

The Inno-life Management of Community-Based Tourism in The Digital Economy: Phatthalung

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Abstract: Tourism has played a significant role in the economy of the country worldwide, and its development is necessary for the improvement of economic conditions. Thus, the present research investigates the impact of innovation adoption, innovation and technology management and professional technology management team on the community-based tourism development in Phatthalung, Thailand. This article also examines the mediating role of tourists' satisfaction among the nexus of innovation adoption, innovation and technology management, professional technology management team and community-based tourism development. The survey questionnaires have been adopted by the researchers to obtain the data, and smart-PLS has been adopted to analyze the data. The results indicated that innovation adoption, innovation and technology management and professional technology management team have a positive association with community-based tourism development. The findings also indicated that tourists' satisfaction positively mediates among the links of innovation adoption, innovation and technology management, professional technology management team and community-based tourism development. This research is suitable for regulators while developing policies related to tourism development.

Keywords: Innovation adoption, Innovation and technology management, Professional technology management team, Community-based tourism development

1. Introduction

Tourism gives foreigners a pleasant chance to learn about a number of recent cultures, but it offers local people various opportunities. It permits young developers, who are not the only property of the indigenous community of residents, to view new goods and services. Tourism's value can also be seen in two ways: the company and the visitor. Tourism is a major factor in the economy and international status of each country because of a sector (Phucharoen & Sangkaew, 2020). A country will benefit more from its industry which will make it very significant for a nation's economy (Nawaz & Hassan, 2016b). This once-prosperous sector creates associated prosperity, productivity, visibility, and jobs. The well-being of the country depends upon whether a tourist order margaritas on the beach, go on a local food tour, or lock up his sky for drinks. The most important edges in the enterprise are job formation (Huang, Cui, Wanichwasin, Li, & Chen, 2020).

Currently, it is in the age of globalization where companies in many countries have more aggressive competition. This illustrates more about the principles of different nations in the free world or capitalistic world, with the emphasis on the growth of Western countries. As countries employ developmental policies to retain their commercial, political, and military strength and dominance in the capitalist world. Tourism has evolved as an enterprise that is now very important to the global economy; it is now generally accepted that tourism has expanded and evolved into a basic section of nearly every country's foreign trade (Huck et al., 2018). Today, from among the top ten big industries worldwide, tourism falls between 1-3 is important for economic growth. Thailand has a sizable tourist industry that has the potential to expand significantly with government policy and assistance (Gretzel, Ditta-Apichai, & Kattiyapornpong, 2020). This development for Thailand is an outstanding source of foreign currency. Humans have been exploring and traveling since the dawn of time, and with new technology, especially in transportation and connectivity, and an increasingly mobile global population, there can be almost unlimited expansion. This expansion has shifted the way business is conducted, shifting away from methodology clusters and into a more specialized organizing organization. Nowadays, the "tourism industry" is a significant economic force in many countries' economies' business integration (Gozzoli, 2018).

Thailand's tourism sector has greatly changed and it is a big global tourism sector. International visitor arrivals have been the more quickly in Thailand over the last 10 years, from 8.58 million in 1999 to 14.09 million by the Tourist Authority of Thailand or the TAT in 2009. The market share of foreign tourists in Thailand is growing. In this period of economic growth, tourism was one of the main industries and last year tourists spend at least 3,000 Baht per day in Thailand (TAT 2009) (Kummong & Supratid, 2016). As the Thai people are cool, acceptable, and peaceful, every year there are more international tourists to Thailand. There are many reasons why tourism in Thailand is growing and expanding over other destinations. Thailand calls on rich visitors from international and

various cultural destinations who have traveled to Thailand to experience a special and rewarding experience. The physical geographical richness of Thailand is an integral aspect of Thailand's tourism growth. Another world-class resort is Phuket, a part of Thailand (Hipsheer, 2019). This location is tranquility breathtaking and is popular for its beaches, the Black Sea, and one of the world's top ten diving destinations. Around Phuket, you will enjoy a lot of activities, including swimming, snorkeling, kayaking, parasailing, fishing, surfing, jet- skiing, and the honeymoon spot. In general, foreign visitors not only concentrate on the commodity but also on those who work for the entertainment business and the tourism industry should provide tourists with the right facts. Many foreign visitors are therefore increasingly arriving in Phuket. In 2008 the foreign tourists' presence in Phuket amounted to 1.2 million, in 2009 to 1.1 million, and now is a major part of the Thai economy, according to the statistical estimates of the Department of Tourism. These figures indicate the number of tourists internationally who generate income, wealth, and, particularly, multiple skilled jobs, such as interpreters, trainers, waitresses, airline officers, even tourist guides who are close to foreign tourists during their stay in Thailand. The present study will highlight the different aspects of community base tourism in Thailand. Further, it will also shine the spotlight on the importance of community based tourism as well as the steps needed by community based tourism firm to be on the development track. Thailand's tourism industry contribution to Gross Domestic Product is given in Figure 1.

