

## The Potential Developing Management of Community-Based Tourism in Phatthalung

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**Article History:** Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 23 May 2021

**Abstract:** Globally, tourism development is the requirement of high economic growth in the country and needs the attention of regulators and researchers. Therefore, the current research analyze the impact of development of package tour, advisory and monitory functions and professional tourism management team on the community-based tourism development in Phatthalung, Thailand. This research also examines the mediating effects of tourists' satisfaction between the relations of development of package tour, advisory and monitory functions, professional tourism management team and community-based tourism development. The quantitative methods of data gathering are adopted by the researchers and used questionnaires for this purpose and also used smart-PLS for data analysis. The findings exposed that development of package tour, advisory and monitory functions and professional tourism management team have positive association with community-based tourism development. The findings also revealed that tourists' satisfaction positively mediates among the relations of development of package tour, advisory and monitory functions, professional tourism management team and community-based tourism development. This research is meaningful for the policymakers who want to develop the regulation related to the tourism development.

**Keywords:** Development of package tour, Advisory and monitory functions, Professional tourism management team, Community-based tourism development

### 1. Introduction

As an important part of sustainable tourism growth, community-based tourism (CBT) engagement strategy has long been advocated. The strategy is intended to enhance the potential of a nation by reducing the negative impacts of tourism while improving its positive consequences. In contrast to mass tourism, Community-based tourism (CBT) is rising pro-poor and pro-environmental. Tourism centered in a city allows the host community to engage in sustainable tourism planning and development. It is in the interest of local people to set their goal and goal for tourism in their village. They know the village's potential and needs to protect its ecosystem and build a more responsible community for its sustainable growth in the tourism sector. Interior-driven, urban interest-based planning is more viable. Because local people are planning their own growth of the village's tourism, the proposals they have set out are more owned. Communal or community-based tourism (CBT) is one strategy that is responsible for developing village tourism. This is essential for His Majesty's (Thai King) strategy, the "explosion inside" approach, to inspire people to rise up and enter the outside world.

The development of tourism has generated fiscal, socio-cultural, physical, environmental, and political positive and negative implications (Nawaz & Hassan, 2016b). Tourism has been transformed from mass tourism into sustainable tourism to minimize harmful impacts (Kontogeorgopoulos, 2017). The sustainable growth of tourism aims at economic viability, stability, quality of jobs and welfare, social equality, the happiness of tourists, local power, the well-being of the people, cultural wealth, physical dignity, biological diversity, resource, and environmental purity (Nawaz & Hassan, 2016a). Thailand's sustainable growth of tourism has been marked by Community-based tourism (CBT) (Schott & Nhem, 2018). Community-based tourism (CBT) is a tourism operation that, by promoting sustainable livelihoods and preserving the valuable socio-cultural values and natural and cultural heritage assets, is community-owned or run and maintained and coordinated at the community level (Liu, Li, & Parkpian, 2018). In agreement with the World Wide Fund (WWF) explains the community-based tourism (CBT), "the local community has considerable influence and involvement in the growth and management of tourism, and much of the value is still in the community. The success of CBT depends on the availability of tourism capital, the degree of community involvement, good leadership, community organizational power, equal distribution of benefits, and efficient use of natural resources as well as adequate international funding (Zhang, Khan, Kumar, Golpîra, & Sharif, 2019).

The main principals in common in community-based tourism (CBT): Community empowerment, tourism sector development, community management/intervention, community well-being advantages, and natural and cultural heritage protection. CBT is a sustainable type of tourism that converts selfish tourism to green (Azam, Mahmudul Alam, & Haroon Hafeez, 2018). The Province of Phatthalung is a region with ancient history in the

