# Factors for Capacity Building Community Tourism Khlong Luang District Pathumthani Province

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**Abstract:** The purposes of this research were 1) to study factors affecting the development of potential community tourism destinations in Khlong Luang District. Pathum Thani Province. Action research and quantitative research were used and research tools were interview form and questionnaires. Data were collected from in-depth interview, focus group discussion. Qualitative data from 30 key informants was analyzed by using content analysis whereas quantitative data collected from 440 samples (Hair et.al, 2006: 112) Analyze data with basic statistics and structural equations modeling (SEM), The research results were found that Community Attractions in Khlong Luang District Pathum Thani province, including Sufficiency Economy, Sufficiency Economy Learning Center, Lotus Learning Center, Product processing, organic agriculture and community market. Along with factors affecting the development of tourist attractions, tourism communities Khlong Luang District Pathum Thani Province. These include 1) the potential of the community, including the attractions of tourist attractions, facilities and accessibility. 2) Participation consists of finding problems, planning, performing activities Monitoring and evaluation; and 3) The service marketing mix consists of products, prices, distribution channels. Promote marketing, personnel, process, creation and presentation of physical characteristics.

**Keywords:** Empowerment, Tourist attraction

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## 1.      Introduction

Direction of adaptation in Thailand focuses on increasing economic potential and technological    capacity. Restructuring in terms of social, environmental, regulatory and management aspects [1] for the upper central region concentrate on increasing production efficiency, collaboration with establishments, schools, and communities to promote industries, creative agriculture and restore tourist sites and tourism activities to an international level. [2]

Community-based tourism focuses on participation in resource management, exchange of learning, cultural diversity, and preservation of traditions, lifestyles and cultures [3] where alternative tourism regulations have been established and there have been the preservation of the communities' identities [4] and also encourages the villagers to have their important roles in the management of environmental There has been the implementation of knowledge in science in various fields to integrate into a body of basic knowledge which can be used to develop resources, wisdom, and agricultural products for better efficiency. Moreover, this action has created participatory added values in Khlong Luang District which is an area close to Bangkok; it has convenient transportations and there have been continuous developments in both industrial and agriculture sustainability of localities. [5]

Khlong Luang District, Pathumthani Province has tourist attraction communities with sufficiency economy learning center,s in Khlong Sam Sub-District and Khlong Hok Suan Phak, Ban Lung Poo-Yai's vegetable garden Bua Learning Center in Khlong Ha Sub-district, Safe Agricultural Learning Center in Khlong Ha Sub-district, Honest Livelihood Group in Khlong Ha Sub-district, and the community market in Tambon Khlong Ha which is an area where Valaya Alongkorn Rajabhat University under the Royal Patronage provides academic services. Therefore, it helps promote the communities to be known and self-reliant in line with Pathum Thani Province's plan that has been developed in terms of a tourist attraction development plan in order to create occupations and income for people in the area together with the participation of Valaya Alongkorn Rajabhat University under the Royal Patronage.  sectors. [6] From the aforementioned information, it has induced an agricultural extension. Therefore, the researcher is interested to study the potential developments of community tourism sites in Khlong Luang District, Pathum Thani Province in order to create added values and reduce social and economic inequality in order to generate a strong income distribution in the community, learning activities in such communities in the area mentioned, and creates sustainable community development.

## 2.      Research Objectives

The objective of this research article was to study factors affecting the development of potential community tourism destinations in Khlong Luang District. Pathum Thani Province

### 3.        Research Methods

**A. Research Design**

(1) Scopes of research consist of (1) the scope of study content which is about leader of change, knowledge management, Human Capital Development, and Competitiveness.

(2) the scope of research variables consisting of (2.1) the primary variables which are community potential, participation, service marketing mix and (2.2) the dependent variable which is the capacity building of community tourism destinations.

(3) The area scope is Klong Luang District, Pathum Thani Province, Thailand

(4) Population scope and sample groups are (4.1) population containing tourists in Thailand with an interest in organic agriculture that embraces the philosophy of sufficiency economy and new theories of agriculture to apply. The exact number is not known; (4.2) The sample group uses the formula of [7] 20 times per parameter or number of paths which is equal to 22 paths yielding a sample of 440.