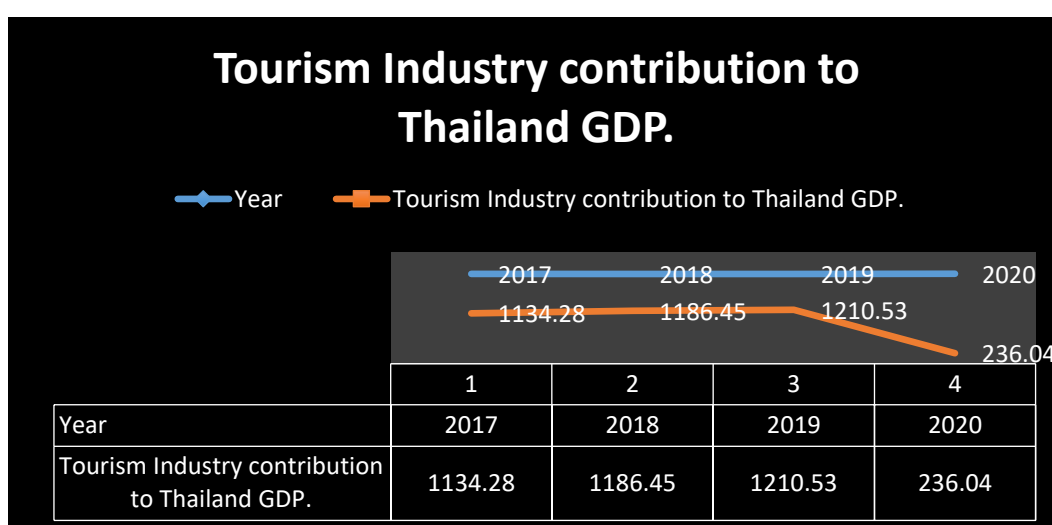


Figure 1: Tourism Industry contribution to Thailand GDP

2. Literature Review

Tourism has played important role in the reliability of people's lives and also rendered some feasible products which are beneficial for Inno-life management of the community. Some products are always prevalent in the communities which have digitally attained more virtual reality. It is upon the adoption of innovation among the tourism which could be significant for enhancing tourism development in Phatthalung. The innovation adoption is beneficial in motivating and performing better organizational characteristics (Yun, 2020). In the tourism sector, innovation adoption has successfully provided evident and legitimate tourism development. The adoption of innovation is the decisions of organizations or individuals which refers to the accumulated level of facilities to upgrade the organization. In this era, innovation adoption significantly helps tourism development to sustain the digital economy and enhance the tourism facilities. The community induces several innovation measures to attract international tourism for acquainting them to their culture and standards. Performance information is prevalent, conformity pressure, and political pressure due to the innovation adoption (Andersen & Jakobsen, 2018). Especially in community-based tourism development, innovation adoption provided a vital impact on public intentions. Community-based tourism has attained importance in societies and foreign cultures. This importance has significantly increased in the past few decades due to the adoption of innovation in tourism. More people are admired to visit the community-based tourism which also inserted vital role for the tourism development internally in the Phatthalung communities. It is upon the identity of residents which strives hard for the promotion of tourism development (Sinclair-Maragh & Gursay, 2017). This is the changing perceptions of people among tourism development due to the inducement of cultural norms.

H1: Innovation adoption in tourism significantly influences community-based tourism development.

Various forces are important in attaining the competitive advantage and innovation and technology management are some of them. These innovation advantages induce various technological aspects which vary the tourism of community-based from other communities. It is dependent on the resources which are allocated by technological aspects that influence tourism development. There is the coupling of the relationship between capabilities of technologies and technology management (Wu, Liang, Zhang, & Zhang, 2020). These relationships assert dominance on the community-based tourism development with a variety of new innovative disclosures. Certain advantages are also taken by the inducement of technological and innovation management from the rivals in competitive markets of tourists. In the tourism sector, technology management inserts a vital role with innovative skills (Aoun & Hasnan, 2017). It is dependent on the implementation of technology and innovation capabilities to assert better development aspects. Different experiences of innovation and technology have positively raised tourism development (Nawaz & Hassan, 2016a). It is the management of innovation and technology to induce positive measures in communities to uplift tourism. The attraction of foreign tourists significantly prevails on the strategic means adopted by communities to enhance tourism development. Global trends among tourism development have specified the areas to form community-based tourism development (Ianioglo & Rissanen, 2020). Tourism development is dependent on innovation and technology nowadays due to various interiors and designs which attract people from other countries. Although tourism development is the proper inducement of technology and innovation management. This innovation has increased the reliability and exposure of people within and outside the societies which uplifted the standards of living and the cultures of Phatthalung societies. With the rising standards and cultures of people in the whole world, income could also be a denominator for the local communities.

