

## Community - based Social Marketing Behavioural Goals for Promoting Community-based Tourism

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### Abstract

This study aimed to determine community-based social marketing behavioural goals. To attain the objectives of this study, the related issues were examined including the context of community-based social marketing stakeholders, residents and tourists' expectation to community-based social marketing behavioural goals, and the desired behaviour for promoting community-based tourism. The methodologies used for data collection were: questionnaire and in-depth interview with residents and tourists. Non probability sampling was used. Descriptive statistic; percentage and mean were applied to analysed and presented in research results. Content analysis was employed for data analysis of in-depth interview. Koh Kred, Nonthaburi Province was selected based on the area provided community-based tourism activities and most popular on weekend. The finding revealed that community-based social marketing behavioural goals have three pillars; environmental goals, socio-cultural goals, and economic goals. The synthesis of community based social marketing behavioural goals presented as the F-A-C-E model, including FAVOR, AID, CARE, EGIS, which refers to residents and tourists' behaviour change for promoting community-base tourism. Most of behaviours change focused on community supporting, helping, attention and protection.

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## Introduction

Community-based social marketing (CBSM) is an approach to achieving broad sustainable behavior in the communities. It combines the knowledge from psychology and social marketing to leverage community members' action to change behavior. CBSM is more than education; it is spurring action by a community and for a community (McKenzie-Mohr and Smith, 1999). CBSM developed from social marketing, which has not always been able to transcend the barrier between raising awareness and actual behavior change, particularly when it comes to complex issues (Kennedy, 2010). Moreover, Monaghan (2011) defined CBSM is an effective behavior change approach that combines community-based participatory research (usually known as CBPR) with the methods and principles of social marketing. Most CBSM campaigns do not rely on an education-based model for promoting behavior change. Marketers can benefit from trying new approaches that have proven success (McKenzie-Mohr et al., 2011). In sum, social marketing is a way of planning communication programs that aim to influence human behavior. CBSM is a variant that includes influence techniques drawn from social psychology.

According to Sebele (2010), community-based tourism (CBT) has to face several problems, including the deficiency of concrete advantages and creation of jobs, the loss of land profits, inefficient administration, advertising and enterprising skills, the lack of participation from the community as well as sense of ownership of projects from community members, and the strong dependence on foreign supporters. Additionally, as suggested by López-Guzmán et al. (2011), local communities might have limitations in terms of culture, and there might also be the power clash between different areas of local authority. According to Kibicho (2008), there are other important factors

in the advancement of CBT, including the participation of local people as the community's shareholders, the acknowledgment of personal and mutual gains, the tourism goals and the local community's awareness of the people who make the decisions which will be put into action.

The question, how to generate CBT and augment its advantages to reach goals of sustainable tourism inspires this research. Therefore, the method should be able to create the awareness of communities and tourists as well as the comprehension of effects from tourism and its feasible results. Besides, according to Dinan and Sargeant (2000), a sustainable tourist is a person who regards himself/herself as a traveler who comes to visit other people's culture, community, economy and environment and admire this exclusive attribute of traveling. Hence, behaviors change for greater benefits should be encouraged both in residents and tourists in order to reach CBT goals.

CBT contributes to positive development in three aspects: community environment, socio-culture and economics. However, the negative impact cannot be avoided. The responsibility of tourism has become significant to resolve CBT problems. Many approaches are launched to crack the problems, such as awareness building, eco-activities, environmental conservation and sustainability management. These tactical outcomes are successful and unsuccessful, with the possible cause of failure being peoples' inability to get and follow the point or not willing to participate in problems resolving. In this study, CBSM concept was applied to enhance CBT performance. CBSM has been successful in behaviour change for several campaigns, such as energy and water conservation, recycling, accident reduction and health care.

Koh Kred Sub-District is the Island in the Chao Phraya River, in Nonthaburi Province. The community consists of seven; the area in this study is CBT area which includes Village Moo 1, Moo 6, and Moo 7. CBT in Koh Kred established in 1997 under the Tourism Authorize Thailand policy

with Amazing Thailand theme. Cultural tourism come at the first trip then residents open food and drink shop also souvenir shops. After that outsider people rent or by area to commerce (Local Administration TumbonKoh-Kred, 2011). All residents and tourists get to KohKred by small ferry which charges two baht.KohKred have several tourism activities, such as pay respect to the Buddha and make merit, bike bicycle, travel by boat, agricultural tourism, homestay, massage, Mon culture dancing, dessert and pottery demonstration and by local product; pottery, Kanam-Jin, Nor Kala fried, Thai dessert, T-shirt and other souvenirs.