south of Thailand. In order to spread revenue to 564 local populations, the Ministry of Tourism and Sports has promoted policies to promote tourism, involving the environment. The brands, souvenirs, and visitor attractions all have showing interests (Sridama, 2020). They all raise revenue for the whole city. Currently, tourist information set, travel directions including commodities and souvenir goods are still scattered and not published online by group companies in Phatthalung Province (Çakmak & Çenesiz, 2020). It is also difficult for visitors, general citizens, or even people in the city to look for and become unfamiliar who seem to only know the pieces which are important to themselves. The tourist-service companies take a long time to find information or are often unable to supply tourists with information (Berno, Dentice, & Wisansing, 2019). If tourists want details they cannot offer a response that allows all tourist attractions and fascinating community goods to lose their profits. However, the absence of contact networks between visitors and neighborhood businesses contributes to the decline of business opportunities (Abukhalifeh & Wondirad, 2019). One of the essential creation and development processes in software, especially software development on portable devices, is the user interface design. This is because of the constraints of portable facilities, both small screen sizes as well as reduced display capacity, which both receive import data and display results that consumers can access in such restricted areas (Mtapuri & Giampiccoli, 2019). The importance of tourism sector from different point of views was discussed in the above debate. The statistics given in Figure 1 regarding international tourists who visited Thailand and revenue collected from them during the tenure of 2004 to 2020 also highlights this sector importance.



Figure 1: Tourist Arrival in Thailand

In addition to numerous studies conducted on community-based tourism this study will also shine the spotlight on the importance of community-based tourism in Thailand (Jomsri, 2020; Songkhla, Wanvijit, Charoenboon, & Ninaroon, 2021). The finding of this study will also help the community-based tourism entrepreneurs to evaluate their business strategies and can go for introduction of more ideas for business development. This study will also help the policymakers in order to bring tourism favored policies with the intentions to secure the tourism organizations as well as tourists safety.

## 2. Literature Review

From the past few decades, community-based tourism has positively increased over the world. Different communities have attained attraction due to the potentials of developing management about the tourism in communal societies of Phatthalung, the south of Thailand. Although, different communities have their attentions about themselves the attractive measure of package tour recently has been gaining much importance. For the needs of tourists, the models were developed by focusing the package tours in order to facilitate the tourists (Lin & Kuo, 2019). This improvement significantly diversifies the competitors and could be beneficial for community-based tourism development. Tourists have been increasingly rendering the intentions of traveling toward the communities

due to their better package tours. These package tours are also considered as the dominant mode of earning income with the comparative view of other competitors, especially in Phatthalung. The introduction of various tourism organizations is facilitating the tourist with reasonable development of package tours to the communities which enhanced tourism development. Variety of consequences and antecedents prevail in the branding of package tours in the tourism industry (Hwang & Lee, 2019). Several events initiated by the local communities form community-based tourism which is highlighted internationally. The local, as well as foreign communities are admired to attend the tourist destination which explores the acquaintance of cultures and insights of the communal lives. It is also beneficial for the communities in the ways of developing package tours which help in the community-based tourism development. For the sustainable development of tourism in residential areas and communities, certain heritage sites are required to be selected (Rasoolimanesh & Jaafar, 2017). This selection could positive significant impact on communities as well as on the tourists.

**H1:** Development of package tour significantly community-based tourism development

In the development of community-based tourism, committees have also been established to view the deep effects of its functions. The advisory and monitory functions have positively dominated the communal tourism development due to effective strategies and public cooperation. Significant influences of advisory and monitory functions in the communities are vital in enhancing the tourism development of Phatthalung. Certain functions of monitoring are based on the assessment and reliability with standards in decision making for structures (Diamantidis, Sykora, & Lenzi, 2018). It is upon the operating functions of advisory and monitory elements which assert a significant rise in tourism development Phatthalung. Proper management of advisory and monitory not only raises the importance of culture but also inserts vital elements which could be beneficial in enhancing tourism development. Thus cooperating measure is influencing the community-based tourism development in positive aspects. While reviewing the architecture, different views of monitoring are analyzed with early systems of warning (Bai et al., 2020). A close watch to the community-based tourism not only connects the people from far away destinations but also positively bumps the development of tourism. For the instance, the functions of monitory and advisory the travelers are provided broad opportunities to get indulge in the communities' culture. This connection is beneficial by the proper advisory and monitory functions to raise tourism development. The attitudes and perceptions of tourists are analyzed by focusing on the element of tourism development (Gursoy, Ouyang, Nunkoo, & Wei, 2019). Therefore, advisory and monitory functions are evident in combining the tourist support for community-based tourism development.