H2: Innovation and technology management significantly impacts community-based tourism development.

Professional teams of technology management have inserted a vital role in the communal up-gradation. This enhancement in technology by professional team renders some influences on the tourism development within communities. It is upon the communal management to induce professionals of technology management teams for establishing successful projects of tourism development. This may vary upon the societies which are fond of taking measures for establishing tourism facilities. The formation of the team help in the evolution of technology over tourism development (Yusubova, Andries, & Clarysse, 2020). The teams comprise various top managements which pay certain attention to specific areas of tourism. To get acquainted with the society's culture, the establishment of tourism facilities is considered as a fundamental element to raise the standards of societies. This could be dependent on the bridge of the professional technology team which through various machinery inserts designs effective tourism projects. This also renders a huge impact on the foreign tourists who are fond of the cultures of various societies. It is the inducement of entrepreneurial attitudes by professional approaches which not only influences business but also upgrades performance (Masele, 2019). The tourism development in communities is successfully bumped by the professionals by green conation, green cognition, and green affection. The tourism development in the communities is prominent involvement of professional technology management team. This involvement of the professional team has actively led to the introduction of new cultures and leading projects in Phatthalung. Most of the green projects are nowadays gained much attraction to the local as well as foreign communities. Effective strategic planning by professionals helps to uplift tourism development (Nowacki, Kowalczyk-Anioł, Królikowska, Pstrocka-Rak, & Awedyk, 2018). This relates to the measurement and establishing scales formed by professional teams in communities of tourism.

H3: Professional technology management team significantly influences community-based tourism development.

While employing the dominance of innovation adoption, the certainty in tourism development could be increased with tourist satisfaction. The satisfaction of tourism not only leads to the initiation of more projects but also could be beneficial for the societies living in Phatthalung. The meeting of expectations is prominent for the tourist satisfaction whether from community-based tourism facilities or societies attractions. The positive role of tourist satisfaction is depicted among domestic tourists (Suhartanto, 2018). This role also helps the local tourists to convince for the communal tourism development in societies. With the relevance of innovation adoption, certain elements are also influential towards it due to the superiority measures. These may vary upon the complexity and compatibility among the societies which are fond of implementing positive tourism development. In this context, the innovation adoption significantly impacts community-based tourism development. With the integrating models of behaviors and diffusions of innovation adoption tourism could be attracted (Smith et al., 2018). This is the relevance of maintenance, innovation, and social diffusion which provides norms for the sustainability of tourism development. This community-based tourism development is the initiative of the local communities which are more admired to uplift the living standards of Phatthalung people. Although, the standards have been raised the tourist satisfaction has more considerable increased with time which helped in tourism development. The mediating role of tourist satisfaction helped innovation adoption for the communities which uplifted the tourism development

within communities. Some slight changes in the management could impact the intentions of tourists and other people (Ezeuduji, 2017). There is a social pressure of different people on the tourism development which is significantly elaborated by the tourist satisfaction.

H4: Tourist satisfaction significantly mediates the relationship between innovation adoption and community-based tourism development.

With the establishment of tourism facilities and community tourism development, more opportunities are developed for the local people of Phatthalung. This not only benefits the tourists of local and international countries but also fulfills the needs of local people. It is upon the expectations and satisfaction which mediate among the technology and innovation for positive tourism development. The satisfaction of international tourists is assessed on the basis of destination image and perceived values (Yap, Ahmad, & Zhu, 2018). Technological and innovation aspects are analyzed based on precautionary measures. These precautionary measures positively help the communities to analyze the financial and economic impacts on their tourism. Therefore, more tourist attractions could lead to higher returns as well as higher tourism development. This also depicts the standards of societies for local and international people by their internal efforts. While introducing the antecedents of innovation and technology management, industrial development is linked with scales of satisfaction (Meissner, Sarpong, & Vonortas, 2019). Tourists are a major portion of the foreign income because of their spending on tourist facilities. These facilities are when provided in the communities could significantly increase the essence of tourism development. This development has progressively increased in the Phatthalung the province of Thailand and considerably increased the intentions of visitors for various projects of tourism development. Tourist satisfaction measure also includes the policies developed for tourism development in some countries like Malaysia (Hussin & Buchmann, 2019). For the significant development of tourism, policy and planning is determined by keeping in view tourist satisfaction. This draws critical measures to provide ultimate satisfaction to tourists which successfully mediates among the innovative and technological aspects for tourism development.

H5: Tourist satisfaction significantly mediates the relationship between innovation and technology management and community-based tourism development.