**B. Research Process**

There are 4 steps to conducting the research: (1) Study information related to community (2) Create research tools (3) Data Collection (4) Data Analysis   Shown in Fig. 1
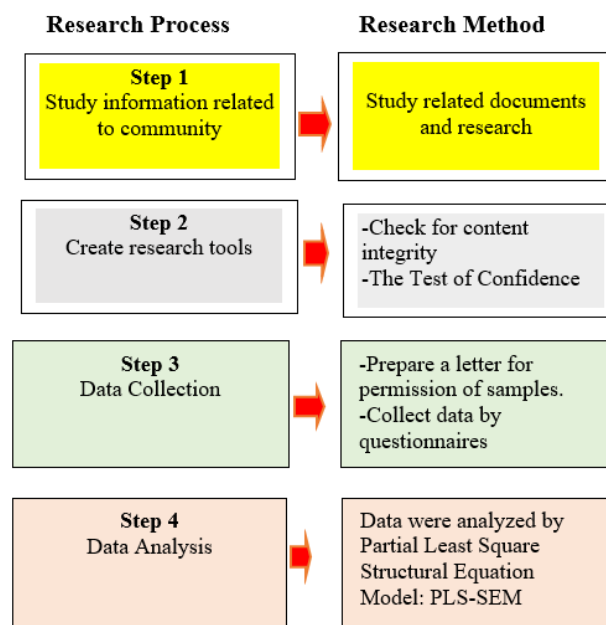


**Fig.1** Research process for Factors for Capacity Building Community Tourism Khlong Luang District Pathumthani Province

### 4.        Results

This study of factors affecting the capacity building of community tourism destinations in Khlong Luang District, Pathumthani Province used the analytics with advanced statistics. There was a quality value of the overall model, including the model evaluation and saturation measurement with three statistics showed that SRMR was less than 0.08 $d_{uls}$ and $d_G$ was less than 95% Bootstrap Quantile (HI95 of SRMR) $d_G$ (Geodesic Discrepancy), dG was <95% Bootstrap Quantile (HI95 of dG) and $d_{uls}$ (Unweighted. Lest Square Discrepancy) where $d_{uls}$ was <95% Bootstrap Quantile (HI95 of d ULS); these mean the model was in good quality [8] as shown in Table 1.

**Table 1:** Overall Model Quality

| Statistics | Goodness of Model Fit (Saturated Model) | | | Goodness of Model Fit (Estimated Model) | | |
|---|---|---|---|---|---|---|
| | Value | HI95 | HI99 | Value | HI95 | HI99 |
| SRMR | 0.064 | 0.025 | 0.028 | 0.078 | 0.027 | 0.031 |
| $d_{ULS}$ | 0.633 | 0.095 | 0.123 | 0.935 | 0.111 | 0.144 |
| $d_G$ | 0.730 | 0.096 | 0.126 | 0.843 | 0.093 | 0.119 |

According to the model analysis (Outer model, the criteria that were used for consideration were (1) Monological network (2) Multicolinearity (3) Weight Significance, and (4) Weight and Loading relevance by Monological network. The relationship and latent variables were in consistent with the theory. The second criteria were Multicollinearity values; it was determined by the Variance Inflation Factor (VIF); it had to not exceed 5 [9]. The third criteria used were Outer Weights which were statistically significant indicators considered "passed". In terms of quality criteria, it could remain an indicator of a model. The fourth criteria, if there was no statistically significant, the Loading values (must be greater than 0.50) there were found to be able to retain the indicators. If Outer Weights was not statistically significant and Loading value was less than 0.50, some indicators had to be removed from the model of the potential of community tourism sites. There were 3 default indicator values. There were 3 indicators that met the quality criterion. Loading statistics were between 0.815-0.971. The Outer Weights were 0.177 - 0.534. The statistic results passed the quality criteria.

In participation there were 3 default indicator values that passed 4 quality criteria. Loading statistics were between 0.578 - 0.931, Outer Weights were between 0.246 - 0.598 (not exceeding 0.50). The statistic results passed the quality criteria. The potential variables of community tourism sources had the quality according to the specified criteria.

In the aspect of marketing mix, there were 7 default indicators. The other remaining 7 indicators that met the quality criteria were between 0.611-0.927 (threshold 0.50). The Outer Weights were 0.150 - 0.403. The statistic results passed the quality criteria. The potential variables of community tourism sources had the quality according to the specified criteria.

In terms of capacity building in community tourism sites, there were 3 starting indicators. The other 3 indicators were remaining indicators that met the quality criteria which the results were between 0.596 - 0.928. The Outer Weights values were 0.116 - 0.590. The capacity building in community tourism sites were in line with the quality criteria as specified. The weight of the measuring index, the measure of accuracy, and the credibility are shown in Table 2.