Local Administration Tumbon Koh-Kred, the Committee of Koh-Kerd Tourism Development (2010) explained that KohKred community is most popular on weekend, more than four thousand Thai tourists per week. There are few foreigners among the tourists. Therefore, the target groups in this study focused upon Thai tourists. Tourism is tool used to develop community as a way of distributing benefits to the stakeholders. A stakeholder is recognized as “any cluster or individual who will have an effect on or is affected by tourism development in a destination” (Freeman 1984, p 46). A stakeholder in KohKred consists of two groups; tourists and residents; including host, community leaders, academic scholars, public officers, CBT team and entrepreneurs.

KohKred community was selected to analysis should be a good representative of CBT, the justification which relevant to this scope of the study, and enable the study to draw conclusion and policy implication in general. Thus the study set five criterion for selecting CBT sites including (1) having clear objective of operating CBT, (2) having enough experience in running CBT, (3) having participatory management with relevant stakeholders, (4) having extensive history in CBT, and (5) having experience of using social marketing in their CBT. As a result, KohKred community is CBT area selected as target for this study. This study is one part of the

dissertation “model of community-based social marketing to enhance community-based tourism performance”. Thus, in order to discover CBSM behavioural goals and desired behaviour to promote CBT, the following are research objectives.

1. To assess the context of community-based social marketing stakeholders
2. To explore expectation to community-based social marketing behavioural goals
3. To suggest desired behaviour for promoting community-based tourism

All the results are fruitful to the main objective of the study to create desired behaviour to enhance CBT. Thus, the significant of the study is to promote CBT by use behaviour change as a tool to facilitate community increase further profits and sustainability in tourism, as shown in Figure 1.

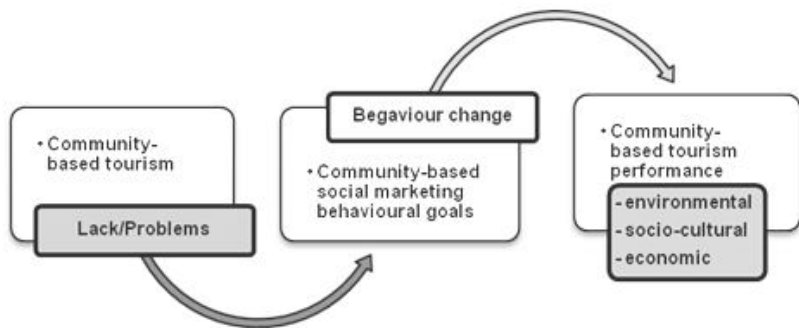


Figure 1 Community-based Social Marketing to Promote Community-based Tourism Performance

In this article, following on from this introduction, the methodology used is presented, the research results presented for answering the research objectives. Finally, the main results of CBSM behavioural goals for enhancing CBT are illustrated and discussed.

## Methodology

The quantitative and qualitative results are presented by answering the research objectives. KohKred Community, Nonthaburi Province, Thailand was study area.

### 1. Population and sample groups

There are two population and sample groups, according to data collection methods of survey with questionnaires and in-depth interview, as illustrated in Table 1. The first group, whose data were collected by survey with the questionnaires, consists of residents and tourists. The residents' samples were calculated by quota sampling of 25 percent of households, as resulting in residents' sample size of 150 residents. The sample size of tourists was calculated by the Taro Yamane formula with 0.05 level of accepted error, as resulting in tourists' sample size of 450 tourists.

**Table 1** Population and Sample Groups

Measurements	Respondents	Population	Sampling	Received information
questionnaire	1. Residents	583*	150	123
	2. Thai tourists**	24,000	450	432
In-depth Interview	1. Host ***	2,135	30	24
	2. CBT management team	2	2	2
	3. Community leaders	14	3	3
	4. Thai tourists*	24,000	40	47
	5. Entrepreneurs****	100	20	27
	6. Public officer	27	5	5
	7. Academic scholars	7	2	2

Source: Local Administration Tumbon Koh-Kred, the Committee of Koh-Kerd Tourism Development (2010)

Note: \* Household in CBT area, including Village Moo 1, 6 and 7

\*\* Thai tourists' number during October – December 2013

\*\*\* Host/entrepreneur = 19 hosts and host/non-entrepreneur = 5 hosts

\*\*\*\* In the interview results include insider entrepreneur = 19 shops (the same respondents of host/entrepreneur = 19 hosts in \*\*\*) and outsider entrepreneur = 8 hosts

The second group, with data collected from in-depth interviews, consists of sample size for each group displayed in Table 1. Each interview sample was selected by a non-probability approach (purposive sampling and snowball sampling method).