Variety of experiences have been ascertained in the societies which are highlighted in establishing tourism facilities for the foreign people. It is upon the local people which take initiatives within Thailand communities to render the image for attracting foreign people. This ultimately helps in raising the tourism development in communities and certainly leads to customer satisfaction. The loyalty and soundscapes of tourists are linked to the destinations of nature-based with probable mediating effect of tourist satisfaction (Jiang, Zhang, Zhang, & Yan, 2018). The narratives are different from the local and international perspectives about tourism development. Therefore, some communities have inserted driving efforts by inducing professional technology teams to uplift tourism development. The development of tourism within the communities and by the communities lasts an immense impact on tourist perceptions. It could also be everlasting for those developing countries which are dependent on minor income channels. A variety of brands are introduced in the management of tourism and social media is one of them branding areas into pictures for tourists (Anagnostopoulos, Parganas, Chadwick, & Fenton, 2018). Different races of people take initiative to attract tourists to their respective countries. Therefore, the province of Thailand, Phatthalung has also established tourism facilities which have led to numerous tourism projects and also resulted in tourist satisfaction. Various minor projects are also considered an important measure to ascertain the level of tourist satisfaction. The development of numerous casinos for the purpose of tourism development impacts the sustainability of local residents (D. Lee, Kim, Han, & Wong, 2020). This could be crucial and timely decision-making for the extensions of casinos that are established in societies. Therefore, with mediating role of tourist satisfaction, significant measures are required to support teams and community-based tourism development.

H6: Tourist satisfaction significantly mediates the relationship between the professional technology management team and community-based tourism development.

3. Methodology

This research investigates the impact of innovation adoption, innovation and technology management and professional technology management team on the community-based tourism development and also examines the mediating role of tourists' satisfaction among the nexus of innovation adoption, innovation and technology management, professional technology management team and community-based tourism development in Phatthalung, Thailand. The survey questionnaires have been adopted by the researchers to obtain the data. The

workers related to the tourism industry are the respondents that are selected based on purposive sampling. A total of 1210 questionnaires have been forwarded to the selected workers by personal visit. After two months, only 780 surveys were received, which has 64.46 per cent rate of response.

This article has executed the smart-PLS to analyze the data and examine the relationships among understudy variables and verification of convergent and discriminant validity. This study nature is testing hypotheses, and a complex framework has been taken by the study, and these are reasons for adopted PLS-SEM (Hair Jr, Babin, & Krey, 2017). This study has used three predictors, such as innovation adoption in tourism (IAT) with ten items, innovation and technology management (ITM) with five items and professional technology management team (PTMT) with six items. Furthermore, the current article is taken tourists satisfaction (TS) as mediating variable with five items and community-based tourism development (CBTD) is taken as the dependent variable with five items. The relationships and constructs are mentioned in Figure 2.

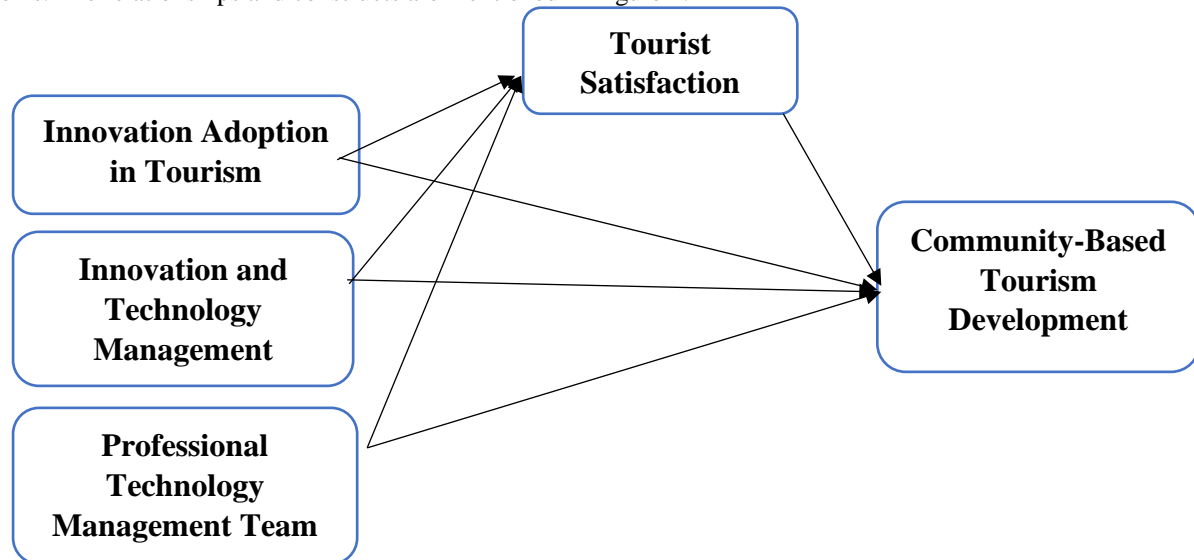


Figure 2: Theoretical Framework

4. Findings

These research outcomes are shown the correlation among the items that are known as convergent validity. The figures have shown that Alpha and composite reliability stats are higher than 0.70, while loadings and AVE stats are larger than 0.50. These values are shown the high correlation between items. These values are mentioned in Table 1.