**H2:** Advisory and monitory functions significantly impact community-based tourism development.

Among the success of energy organizations, the professional team is the highlighted aspect that strives for success. This is the hospitality and management of professional which contribute a huge part in tourism management of Phatthalung. The extraction of jobs and the everlasting opportunities are enumerated by the proper inducement of professional teams in tourism development. The role of tourism has uplifted many economies and provided the elements of sustainable development through natural heritage (Job, Becken, & Lane, 2017). Therefore, certain professionals could be beneficial for the development as well as tourism management. These professionals are majorly considered as task-operating individuals which work in teams toward the success of a project. Among the responsibility of professional tourist management teams, the organization of skills to counter tourists and tourism development help growing the business. It is clear and effective communication of professionals which motivate the tourists for more visits and establishment of tourist projects in societies. The aim of professional teams is to support the participation of community-based tourism (Burgos & Mertens, 2017). Therefore, an effective environment, as well as social inclusion, is required to influence community-based tourism development. The involvement of professionals in the communities plays an effective role in bringing tourism development. Various initiatives are taken by the professionals in community-based tourism development which forms leading projects in communities. Even though, the groups are also involved in community-based tourism due to the platforms of entrepreneurship and better income generation. International people are also a potential need in creating tourism development especially in rural areas (Mattsson & Cassel, 2020). This could be dominant through the feasible policies and better development efforts of the professional management team of tourists.

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

Certain exceptions prevail in the organizations due to variation of satisfaction and development measures. These could be eliminated by the proper facilitation and higher performance with tourist satisfaction. Among the package tour development, the tourists of Thailand have contributed their satisfaction which led the community-based tourism development. An effective mediating aspect of tourist satisfaction is also asserted among the tourism development and package tours. The loyalty of tourists prevails on the creativity of tourism which includes a

variety of values (Suhartanto, Brien, Primiana, Wibisono, & Triyuni, 2020). These values may vary with the experience of quality, satisfaction, and motivation along with the community-based tourism development. These package tours development not only provided easy and cheap travel but also provided accommodation and a variety of services. This development of package tours played a vital role in enhancing the tourism development in Phatthalung communities. The single and combined trips where increased socialism also increased the opportunities to such communities promoting tourism development. Traveling experiences depend on the satisfaction of prices which vary with the package tour groups (Chen, She, & Lin, 2020). The destinations are also evident mean where the package may differ according to the place. With the effectiveness of developing package tours for tourists, community-based tourism attained developing aspects. This developing scenario is also supported by tourist satisfaction which initiates better systems of social gathering and knowledge about the variety of cultures of different societies. World also become a better place for the inducement of numerous systems which could generate more tourist satisfaction. There is a significant relationship between economic growth, environmental pollution, and tourism development (Gupta & Dutta, 2018). This relationship also raises the level of income for community-based tourism through which development could be easy.

**H4:** Tourist satisfaction significantly mediates between the development of package tour and community-based tourism development.

Many factors influence the tourist's satisfaction which could lead to negative impacts on the tourism development. Therefore, the effective implications of advisory and monitory functions have positively breached all the negative aspects prevailing in tourism development. This is the efficacious means of tourist satisfaction which is significantly mediated among the community-based tourism development and functions of advisory and monitory. The satisfaction of tourists also depends on the loyalty and quality provided by the advisory and monitory functions (Moon & Han, 2019). These functions have a moderating impact on destination image too which could uplift the development instances. Some policies and procedures are induced by the advisory and monitory functions which are vital for community-based tourism development. This includes the dominance of tourist satisfaction because, without tourist satisfaction, tourism development could be inefficient. This inefficiency could be countered by the prominence of advisory and monitory functions which also enhances the developing measures for tourism. The system of advisory has inserted configuration in the services of monitory elements which diverse on the kinds of farmers (Klerkx, Petter Stræte, Kvam, Ystad, & Butli Hårstad, 2017). Along with the significant mediating effect of tourist satisfaction, the advisory and monitory functions get a probable rise for the community-based tourism development. This development is the initiative of local leaders, groups, and owners of the societies which participate to raise the standards of their societies. With the significant influence of tourist satisfaction, the communities could be dominated as a major stakeholder of tourism development. The dominance of institutional quality is related to tourism development and environmental performance (Usman, Elsalih, & Koshadh, 2020). This may be the involvement of tourist satisfaction which mediates among the community tourism and monitory and advisory functions to tackle the invariant effects.

**H5:** Tourist satisfaction significantly mediates between advisory and monitory functions and community-based tourism development.