## 2. Data collection and data analysis

Firstly, researcher collected quantitative data from survey by sent 123 questionnaires to residents, including host, CBT staff, leaders, entrepreneurs, public officer and academic scholars. For 432 questionnaires was sent to tourists. Descriptive statistic; percentage and mean were used to analysed and presented in quantitative research results.

Secondly, the qualitative data collected by in-depth interview from 47 Thai tourists and residents, including 24 host, 2 CBT staff, 3 leaders, 27 entrepreneurs, 5 public officer and 2 academic scholars. The qualitative-data from in-depth interviews are analysed by content analysis.

## 3. Research instrument

In quantitative research instrument, the questionnaire consists of three parts as follows:

Part 1: Residents and tourists' demography information, such as gender, age, education, occupation and revenue. Community living and tourists' expenditure also designed to get the respondents context.

Part 2: Residents and tourists' expectations to CBSM behavioural goals. A set of questionnaires consists of three aspects, including environmental, socio-cultural and economic, with closed-ended questions. A five-scale form very high to very low designed to measure the degree of residents and tourists' expectation to CBSM behavioural goals.

Part 3: Residents and tourists' suggestion to desired behaviour. The opened-questions were used to get suggestions from residents and tourists. In qualitative research instrument, the following are questions

for residents and tourists:

- (1) which behaviour should residents change to promote CBT?
- (2) which behaviour should tourists change to promote CBT?

#### 4. Reliability and validity

To achieve a high measure of reliability, researchers used easy questions, with most of the questions being as close-ended as possible, in order to decrease any possible confusion among the respondents.

Reliability - the results confirmed that the questionnaires had reliability coefficient with Cronbach's Alpha of residents' questionnaire = 0.882 and Cronbach's Alpha of tourists' questionnaire = 0.930.

Content validity - the questionnaires were validated by five experts for its rational validity in order to revise and improve the content. The index of item-objective congruence (IOC) value that indicated a reliability of the residents and tourists' questionnaire in this study presented reliability values of 1.00 in every item. Moreover, the questionnaires were piloted by thirty residents and thirty tourists to check readability and understanding of the items.

Triangulation –the following were triangulation used in this research; 1) used both quantitative and qualitative methodology to gather data, (2) used seven sample groups, including host, CBT staff, community leader, public officer, academic scholars, entrepreneurs and tourists. (3) survey questionnaire sent to seven sample groups. (4) in-depth interview with seven sample groups and used the same question to gain a broader and more complete understanding of the issue desired behaviour. (5) used different interviewers, this research conducted in-depth interview by ten interviewers. (6) used study area in different village, including Village Moo 1, 6 and 7. (7) used different method to gain more data in desired behaviour issue, including questionnaire and in-depth interview questions are same question with different respondents.



## Research Results

### 1. Context of Community-based Social Marketing Stakeholders and Targets

Residents' demography information consists of roles in community, length of living in community, gender, age, education, occupation, and revenue. Tourists' demography information comprises of gender, age, education, occupation, revenue, frequency of tourists visiting, and tourists' expenditure.

Table 1 Respondents' Demography Information

Demography Information	Residents (%)	Tourists (%)	Demography Information	Residents (%)	Tourists (%)
Role in community			Education		
1) SAO officer	4.1	-	1) lower than high school	22.8	5.2
2) leader/ scholar	0.8	-	2) high school/Vocational certificate	39.0	23.4
3) committee of community/fund/enterprise	5.7	-	3) High vocational certificate/ Diploma	13.0	9.9
4) entrepreneur	49.6	-	4) Bachelor's degree	22.0	50.4
5) host	36.6	-	5) upper than Bachelor's Degree	3.3	11.1
6) other	3.3	-			
Length of living in community			Occupation		
1) 0-10 years	20.3	-	1) government or state enterprises officer	12.2	11.8
2) 11-20 years	17.8	-	2) company staff	8.9	32.2
3) 21-30 years	13.0	-	3) merchant /private business	49.6	15.4
4) 31-40 years	25.8	-	4) work of hire	13.8	5.2
5) 41-50 years	13.8	-	5) housewife/ retire people	7.3	2.8
6) 51-60 years	7.2	-	6) student	4.1	31.7
7) over 60 years	1.6	-	7) agriculturist/ farmer	2.4	0.9
			8) other	1.6	0