Table 1: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE
Community-Based Tourism Development	CBTD	0.805	0.912	0.930	0.655
	CBTD	0.800			
	CBTD	0.841			
	CBTD	0.795			
	CBTD	0.793			
	CBTD	0.819			
	CBTD	0.809			
Innovation Adoption in Tourism	IAT1	0.885	0.951	0.958	0.698
	IAT10	0.859			

	IAT2	0.888			
	IAT3	0.872			
	IAT4	0.857			
	IAT5	0.858			
	IAT6	0.861			
	IAT7	0.651			
	IAT8	0.734			
	IAT9	0.857			
Innovation and Technology Management	ITM1	0.935	0.944	0.958	0.820
	ITM2	0.859			
	ITM3	0.934			
	ITM4	0.858			
	ITM5	0.936			
Professional Technology Management Team	PTMT			0.935	0.705
1	PTMT	0.845	0.916		
2	PTMT	0.871			
3	PTMT	0.850			
4	PTMT	0.810			
5	PTMT	0.853			
6	PTMT	0.808			
Tourist Satisfaction	TS1	0.758	0.879	0.912	0.675
	TS2	0.912			
	TS3	0.795			
	TS4	0.901			
	TS5	0.724			

These research outcomes are also shown the correlation among the variables that are known as discriminant validity. Firstly, cross-loadings and Fornell Larcker were used. The figures have shown that the statistics that exposed the relationship with the variable itself are more than the statistics that exposed the relationships with other variables. These values are shown the low correlation between variables. These values are mentioned in Table 2 and Table 3.

Table 2: Fornell Larcker

	CBTD	IAT	ITM	PTMT	TS
CBTD	0.809				
IAT	0.541	0.835			
ITM	0.514	0.767	0.905		
PTMT	0.430	0.425	0.399	0.840	
TS	0.165	0.059	0.018	0.075	0.822

Table 3: Cross-loadings

	CBTD	IAT	ITM	PTMT	TS
CBTD2	0.805	0.479	0.494	0.336	-0.095
CBTD3	0.800	0.474	0.450	0.350	-0.174

CBTD4	0.841	0.449	0.409	0.360	-0.107
CBTD5	0.795	0.453	0.387	0.339	-0.131
CBTD6	0.793	0.397	0.365	0.370	-0.140
CBTD7	0.819	0.414	0.408	0.354	-0.152
CBTD8	0.809	0.385	0.382	0.323	-0.136
IAT1	0.489	0.885	0.745	0.359	-0.099
IAT10	0.462	0.859	0.732	0.359	-0.015
IAT2	0.475	0.888	0.742	0.359	-0.083
IAT3	0.461	0.872	0.793	0.371	-0.036
IAT4	0.462	0.857	0.767	0.361	-0.027
IAT5	0.475	0.858	0.790	0.341	-0.060
IAT6	0.459	0.861	0.725	0.369	-0.017
IAT7	0.347	0.651	0.533	0.333	-0.071
IAT8	0.394	0.734	0.673	0.360	-0.016
IAT9	0.472	0.857	0.795	0.346	-0.066
ITM1	0.461	0.787	0.935	0.337	0.031
ITM2	0.473	0.804	0.859	0.392	-0.010
ITM3	0.464	0.782	0.934	0.338	0.032
ITM4	0.467	0.804	0.858	0.397	-0.005
ITM5	0.457	0.788	0.936	0.338	0.033
PTMT1	0.347	0.308	0.299	0.845	-0.091
PTMT2	0.356	0.377	0.346	0.871	-0.066
PTMT3	0.333	0.358	0.312	0.850	-0.105
PTMT4	0.313	0.369	0.360	0.810	-0.026
PTMT5	0.431	0.392	0.377	0.853	-0.050
PTMT6	0.365	0.332	0.312	0.808	-0.040
TS1	-0.094	0.015	0.052	-0.078	0.758
TS2	-0.146	-0.075	0.008	-0.029	0.912
TS3	-0.174	-0.054	0.001	-0.114	0.795
TS4	-0.146	-0.084	-0.003	-0.025	0.901
TS5	-0.095	-0.014	0.034	-0.071	0.724

Secondly, Heterotrait Monotrait (HTMT) ratio was also used to check the discriminant validity, and the figures have shown that the ratios are less than 0.85. These values are shown the low correlation between variables. These values are mentioned in Table 4.