The inducement of professionals on the tourist has depicted positive results of tourism development, especially in Phatthalung. The elements of attraction, facilitation, and hospitality have been asserted which played a major role in capturing tourist satisfaction. In this aspect, the tourists are more concerned about the cost and feasibility of tours where the professionals have induced effective services that uplifted the tourism development. Some tourists are satisfied by the improvement of cultural leisure in accordance with their perceptive experiences (Xu, Zhang, Lu, & Zha, 2020). These experiences may vary upon the areas of tourism and ecological perceptions. Many tourism companies have been countered taking facilities from the professional team workers internally and externally. This innovation of taking services from professionals uplifted tourism development in communities. Therefore, the tourists from foreign countries are satisfied and also inserted mediating role among the professional achievements and community-based tourism development. The involvement of tourism management teams comprising professionals is engaged in tourism and hospitality (Tuma & Sisson, 2019). Effective decision making and policy initiation importantly describe the tourism development and its benefits to local and international communities. It is the matter of trust and confidence which is employed by professional teams that help in attaining tourist satisfaction. Therefore, mediating effect of tourist satisfaction positively prevails among the professional tourism management teams and community-based tourism development. While assessing the attitudes of the community toward tourism development, the element of tourist satisfaction could not be eliminated (Xie, Lee, & Wong, 2020). Therefore, resident attitudes are also a major portion to enable community-based tourism development. Different projects are initiated in the global world by keeping in view tourist satisfaction and

residents' opinions. Therefore, the element of leisure significantly illustrated the perception of foreign people and the income specified the intentions of local people.

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

3.

**Methodology**

This article analyze the impact of development of package tour, advisory and monitory functions and professional tourism management team on the community-based tourism development and also examines the mediating effects of tourists' satisfaction between the relations of development of package tour, advisory and monitory functions, professional tourism management team and community-based tourism development in Phatthalung, Thailand. The quantitative methods of data gathering are adopted by the researchers and used questionnaires for this purpose. These questionnaires have followed the five point Likert scale such as five for strongly agree to one for strongly disagree. The researchers have sent the questionnaires to the selected respondents by personal visit and sent a total of 630 surveys. After three weeks, only 380 surveys were received that represents about 60.32 percent response rate.

The PLS-SEM was executed by the researchers to examine the validity and reliability and testing the hypotheses. This study has sued the complex model and purpose of the study is testing hypotheses due to which smart-PLS has been selected (Hair Jr, Babin, & Krey, 2017). This research has taken three independent variables named as development of package tour (DPT) with six items, advisory and monitory functions (AMF) with three items and professional tourism management team (PTMT) with five items. In addition, community-based tourism development (CBTD) is taken as the predictive variable with five items and tourists' satisfaction (TS) is taken as mediating variable with four items. The relationships of constructs are shown in Figure 2.

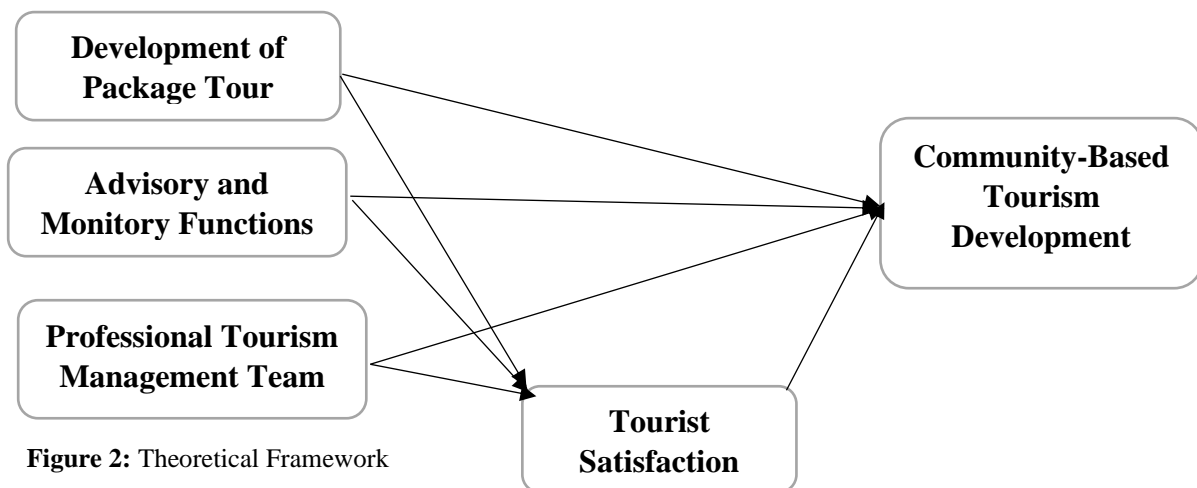


Figure 2: Theoretical Framework

4. Findings

This article findings are shown the relations among the items and the values of CR and Alpha are higher than 0.70 while the values of AVE and loadings are more than 0.50. These values indicated that high relations among items. These values are mentioned in Table 1.

