today it can be stated about the market such that, “There are no foreign-owned enterprises here, only fully community-based businesses”, as Castellani and Sola (2009) proposed that long-term economic operation including stable employment and income-earning opportunities need to be fairly distributed to all parties, especially amongst the host community. To summarize Amphawa’s strategy as the WTO (1999, 2001) has studied some efficient and effective approaches, are to develop SMEs, enhance infrastructure, provide tourism facilities and spread benefits to local parties.

There are 5 indicators as Ecological Tourism in Europe and UNESCO-BRESCE (2009) indicate in the growing of the economy of Amphawa, firstly, the number of community income coming from tourism, as figure 4.3.1 shows the sample of household income since the market opened. Income has been increasing and at a satisfactory point. The second indicator is the percentage of local families who have income from tourism in the market area, all of the people directly get benefits and income from many different aspects, some are enterprises, some are rental retail owners and others are sellers, but all of them are truly local people. The third is the type of income (supply, goods and services, employment, enterprises), as the market opens 3 days a week, so some people work at Amphawa as a second job, but other people work there as a main job. The briefly evaluated information is from a group of people who do this as a main job which shows 15 percent are a supplier of services such as resorts, homestays and boat services, 25 percent are goods suppliers such as

food and souvenirs and the rest get employed because many people live on-site and only work on Friday through to Sunday (Patcharodom, 2012). The fourth is the ratio of the number of local to external businesses involved in tourism. There are a few external investors but they support local products and all property is owned by local people, so we can say that all is internal and for local benefits. And the last is the proportion of tourism in the GDP, as per the information from the municipality, in the past, Amphawa mainly earned revenue from food and fruit trading, but now income from tourism represents half of the total. That's the reason why all related people and organizations hardly tried to manage long-term strategies to support Amphawa. However, for local people it is the most important factor to care about, as Beeton (2006) stated that "the community well-being is simply referred to quality of life and sustainability as seen by members of that community".

## CHAPTER 6: CONCLUSION

As the thesis has been conducted on Amphawa floating market, people can state that “Amphawa is the most popular and trendy weekend tourist destination in Thailand nowadays”, with more than 200 uniquely styled shops, 10 convenient piers, and 20 different forms of fine accommodations. Amphawa has seen significant increases in terms of its tourism industry and economy, social benefits, education, new jobs, government finance, social security, etc. The trend of increased tourism is continuously focused and adapted in Amphawa in order to improve the quality of life and household economy for its residents.

Amphawa could form the model for sustainable and community-based floating markets in Thailand. In order to accomplish this it must have strong management and development in cooperation with the government, organizations and the local residents. Additionally, tourists will have to have an understanding of Amphawa, its culture and traditions wherever they visit. Because the local people are the most important element in presenting a unique location filled with beautiful traditions and local culture, they must protect and preserve the natural resources by using creative methods, allowing appreciation and happiness to be established for both the local people and visiting tourists.

As a whole, the community of Amphawa could be developed on the basis of community based sustainable tourism. The local people are the most important part of the market’s operation and development. The first priority is to obtain commercial space in the market, Amphawa people who live by the canal should receive suggestions and recommendations from the municipality regarding where they should establish their business. If the business owner requires accommodations, this, in turn, provides an opportunity for others in the community; landlords to rent the business the necessary accommodations. All business and jobs should be performed and owned by the local people such as food sellers, heads of piers, boat drivers, food suppliers, souvenir sellers, etc., to allow the local people to continue to live in their hometown and not have to relocate away from their families in order to find employment. This concept would

greatly increase the chances for success because local people are more reliable than outsiders in preserving their locale. This will also enhance tourism capacity and provide tourists with more options. Next, every project in Amphawa should be carefully considered by collecting comments, suggestions and ideas from the local people. This should apply to such projects as repainting, building renovation and landscaping. The people would be able to discuss and consider the best ways to improve and develop the market using sustainable concepts so as to maintain the architectural heritage and vernacular styles and avoid any negative impact as much as possible. Public hearings should be held at least 2 months before making the decision on each project. Amphawa should be kept as original as possible, retaining its remarkable uniqueness. Thirdly, local products and existing resources should be developed using the ideas of the local people and supported by new technological and mechanical processes to have them become an international standard with the highest value put on using natural resources, and most importantly reducing unused materials and waste. To increase brand awareness and recognition, the Amphawa brand logo should clearly present an original and unique local seller afloat on a paddle boat, which is something that can be generally seen in the Amphawa community. Additionally, outside products should not be allowed to be sold in the market and popular modern stores/sellers such as 7-Eleven convenience stores should not be allowed to be located in the market. This will protect and preserve the traditional shops of the local people, support local products and help retain their selling power. They should also prevent outside investors from opening modern hotels or high-rise accommodations, as only local homestays should be allowed, supported and promoted in Amphawa. Currently, the official regulations are issued by the municipality and the local people are happy with that policy. All the concepts and ideas respond to the significant characteristics of community based tourism in terms of local awareness of conservation, minimizing the negative impact on natural resources and socio-cultural environment, and returning benefits to the local people and community, mainly those concerning economic benefits.