Table 4: Heterotrait Monotrait Ratio

	CBTD	IAT	ITM	PTMT	TS
CBTD					
IAT	0.578				
ITM	0.550	0.724			
PTMT	0.465	0.457	0.428		
TS	0.179	0.073	0.044	0.092	

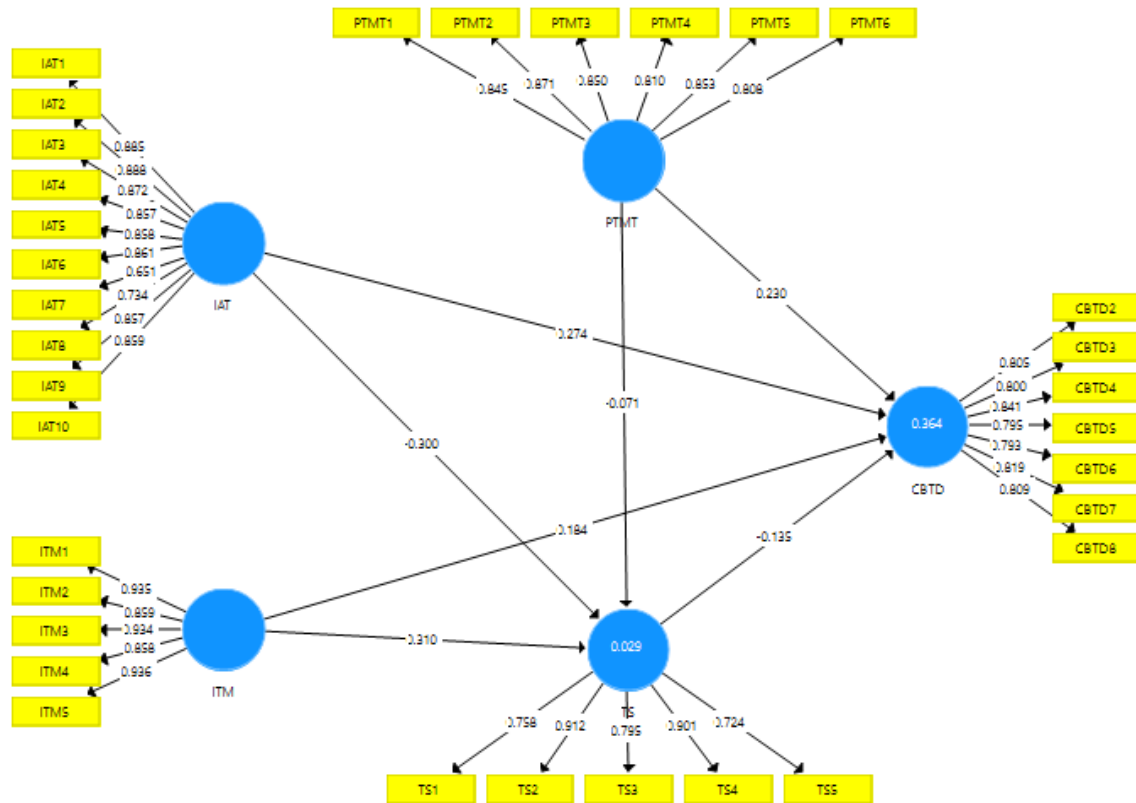


Figure 3: Measurement Model Assessment

The path analysis has shown the links among the variables, and the results indicated that innovation adoption, innovation and technology management and professional technology management team have a positive association with community-based tourism development and accept H1, H2 and H3. The findings also indicated that tourists' satisfaction positively mediates among the links of innovation adoption, innovation and technology management, professional technology management team and community-based tourism development and accept H4, H5 and H6. These links are mentioned in Table 5.

Table 5: Path analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
IAT -> CBTD	0.274	0.092	2.985	0.002	0.136	0.411
ITM -> CBTD	0.184	0.092	2.007	0.024	0.021	0.335
PTMT -> CBTD	0.230	0.062	3.690	0.000	0.119	0.341
IAT -> TS -> CBTD	0.045	0.025	1.800	0.048	0.006	0.186
ITM -> TS -> CBTD	0.048	0.025	1.920	0.046	0.095	2.006
PTMT -> TS -> CBTD	0.030	0.011	2.727	0.021	0.005	2.027