**Table 2** Weight Values of Measuring Index, Validity Measures, and Dependability

| Factor | Loading | Weights | Weights T-Values |
|---|---|---|---|
| **Community Potential Factors** | | | |
| Tourist attraction | 0.815 | 0.177 | 3.196 |
| Facilities | 0.971 | 0.534 | 6.085 |
| Accessibility | 0.906 | 0.373 | 6.526 |
| **Participation Factors** | | | |
| Problem searching | 0.702 | 0.246 | 7.955 |
| Planning | 0.847 | 0.352 | 9.143 |
| Activity participations | 0.931 | 0.598 | 13.255 |
| Monitoring and evaluation | 0.578 | -0.048 | -1.207 |
| **Service Marketing Mix Factors** | | | |
| Products | 0.784 | 0.168 | 3.170 |
| Prices | 0.710 | 0.062 | 1.040 |
| Distribution channels | 0.927 | 0.403 | 6.482 |
| Marketing promotions | 0.734 | 0.197 | 4.275 |
| Personnel | 0.693 | 0.131 | 2.352 |
| Process | 0.611 | 0.090 | 1.525 |
| physical characteristics | 0.893 | 0.180 | 3.533 |
| **Factors for Promoting Potential of Community Sites** | | | |
| Economic aspect | 0.928 | 0.590 | 10.585 |
| Social aspect | 0.896 | 0.427 | 6.902 |
| Environmental aspect | 0.596 | 0.116 | 3.524 |

**Note:** Each index number is not in sequence. This was caused by cutting out the index at the loading weight of less than 0.7.

From Tables 1 and 2, it was found that the structural model quality was determined by the size and the confidence of the weights between the latent variables, the statistical R2 and f2, were the same data. Influence was analyzed for 5 paths, The high weight and there was statistically significant. The 5 paths ranged from 0.383 to 0.917 and f2 values were from 0.056 to 5.311 which were building potential of community tourism sites which had the community potential value equal to 0.713. The development of potential sources was relevant to the relative size of community tourism with participation which was equal to 0.710 and the development of potential community tourism sites has the relationship size with the marketing mix which was 0.837. All correlated variables had a large relationship. The study of the effects of potential improvement of community tourism sites is shown in Table 2. The weights of direct and indirect influences and total influence between latent variables were studied as shown in Table 3

**Table 3** shows the influences of variables.

| Hypothesis | Effect | Beta (Path Coefficient) | t-value | p-value (2-sided) | Cohen's f² | Analysis Result |
|---|---|---|---|---|---|---|
| H₁ | POT -> ATT | -0.383 | -3.606 | 0.000 | 0.056 | Supported |
| H₂ | PART -> POT | 0.917 | 118.747 | 0.000 | 5.311 | Supported |
| H₃ | PART-> MARK | 0.797 | 42.987 | 0.000 | 1.745 | Supported |
| H₄ | PART-> TOUR | 0.355 | 4.736 | 0.000 | 0.071 | Supported |
| H5 | MARK-> TOUR | 0.887 | 13.896 | 0.000 | 0.688 | Supported |

From Table 3, it was found that the participation and the service marketing mix, affecting the capacity building of community tourism destinations

In this research, research hypotheses had been made which could summarize the test results according to Table 4 are as follows:

Results of the hypothesized study (H1): Community potential consisted of attractions, facilities, and accessibility which affected the development of potential community tourism sites that comprised of economic, social and environmental factors. It was found that the hypothesis (H1) was accepted; capacity building community tourism sites     (P <.001) with negative correlation with path coefficient     (DE = -0.383)

The results of the hypothesis (H2) consisted of finding problems, planning, performing activities. The monitoring and evaluation of impact on the capacity building of the tourist attractions consisting of economy, society, and environment was found to accept the hypothesis (H2): the development of potential community tourism (p <.001) with a positive relationship

Results of the hypothesis study (H3): the marketing mix comprised of products, prices, distribution channels, marketing promotion, personnel, process of building and presentation of physical characteristics which affected the capacity building of community tourism sites, consisting of economy, society, environment and natural resources. It was found that the hypothesis (H3) was accepted. Community tourism (p <.001) had positive relationship which had the route coefficient (DE = 0.887) as shown in Table 4.

**Table 4** shows the results of the hypothesis test.

| Hypothesis | Detail | Analysis Result |
|---|---|---|
| Hypothesis1 | Community Potential affects the improvement of potential tourist attractions in Khlong Luang District, Pathum Thani Province. | Supported |
| Hypothesis 2 | Participations affect the improvement of potential tourist attractions in Khlong Luang District, Pathum Thani Province. | Supported |
| Hypothesis 3 | The marketing mix affects the improvement of potential tourist attractions in Khlong Luang District, Pathum Thani Province | Supported |

From the above data, the model of capacity building/the improvement of potential tourist attractions in Khlong Luang District Pathumthani Province can be illustrated as shown in Fig 2.
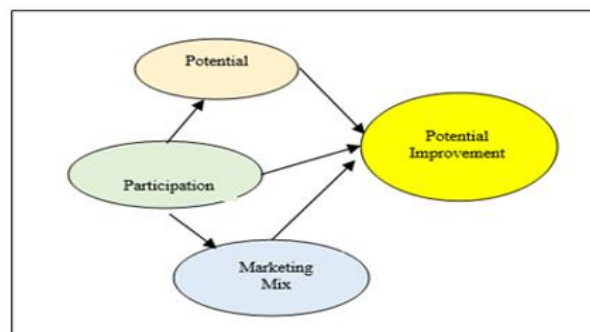