Demography Information	Residents (%)	Tourists (%)	Demography Information	Residents (%)	Tourists (%)
Gender					
1) Male	28.5	41.4			
2) Female	71.0	59.0			
Age			Revenue (Baht)		
1) lower than 20	3.3	18.0	1) lower than 5,000	13.0	19.1
2) 20 – 29	18.7	35.5	2) 5,000 – 10,000	21.1	17.3
3) 30 – 39	39.8	27.9	3) 10,001 – 15,000	17.9	19.1
4) 40 – 49	21.1	12.3	4) 15,001 – 20,000	22.8	14.2
5) upper than 49	17.1	6.4	5) 20,001 – 25,000	17.1	13.2
			6) upper than 25,000	8.1	17.0
Frequency of visiting			Tourists' expenditures (Baht)		
1) Firsttimes	-	35.5	1) Lower than 500	-	35.0
2) Second times	-	26.5	2) 501 – 1,000	-	47.5
3) More than 2 times	-	24.6	3) 1,001 – 1,500	-	12.1
4) Often	-	13.9	4) Upper than 1,500	-	5.4

The results from surveys found that most of the residents of this study are merchant/ tourism service entrepreneur (49.6 percent). More than half of the residents have been living in KohKred more than twenty years, as noted in Table 1. More specifically, most of the residents have lived in community for 31-40 years (25.8 percent). The results from residents and tourist surveys found that most of residents are female (71.5 percent and 59.0 percent, respectively). Most of residents' age is 30-39 years old, for tourists' age is 20-29 years old. The residents' education level is not high, the results shown high school (39.0 percent), but half of tourists' graduated in Bachelor's Degree (50.4 percent). Most of residents' occupation is Merchant (49.6 percent), while the tourists work on company staff (32.3 percent). Residents' revenue presented 15,000-20,000 Bath (22.8 percent), for tourists' income at 10,000-15,000 Bath (19.1). Most of tourists have visited KohKerd first time

(35.0 percent) and tourist's expenditure, most of tourists spent money around 501-1,000 Baht (47.5 percent).

## 2. The Expectation to Community-based Social Marketing Behavioural Goals

In this section the consequences of behavioural goals are analysed which focus upon the most and the least mean point ( $\bar{X}$ ), as illustrated in Table 2 and 3. As can be seen in Table 2 and 3, the highest average that the residents and tourists expected, is what behaviour should be set as behavioural goals, while the lowest average is the behavioural goals, which CBSM should be applied to increase the desired behaviour. It is productive way to enhance CBT.

As noted in Table 2, the residents' ideas highlighted that residents' behavioural goals which are concerns driving to promote CBT, such as community members should cooperate in environmental conservation, community members should have local wisdom and cultural inheritance passed on from generation, and community members should participate in tourist-attraction development towards quality and sustainability. These behavioural goals will be related to the desired behaviours to promote CBT.

Besides, the least average is a necessary tool as a CBSM campaign should offer in order to increase the behavioural goals. The residents pointed out that CBSM should make campaign-community members aware of environmental impact, both positively and negatively, while community members should also have knowledge and understanding of their community culture, as well way of life. Community members should also contribute benefits to all stakeholders.

Therefore, residents' perspective of behavioural goals in this item is the least average. Product development participation might far-away to enlargement, because KohKred has a few local products and tourists not pay

much attention to suggest development of such local products. Nevertheless, the consideration in this study should suggest the fruitful model to enhance CBT whether the community has evidence of local product identity or not.