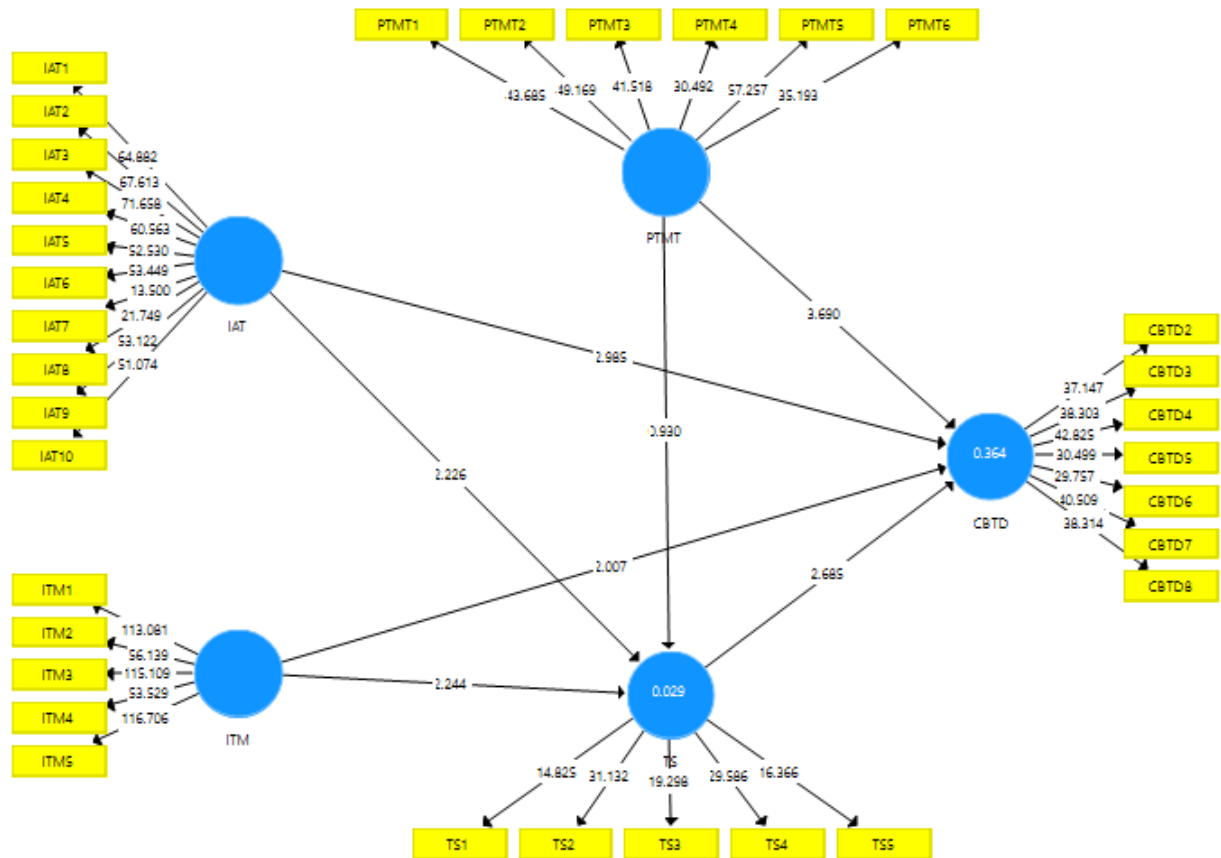


Figure 4: Structural Model Assessment

5. Discussions and Implications

The study results have revealed that innovation adoption in tourism has a positive impact on community-based tourism development. The study implies that when the innovation strategies are formed and effectively implemented, it is more likely for community-based tourism development. These results are in line with the past study of Mayaka, Croy, and Cox (2019), which indicates that the adoption of innovation in all the tourism services help promote community-based tourism in local areas as people prefer innovation. These results are also in line with the past study of Giampiccoli, Mtapuri, and Nauright (2020), which shows that areas where people have up-to-date information and keep their tourism services innovative according to the requirements and preferences of tourists promote community-based tourism. The study results have also indicated that innovation and technology management has a positive contribution to community-based tourism development. This study suggests that the establishment of innovation and technology management and effective implementation of their practices accelerate the rate of development of community-based tourism. These results are also approved by the literary investigation of Burgos and Mertens (2017). This literary investigation examines the role of innovation and technology management in promoting community-based tourism in the countryside. This investigation proves that the areas which provide community-based tourism services make rapid progress in case they have efficient management, which brings innovation in the tourism services and employ up-to-date technology in this regard. These results are also supported by the past study of Curcija, Breakey, and Driml (2019), which indicates that innovation management keeps all the resources, infrastructure, and services according to the up-to-date requirements of tourism, and this innovation management promote community-based tourism. This study also suggests that the management, which monitors all the matters related to tourism technology, with effective policies can promote community-based tourism.

The study results have also indicated that the hiring of a professional technology management team has a positive link with community-based tourism. These results are in accordance with the past study of T. H. Lee and