Table 1: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE
Advisory and Monitory Functions	AMF1	0.668	0.746	0.810	0.589
	AMF2	0.841			
	AMF3	0.783			
Community-Based Tourism Development	CBTD2	0.882	0.816	0.880	0.648

	CBTD3	0.846			
	CBTD4	0.679			
	CBTD5	0.800			
Development of Package Tour	DPT1	0.727	0.852	0.890	0.576
	DPT2	0.651			
	DPT3	0.787			
	DPT4	0.775			
	DPT5	0.807			
	DPT6	0.796			
Professional Tourism Management Team	PTMT1	0.799	0.795	0.865	0.616
	PTMT2	0.735			
	PTMT3	0.771			
	PTMT5	0.831			
Tourist Satisfaction	TS1	0.750	0.798	0.868	0.623
	TS2	0.759			
	TS3	0.830			
	TS4	0.816			

This article findings are also shown the relations among the variables and Fornell Larcker and cross-loadings were used. The figures highlighted the values that highlighted the relations with variable itself are larger than the values that show the relations with other variables. These values indicated that low relations among variables. These values are mentioned in Table 2 and Table 3.

**Table 2:** Fornell Larcker

	AMF	CBTD	DPT	PTMT	TS
AMF	0.768				
CBTD	0.291	0.805			
DPT	0.157	0.551	0.759		
PTMT	0.228	0.699	0.544	0.785	
TS	0.251	0.669	0.595	0.664	0.789

**Table 3:** Cross-loadings

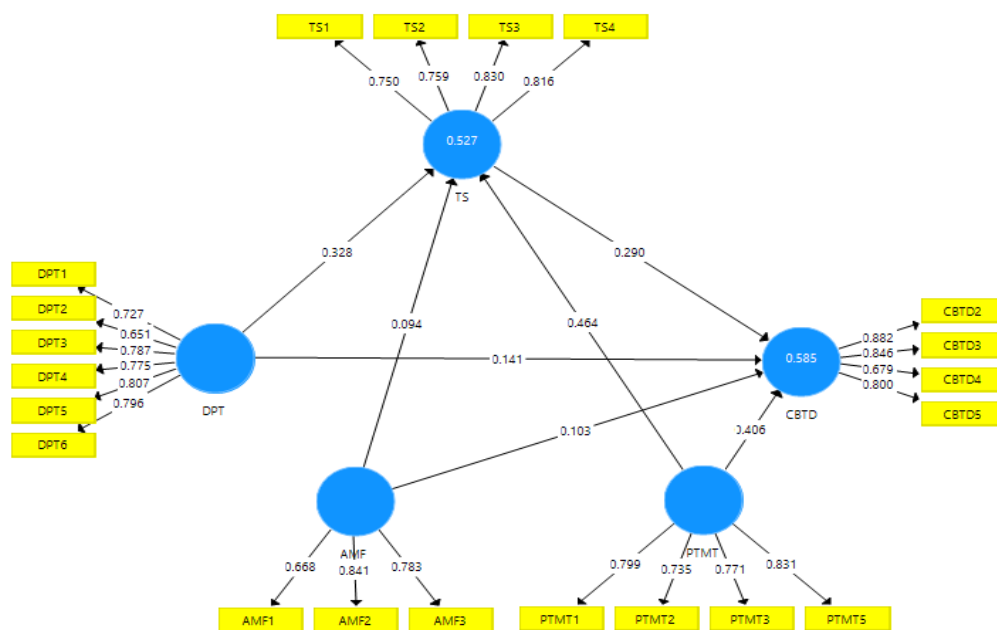
	AMF	CBTD	DPT	PTMT	TS
AMF1	<b>0.668</b>	0.198	0.199	0.129	0.220
AMF2	<b>0.841</b>	0.255	0.037	0.223	0.205
AMF3	<b>0.783</b>	0.208	0.138	0.164	0.144
CBTD2	0.245	<b>0.882</b>	0.479	0.626	0.580
CBTD3	0.244	<b>0.846</b>	0.452	0.560	0.520
CBTD4	0.199	<b>0.679</b>	0.396	0.446	0.452
CBTD5	0.243	<b>0.800</b>	0.442	0.599	0.591
DPT1	0.031	0.306	<b>0.727</b>	0.379	0.377
DPT2	0.002	0.378	<b>0.651</b>	0.375	0.408
DPT3	0.151	0.449	<b>0.787</b>	0.497	0.447
DPT4	0.097	0.420	<b>0.775</b>	0.460	0.497
DPT5	0.193	0.431	<b>0.807</b>	0.367	0.458