**Fig.2**   A model for building community tourism attractions/sites in Khlong Luang District, Pathum Thani Province

## 5.      Discussions

The factor affecting the capacity building of community tourism sites/the potential improvement of community tourist attractions in Khlong Luang District, Pathumthani Province was community potential affecting capacity building in community tourism sites which corresponded to the research of [10] the guidelines for developing the capacity of local communities to promote cultural tourism in Pla Khao Sub-district, Muang District, Amnat Charoen Province. It was found that in the research of the guidelines for developing potential for local communities to promote cultural tourism in terms of potential for supporting tourism, there should be adequate welcome places and impressive accommodations; government agencies or government sectors supported knowledge relating to hygienic food and safe restaurants. In terms of tourism management potential, it affected the capacity building of tourist attractions of the communities directly and indirectly. This was consistent with the research of [11] the guidelines for the development of tourism management in Wang Nam Khiao District, Nakhon Ratchasima Province. It was suggested that it should allow people to take part in tourism management by setting up planning committee. Formulating guidelines for monitoring and evaluating the performances regarding local tourism and the service marketing mix which strengthened the improvement of potential tourist attractions indirectly. This was consistent with the research of [12] which was found that the tourism service marketing mix factor had a statistically significant positive influence on the demand for social tourism activities of Koh Phangan.

## 6.      Recommendations

The researcher has recommendations for improving the potential of community tourism sites in Khlong Luang District, Pathumthani province as follows:

**1 Suggestions for applying the results**

(1) Tourist attractions in communities should be paid attention on the importance of cleanliness of basic facilities such as restrooms, parking places, food and beverage restaurants, and souvenir shops. Moreover, the accommodations are sufficiently standardized for the number of tourists and has been certified.

(2)Community involvement is emphasized on the importance of community lifestyle in terms of community environment, equality in benefit sharing, and having meetings to solve operational problems, the development of tourist attractions in accordance with the philosophy of sufficiency economy, organic wisdom, and local culture; also providing the opportunity for tourists to participate in the learning of the community through the activity called "Creating the Value of Tourism Resources".

(3) Developing sustainable tourism in the community by using a proactive strategy is the planning of enhancing/ improving the capacity of the "unique" tourist attractions, preparing to accommodate the increasing number of tourists, developing the standard to be internationally accepted, and creating a charming, courteous services with warm welcome.

(4) Capacity building for sustainable tourism in communities using a preventive strategy is to develop a network, pass on knowledge management of "Sustainable Tourism"; the growing pace of OTOP Innovative Paths. Entrepreneurs offer Travel Packages for primary travel - secondary travel, Pathum Thani along with the forecast analysis for ten years of tourism in Pathum Thani.

(5) Public relations of tourism in the community of Klong Luang District on Facebook Page focuses on management. Joint administrators must encourage community members to take part in communicating their stories; community activities such as "Story Telling, Video Clips, Photography" together with providing trainings for co-administrators.

**2. Suggestions for the next research**

(1) There should be the study the factors influencing the tourism; it will be a decision-making process for deciding in traveling in order to bring information to improve and come up with plans in consistent with tourists' demands.

(2) There should be the study the satisfaction of tourists towards the administrations of tourist sites and services of travel groups.

(3)There should be the study relating to the development of the potential of tourist attractions in communities in other areas of Pathum Thani Province in order to create a traveling network in a very wide range

**7.      Conclusion**

Findings from the research of community potential, participations, and service marketing mix had their effects on capacity building for tourist attractions in the community as shown in Fig.3.
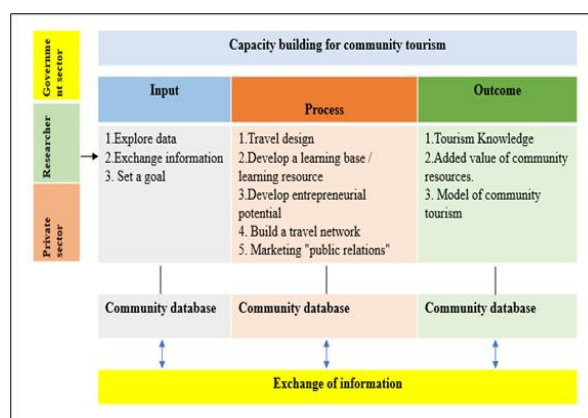


**Fig.3** A Model of capacity building for tourist attractions in the community.

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