Jan (2019), which states that the hiring of a professional technology management team for community-based tourism purposes assures the application of higher quality technology in all areas of tourism like recreation, residence, and travelling. Thus it contributes to the development of community-based tourism in several areas of the country. These results also match with the propositions of the study of Zielinski, Kim, Botero, and Yanes (2020), which analyzes that the hiring of a professional technology management team accelerates the rate of development of community-based tourism in the country as this team shows great responsibility about the working of technology in different areas of tourism enterprise and the best working of tourism technology satisfies the tourist who becomes the cause of the popularity of the concerned tourism firm. The results have also shown that tourism satisfaction plays a significant mediating role between innovation adoption in tourism and the development of community-based tourism. These results agree with the views of author Dodds, Ali, and Galaski (2018), who states that when a tourism enterprise gives innovation-based residential, recreational, and transport services to the tourists, they feel satisfied. These satisfied tourists again turn towards that enterprise for tourism and almost become a source of fame for the enterprise. Thus, tourist satisfaction leads to improvement in community-based tourism development. These results are also supported by the past study of Reed (1997), which shows that in the modern world, people prefer to turn towards the enterprise, which gives them tourism innovation-based services, facilities, food, recreation, and accommodation. Thus, the adoption of innovation in all the areas of tourism resources, infrastructure, and other services accelerates the rate of development of community-based tourism within the country. The study results have also indicated that tourist satisfaction is a significant mediator between innovation and technology management and community-based tourism development. These results are in line with the past study of Abukhalifeh and Wondirad (2019), which shows that the effective implementation of innovation and technology management in tourism enhances the satisfaction of tourists towards the tourism services and the enhanced tourist's satisfaction accelerates the community-based tourism development. These results are also in line with the past study of Sène-Harper and Séye (2019), which reveals that community-based tourism develops at a high rate when the innovation and technology management perform their functions effectively as the innovation in the resources, technology, and other infrastructure gives better services to the tourists and keep them satisfied.

The study findings have indicated that tourism satisfaction plays a mediating role between the professional technology team management and the community-based tourism development. These results are approved by the past study of Matilainen, Suutari, Lähdesmäki, and Koski (2018), which shows that as it is included in the responsibilities of the professional technology management team to acquire innovative technology, maintain its quality, and remove negative impacts, the establishment of a professional technology management team increases tourists satisfaction and improves the community-based tourism development. These results are also approved by the past study of Bittar Rodrigues and Prideaux (2018), which shows that the professional technology management team creates satisfaction in the tourists and when tourists get satisfied with the recreational, food, accommodation, and travel services, the community-based tourism grows higher and become more popular.

The current study carries great theoretical significance because of its vital contribution to the tourism literature. The conduct of this study considerably expands the scope of past literature as it explores the contribution of three major innovation factors like innovation adoption in tourism, innovation and technology management, and professional technology management team in getting higher development in the community-based tourism within the country. Though many previous studies have dealt with the influences of tourists' satisfaction on the performance and success of the tourism industry, no sufficient literature is present on the mediating influences of tourists' satisfaction on the relationship between innovation adoption in tourism, innovation and technology management, and professional technology management team and community-based tourism development. That is why this study is an excellent contribution to the existing literature as it introduces tourists' satisfaction as a mediator between the aforementioned factors and community-based tourism management. The current study also has a great empirical significance. It provides a guideline to the tourism enterprises on how to promote community tourism within the country. This study suggests that the development rate of community-based tourism can be accelerated with the innovation adoption in different tourism practices and resources, effective implementation of innovation and technology management practices, and hiring a professional technology management team.

6. Conclusion and Limitations

This study investigates the performance of community-based tourism within a developing economy and also checks the innovative factors like innovation adoption in tourism, innovation and technology management, and professional technical management team, which determine the rate of development of community-based tourism. This study tells that the struggle for bringing innovation and make it consistent improves community-based development. When the management of tourism enterprise brings innovation in the resources, recreational material, and different technologies used in different areas of tourism, it successfully promotes community-based enterprise as it makes it popular among tourists. The study demonstrates that the introduction of innovation and

technology management within the tourism industry improves the performance and development of community-based tourism in the country. Innovation and technology management is helpful in getting and utilizing up-to-date, reliable information, resources, and services and thus improves community-based tourism within the country. The hiring of a professional technology management team is a useful managerial tool to improve community-based tourism as it maintains the innovativeness and efficiency of technology throughout the tourism operations. The study also implies that innovation adoption, innovation and technology management, and the hiring of professional technology management team satisfaction can be aroused within the tourists, which leads to high community-based tourism development.

This study has several limitations which attract the attention of future scholars. For the conduct of this empirical investigation, data has been collected from Phatthalung, the provinces in Thailand. These provinces of Thailand have different landscape, resources, atmosphere, and also has a somewhat different culture and this region is also greatly different from any other regions across the world. So, the study, which is based on the characteristics of this minimal area, is not equally applicable and valid in the case of other regions. For getting more generalizability, the study conceptions must be measured in more regions having different economic, geographical, and cultural features. Moreover, the scope of the study is also limited because just innovation factors like innovation adoption in tourism, innovation and technology management, and professional technology management team have been analyzed by this study in relation to the development of community-based tourism. Whereas several economic, geographical, and cultural factors too affect the community-based tourism development. Hence, the upcoming researchers and scholars are recommended to analyze some other factors too along with these innovation factors, while extending this study.

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