DPT6	0.204	0.491	<b>0.796</b>	0.392	0.501
PTMT1	0.262	0.715	0.398	<b>0.799</b>	0.624
PTMT2	0.124	0.483	0.354	<b>0.735</b>	0.458
PTMT3	0.165	0.442	0.456	<b>0.771</b>	0.436
PTMT5	0.132	0.484	0.510	<b>0.831</b>	0.520
TS1	0.192	0.554	0.450	0.532	<b>0.750</b>
TS2	0.167	0.461	0.446	0.436	<b>0.759</b>
TS3	0.214	0.545	0.502	0.570	<b>0.830</b>
TS4	0.216	0.545	0.477	0.544	<b>0.816</b>

This article findings are also shown the relations among the variables by using Heterotrait Monotrait (HTMT) ratio. The figures highlighted the values are not higher than 0.85. These values indicated that low relations among variables. These values are mentioned in Table 4.

**Table 4:** Heterotrait Monotrait Ratio

	AMF	CBTD	DPT	PTMT	TS
AMF					
CBTD	0.397				
DPT	0.256	0.654			
PTMT	0.300	0.734	0.664		
TS	0.344	0.724	0.716	0.809	



**Figure 3:** Measurement Model Assessment

The results also show the nexus among the understudy constructs and figures exposed that development of package tour, advisory and monitory functions and professional tourism management team have positive association with community-based tourism development and accept H1, H2 and H3. The findings also revealed that tourists' satisfaction positively mediates among the relations of development of package tour, advisory and monitory functions, professional tourism management team and community-based tourism development and accept H4, H5 and H6. These relations are mentioned in Table 5.

**Table 5:** Path analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
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AMF -> CBTD	0.103	0.039	2.654	0.009	0.036	0.202
AMF -> TS	0.094	0.035	2.704	0.008	0.022	0.150
DPT -> CBTD	0.141	0.046	3.080	0.003	0.055	0.221
DPT -> TS	0.328	0.043	7.697	0.000	0.232	0.386
PTMT -> CBTD	0.406	0.043	9.352	0.000	0.331	0.490
PTMT -> TS	0.464	0.045	10.400	0.000	0.392	0.548
TS -> CBTD	0.290	0.046	6.291	0.000	0.205	0.366
AMF -> TS -> CBTD	0.027	0.011	2.417	0.017	0.005	0.048
DPT -> TS -> CBTD	0.095	0.020	4.818	0.000	0.056	0.128
PTMT -> TS -> CBTD	0.135	0.027	5.063	0.000	0.088	0.181