As a community based tourism concept, local people gain direct benefits,

especially in terms of the local economy. Since the market opened, new jobs have been created and performed by local people. The hiring rate in Amphawa has been increasing as the floating market grows, and many new jobs and positions have been offered to local people such as jobs in resorts, travel agencies, or as Thai art performers, etc., that earn high incomes for the local workers. For local businesses selling the “Amphawa brand”, support is given by the Thai Confection Company Limited, universities and the municipality in product development, marketing and financial issues to help increase their market share and sales volume. When the products become well known and popular, the sales volume will increase along with the manufacturing process and hiring rates, which will create more jobs for local people and increase their income. Currently, the income rates for the local Amphawa people are higher than expected and continue to increase since the market was promoted. People can state that “Amphawa floating market truly gives economic benefits to the Amphawa people”.

Amphawa has improved and developed and people are continuing to find better ideas and ways to for the market to be sustainable with community based concepts, and for a cleaner environment. The municipality promotes local packaging products made of environmentally friendly materials, for example banana leaves and mulberry paper, which are locally produced in Amphawa in order to reduce unrecyclable trash. Mulberry paper could become another interesting product for the Amphawa brand. Manufacturing processes are also environmentally friendly in order to avoid unused resources and negative impacts. For example, after people drink coconut juice and milk the shell is usually wasted, but the local people can produce lamps, flower pots, coffee cups, etc., utilizing the coconut shells to reduce waste and create additional income. The municipality is also establishing more training projects in order to educate the local community.

Every idea about the environment is intended to improve the quality of life directly related to physical and mental health, not only for the local people, but also for the tourists and the ecological system. The most important thing is to educate the people so they have the proper understanding of the long-term positive impacts.



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# APPENDICES

## Appendix 1: Map of Thailand

The map shows the position of Samutsongkhram province, where Amphawa floating market is located.



Source: <http://www.bangkoksite.com/Map/index.htm>

## **Appendix 2: Semi – structured interview questions**

### **General Information**

1. Could you briefly introduce yourself, please?

- Age
- Sex
- Education
- Status
- Income/month
- Occupation

2. Sustainable Tourism

- How do you define or how do you understand sustainable tourism?
- Do you think it is important or not? Why?
- In your view, what should the government do to support sustainable development? (Please, give reasons)
- Do you think that community participation will lead to sustainable tourism development? Why?
- Do you agree that Amphawa has been developed in a sustainable way? (Give reasons)

3. Community Based Tourism (CBT)

- Do you think people in the community play a part in making decisions with the local government? How?
- At the beginning, how did the local government approach the area in order to establish the community for tourism?

- Does the local government set up some kind of conference before they change things within the community?

(In this part we will compare the answers from both inhabitants and local government)

#### 4. Impact of tourism on the community

- How has it changed after you had tourism as a part of your life? (Impact on your daily life and family life)

- Before you had income from tourism, how much do you earn each month?  
And how much do you have now?

Mostly people in the community are selling local fruit, which includes pomelo and sugar palm, which are both seasonal fruits. So, when they are out of season

- What do you sell?
- What if this community does not have the floating market like now, do you think it would affect you and your family? How does it impact on you?
- Do you think the floating market creates job opportunities for local people?
- Has there been any development of electricity or water supply in this area?

#### 5. Community well-being indicator

- How much is the approximate gross income of people in the community, earned by tourism in the area?
- How much revenue does your family earn each month? Does it increase?

#### 6. Local community perception towards the economic situation in the community

- How does the economic situation in the community look?
- Do you have monthly meetings? How often?



- Does the government follow what you try to propose?
- What do you think about the level of community participation in Amphawa floating market now.

7. Management and Monitoring

- Can you examine how the local government responds to your proposals?
- What do you want to see with regard to further tourism development in Amphawa floating market?

### Appendix 3: List of Interviewees

Name	Group	Age (yrs)	Education	Occupation
Mrs. Kwanjit Kiatanusorn (Pa'Dang)	C1	59	Bachelor Degree	The owner of Baan Tor Fun Homestay
Mr. Somchai Sermsawat (P'Ko)	C2	29	Primary School (Grade 6)	Selling snacks and drinks
Mr. Patcharodom Oonsuwan (K.Chai)	B1	58	Master degree	Head of Municipality of Amphawa
Mrs. Chub Tongjaroen	C3	83	Primary School (Grade 4)	Selling souvenirs from Amphawa
Mr. Thanaphan Ruengrongsakul (P'Gai)	C4	36	Bachelor Degree	Selling souvenirs from Amphawa
Mr. Yannawat Hatthakum (P'Suea)	C5	35	Bachelor Degree	Restaurant & Gift shop
Mr. Waipoj Nimthong (P'Nhong)	A1	45	High School	Community Leader, owner of food & Beverage Shop
Mr. Sakda Patchimma	C6	31	Bachelor Degree	Future investor & Tourist
Ms. Natthaporn Somphong (P'Ae)	C7	29	High School	Boat Provider
Mr. Klit Meetawee (P'Ya)	B2	34	Bachelor Degree	Social Developer of Chaiphattananurak Foundation
Mrs. Jintana Tangwichtlert	C8	58	Bachelor Degree	The owner of Thanicha Resort
Mr. Wanchai Sonrnsak	C9	52	Bachelor Degree	Handicraft Shop (Products made from coconut fruit)
Mr. Tui Hemmanee	C10	63	Primary School (Grade 4)	Selling snacks and drinks
Ms. Porjai Ngamsa-ard	C11	26	Bachelor Degree	Handmade Accessories shop
Mr. Vorapon Chaichana	C12	30	Bachelor Degree	Clothes shop

#### Group of interviewees:

Group A: Community Leader

Group B: Local Government

Group C: Community Inhabitants