**Table 2** Residents' Expectation to Community-based Social Marketing Behavioural Goals

Aspects	$\bar{X}$	S.D.	Expectation Level
<b>Environmental Aspects</b>			
1. Cooperate in environmental conservation.	3.97	0.89	High
2. Aware of environmental impacts.	3.60	0.85	High
3. Participate in development planning and avoid tourism impacts.	3.67	0.82	High
4. Divide CBT areas and residence areas.	3.66	0.90	High
5. Aware of the community capacity protection, air and river quality.	3.86	0.86	High
<b>Socio-cultural Aspects</b>			
1. Strong-sense and participate in the development of tourists attraction.	3.68	0.92	High
2. Self-esteem, community identity and pride in community tradition.	3.72	0.84	High
3. Communitymembers are hospitality and honesty.	3.71	0.89	High
4. Members have knowledge and understanding of their culture.	3.61	1.01	High
5. Members have local wisdom and cultural inheritance.	3.76	0.96	High
<b>Economic Aspects</b>			
1. Cooperate in producing local products with community enterprises.	3.47	0.91	High
2. Producing products based on local materials and employing local people.	3.48	0.91	High
3. Promote a mode of manufacturing based on community identity.	3.59	0.91	High
4. Contribute benefits to all stakeholders.	3.46	0.89	High
5. Participate in tourist attraction development towards sustainability.	3.62	0.99	High

In Table 3, tourists addressed the tourists' behavioural goals, such as tourists should dump waste in garbage pills, tourists should respect community traditions and cultures, and tourists should buy local products, which is a mode of manufacturing in the community.

Furthermore, tourists showed the least average that CBSM should use

to encourage tourists, is that tourist activities are conducted in tourist zones separate from residential areas, tourists have knowledge and understanding of community culture, way of life and tourists participate in product development by suggesting their needs and wants.

The consequences of the above-mentioned changes presented behavioural goals to enhance the capacity of CBT. However, some the behavioural goals with the least average are perhaps difficult to rise, such as some community members being unable to contribute benefits to all stakeholders. This is because the CBT is concentrated in Village Moo 6 and 7, since CBT occurred last ten years.

**Table 3** Tourists' Expectation to Community-based Social Marketing Behavioural Goals

Aspects	$\bar{X}$	S.D.	Expectation Level
<b>Environmental Aspects</b>			
1.Cooperate in environmental conservation.	3.69	1.10	High
2. Aware of environmental impacts, both positive and negative impacts.	3.63	1.04	High
3. Support environment-friendly activity.	3.72	0.99	High
4. Do tourism activities in tourism zone, which separate form residence areas.	3.53	1.00	High
5. Tourists dump wastes in garbage pills.	3.88	1.05	High
<b>Socio-cultural Aspects</b>			
1. Tourists cooperate in historic site and antique preservation.	3.94	0.98	High
2. Tourists respect community traditions and cultures.	4.00	0.91	High
3. Tourists follow community regulation.	3.87	0.98	High
4. Tourists have knowledge and understanding of community culture.	3.73	0.94	High
5. Tourists are aware of authentic culture preservation.	3.93	0.99	High
<b>Economic Aspects</b>			
1. Participate in product development by suggest their needs and wants.	3.60	1.02	High
2. Buy local products, which there are producing based on local materials.	3.76	0.94	High
3. Tourists buy local products, which there are presenting community identity.	3.86	0.92	High
4. Tourists buy local products, which a mode of manufacturing in community.	3.91	0.93	High
5. Use local service entrepreneurs, such as: travel by boat and bike bicycle.	3.74	1.00	High

### 3. Desired Behaviour to Promote Community-based Tourism

The results from in-depth interview found that residents and tourists suggested the desired behaviour as follows:

#### 3.1 Residents' Behaviour Change

The residents suggested that the behavioural barrier “residents” should change to promote CBT is presented as Figure 2 (A). The residents focused upon the personality of entrepreneurs, such as speech, dress, hospitality, and courtesy, is related to an unfriendly group. The evident behaviour of being untidy, dropping litter and leaving areas dirty refers to lack of cleanliness, use of foam boxes for food, and water pollution. Taking more advantage from tourists is one of the behavioural barriers, which residents’ explained; “unfair price of food and drinks should change to a standard price”. As KohKred is outstanding in cultural tourism, this is part of academic scholar in-depth interview; “...it is depending on next generation that they want to development community or not, but should demonstrate and pass wisdom to them...we have no more time, but we not push away tourists, describe them to understanding Mon culture and transfer knowledge to all tourist and residents as it possible...”. Moreover, older people in Koh Kred said; “some elderly people speak Mon language but younger do not use Mon language...”. From this interview related to why the frequency of attend to culture located at tourists more than residents. Similarly, tourists’ suggested that the behaviour which residents should change, as illustrated in Figure 2 (A).