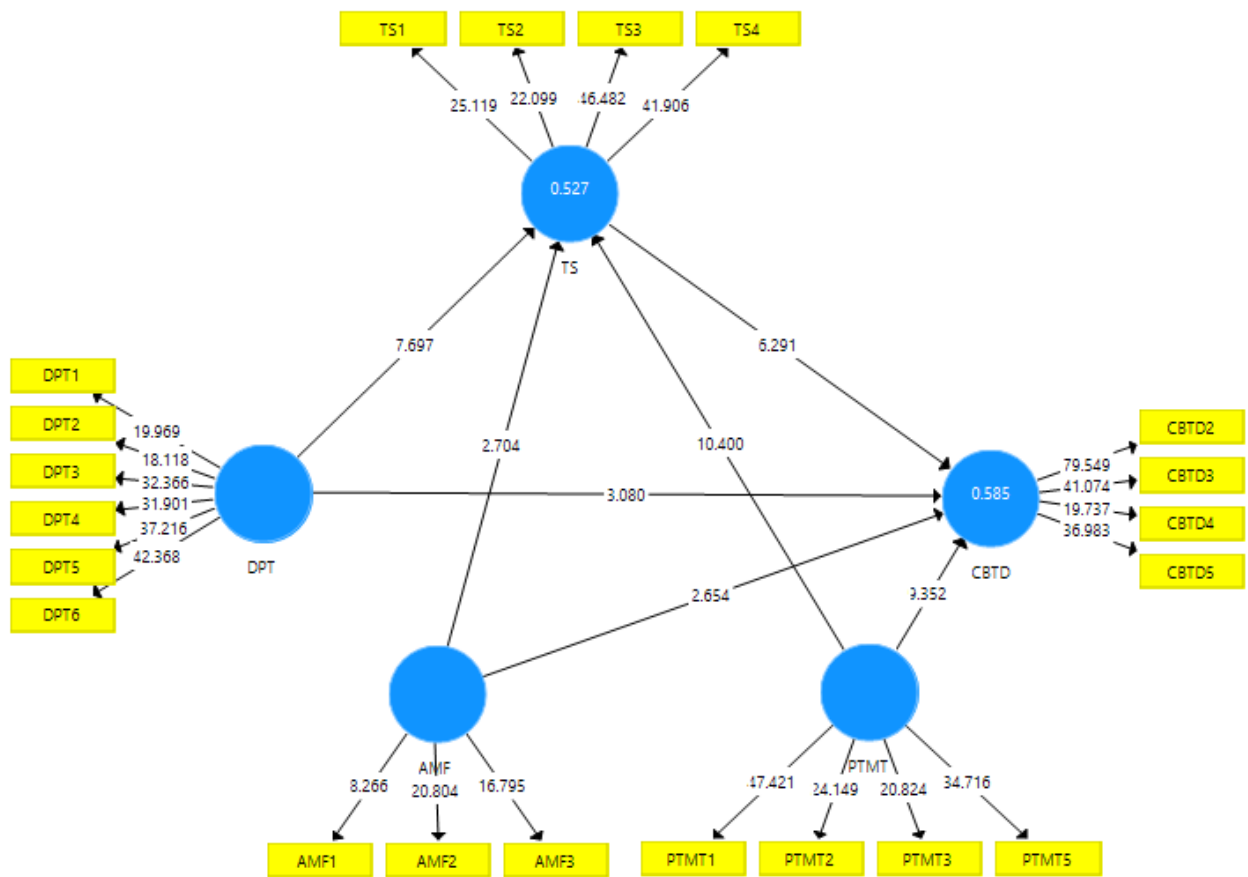


Figure 4: Structural Model Assessment

### 5. Discussions and Implications

The study results have also indicated that the development of package tour has a positive link with community-based tourism development. The study states that development in the total tour package from the community-based tourism enterprises in the form of increment in the provision of facilities or services during holiday tour improves the community-based tourism development. These results are in line with the past study of Schott and Nhem (2018), which shows that when enterprises that provide community-based tourism increases the number of facilities in the decided tour packages sold to the tourist. The increment of facilities retains the existing tourists and attracts others towards the concerned community-based tourism. Thus, the services and financial performance of community-based tourism increases. These results are also approved by the past study of Ernawati, Sanders, and Dowling (2017), which shows that when more facilities are included in packages of community-based tourism and quality of services is improved within the same price, it gets more popularity among the tourist and drives higher community-based development. The study results have also indicated that advisory and monitory functions have a positive link with community-based tourism development. The study states that the community-based



tourism enterprises which establish a body of persons to supervise or monitors the quality of resources or infrastructure, market trends, and tourists up-date requirements and to give necessary advice in this regard make rapid progress. These results are also in line with the past study of Burgos and Mertens (2017), which shows that the community-based tourism enterprises whose personnel perform monitory functions efficiently enjoy a high rate of development as when the enterprises find any faults or negative issues in the operations, they try to remove these faults to maintain the quality of services. Thus, the effective performance of monetary functions improves community-based tourism development. These results are also in line with the past study of Curcija, Breakey, and Driml (2019), which implies that when the management of tourism enterprises keep a constant check on the quality of all resources, technology, services, and processes, it is in a position to maintain their quality by minimizing or removing negative issues and it can also bring up-to-date changes which improve overall tourism services.