□ Residents Suggestion    ■ Tourists Suggestion

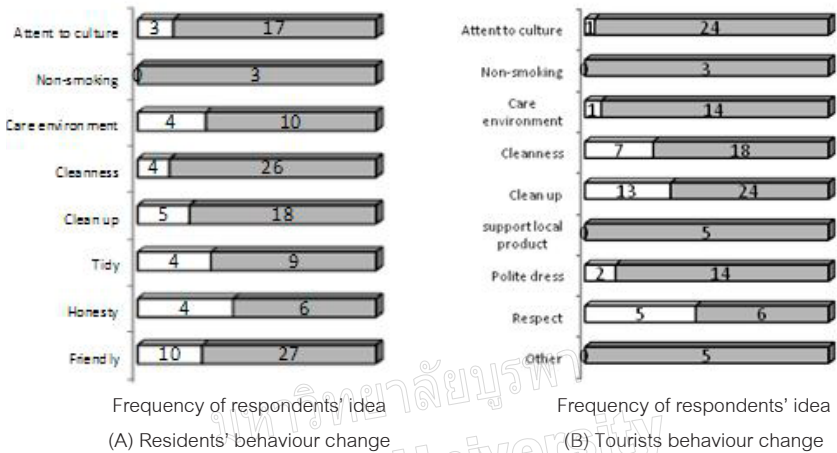


Figure 2. Desired Behaviour to Promote Community-based Tourism

### 3.2 Tourists' Behaviour Change

The residents' suggested that the barrier behaviours which "tourists" should change their behaviour to promote CBT are illustrated in Figure 2 (B). The residents suggested that the tourist should take care of litter and cleanness. Respects of community regulation are acted, such as ware polite dress and respect community culture. Other behaviours are pay attention to the important of environmental conservation and cultural preservation. Host in KohKred said; "If you move to stay here, you will never move out by one means". This sentence presented that he would like to share the peaceful land to whom just an acquaintance, even if the researcher is the first time to talk with him. Other interview from insider entrepreneur; "ten-thousand tourists visited here each month, but most of environment and atmosphere is unchanged". This means that tourists respected on regulations and care environment as they should do it. The sentence also illustrated that cooperation from residents and tourists is lead to community integrity, and then community unity can contribute to awareness of

environmental conservation. Furthermore, tourists' suggested that the behaviours which tourists should change are also illustrated in Figure 2 (B).

## Discussions and Recommendations

The syntheses of the behavioural goals are demonstrated in Figure 3 as F-A-C-E model of CBSM to promote CBT. The model explicated that the features of behavioural goals to promote CBT are F-A-C-E model, which related to the residents and tourists' perspective of three pillars; environmental goals, socio-cultural goals, and economic goals.

The "F" refers to F-A-V-O-R which means tourists' behavioural goals should; (F) figure in product development, (A) active tourist activities in activity zone, (V) voiceless in residential areas, have (O) organisational or community knowledge, as well understanding community cultures, and (R) recommends the requirement of product needs and wants of residents. This conforms to Phomanee (2010), who explained that community development requires government participation, community product manufacture members, and tourists to create a systematic local product improvement. Therefore, it is necessary to cooperate in order that construct strong-local product. Local product can contribute community revenues, employ local people, preserve cultures as well as a way of life, and the community can transfer local wisdom through community identity. All these are results of CBSM which facilitate CBT development.

The "A" refers to A-I-D, which including residents' behavioural goals should be; (A) aware of three pillars impacts (environmental, socio-cultural, and economic), which comply to WTO (2004), which demonstrated that sustainable tourism management should encourage planning and controlling of tourist attractions, in order to reduce tourism impacts, such as water management, air management, and control of tourism crowding. Residents



should be; (I) interested in community knowledge and understanding of their culture; and (D) distribute profits to all stakeholders, which is related to the citation by Amatyakul (2006), who described that the CBT economic advantages include employment, generates income, and creates social quality.

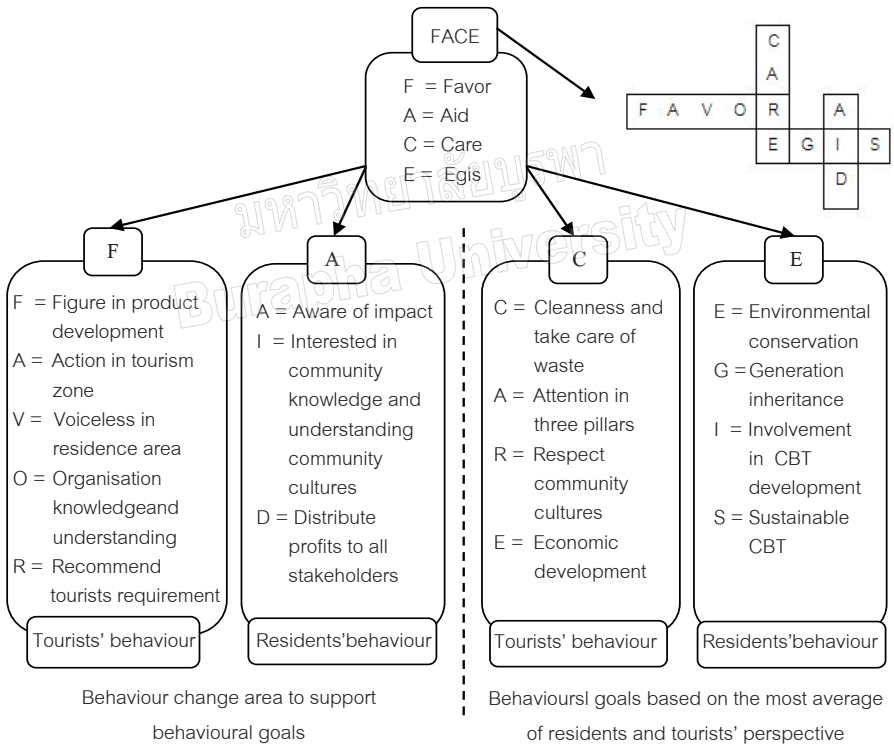


Figure 3 F-A-C-E Model of Behavioural Goals

The “C” refers to C-A-R-E which consists of tourists’ behavioural goals that should look to (C) cleanness and take care of waste during their trip and (A) attention on three pillars goals, which in concordance with Sawongchai et al (2013), suggested that the policies of waste management consists

of construct awareness of waste management, cooperation in waste management process, reduce the amount of waste, and set systematic of management. The participatory community between SAO and resident leads to community development, as well as environmental protection. (R) Respect community traditions and cultures, and support (E) economic development, buy local product, leading to support of the community's economic system. The latter goal seems too difficult to set as the goal, as the author argued that qualitative results showed tourists are not interested in local product, because the economy is not healthy, so they don't have lots of money to go shopping. This point is related to the results of tourists' expenditure in this study which showed few tourists shopping, with most spending only 501-1,000 baht, while 5.4 percent paid upwards of 1,500 baht. This means tourists' expenditure is based on everyday items, such as food and drink, Thai desserts, and donations to temples. This probably includes spending money on visiting tourist destinations, which is concordant with the National Statistic Office (2013), which demonstrated that most of tourist expenses is on travel to destinations, following by food and drink. In general, shopping is the most popular tourist activity, which conforms to Kirtklang et al (2010), who described that the famous of tourist behaviour is shopping. However, his studies found that most of tourists' spending behaviour, has an average of around 1,501-2,500 baht per day, with the main purpose being traveling and relaxing. This average is also carried out with similar results by the National Statistic Office (2013), which illustrated that the average consumption of tourists is 1,616 baht per day. In summary, the tourists' expenditure on KohKred is lower spending than other areas.

The "E" refers to E-G-I-S, which comprises of residents' behavioural goals, which should mindful in (E) environmental conservation, which comply to Halstea (2003) who explained that tourism plays constructive community role in providing a sustainable environment. Inherent community cultures

passed on from (G) generation, (I) involvement in CBT performance development, and concentrate on (S) sustainable CBT, which conform to WTO (2004), which interpreted that the key success of sustainable tourism is the economic growth in tourism, such as community skills, training, equally to contribute earnings, and entrepreneurial collaboration.

In future research, the study of CBSM mix perception and CBSM process participation will be assisted the CBSM model reach the goals to promote CBT.

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