The study results have also indicated that the professional tourism management team has positive impacts on community-based tourism development. The effective and efficient performance of the professional tourism management team improves community-based tourism development. These results are approved by the past study of Lee and Jan (2019), which states that the hiring of professional tourism management within the community-based tourism enterprises improves the tourism services as a professional management team has complete knowledge and training on how to manage the situation and how to regulate the tourism industry efficiently. These results are also approved by the past study of Zielinski, Kim, Botero, and Yanes (2020), which shows that hiring the services of the professional tourism management team which has comprehensive tourism knowledge and the ability to manage all the tourism matters proves to be helpful for the community-based tourism enterprises to achieve higher development. The study results have also shown that the tourists' satisfaction plays an appropriate mediating role between the development of package tour and community-based tourism development. The high development into the facilities in the tourism package enhances the satisfaction of tourists, and the enhanced tourists' satisfaction results in higher community-based tourism development. These results are following a recent study of Dodds, Ali, and Galaski (2018), which demonstrates that any quantitative or qualitative development into the tourism package increases the sense of economic satisfaction in the tourists who prefer to avail themselves from that tourism packages. Thus, the economic satisfaction developed as a result of tourism package development enhances the community-based tourism progress. These results are also approved by the literary work out of Bittar Rodrigues and Prideaux (2018), which shows the mediating influences of tourists satisfaction on the mutual association between the development of package tour and community-based tourism development. The development into the tourism package creates and develops satisfaction in the tourists, which leads to high community-based tourism development.

Moreover, the study results have indicated that the tourists' satisfaction is a considerable mediator between monitory and advisory functions of the tourism and the community-based tourism development. These results are supported by the past study of Eom and Han (2019), which demonstrates that the tourists feel economically and emotionally satisfied when the monitory and advisory functions are being performed efficiently by the community-based tourism enterprises, and this enhanced tourists satisfaction increases the development of community-based tourism. These results are also approved by the past study of K.-H. Kim and Park (2017), which states that the effective performance of monitory and advisory functions within the community-based tourism enterprises improves the tourists' satisfaction and the development of community-based tourism. Besides, the study results have indicated that tourists' satisfaction is a significant mediator between the hiring of a professional tourism management team and community-based tourism development. These results match with the results of a past study of S. Kim and Kang (2020), which reveals that professional tourism management with their great knowledge and skills improves the quality of tourism services. Thus, it provides satisfaction to the tourists, which improves community-based tourism development. These results are also supported by the study of Mutanga, Vengesai, Chikuta, Muboko, and Gandiwa (2017). This study states that tourists feel satisfied when they are given quality services which is possible under the effective performance of a professional tourism management team, and the high tourists' satisfaction leads to high community-based development.

The study makes theoretical as well as empirical implication. This study has a great theoretical significance as it contributes a lot to the past literature on tourism. This study gives a detailed description of the influences of the three significant factors such as the development of package tour, advisory and monitory function, and professional tourism management team on community-based tourism development. The conduct of this study is an initial attempt to introduce tourists' satisfaction as a mediator between the development of package tour, advisory and monitory function, and professional tourism management team and the community-based tourism development. With the introduction of tourists' satisfaction as a mediator between the aforementioned factors, this study fills the literary gap, for, before this, a little has been given to the mediating influences of tourists' satisfaction in the past literature. This research is meaningful for the policymakers who want to develop the regulation related to the tourism development. The current study also has a great empirical significance in the tourism industry of an

emerging economy as it gives a guideline on how to accelerate the rate of development of community-based tourism. It suggests that community-based tourism can be promoted with the development in the tourism package, effective performance of advisory and monitoring functions, and the hiring of professional tourism management.

## 6. Conclusion and Limitations

This study analyzes the development of community-based tourism Phatthalung, one of the southern provinces of Thailand. In this context, the study examines the influences of three developing factors such as the development in the tourism package, effective performance of advisory and monitoring functions, and the hiring of professional tourism management. The study implies that the development in the facilities and services of tourism package accelerates the rate of development of community-based tourism. When tourism enterprises increase the number of facilities in the decided tour packages sold to the tourist. The increment of facilities retains the existing tourists and attracts new ones towards the concerned community-based tourism. Thus, community-based tourism development increases. This article highlights that the effective performance of advisory and monitoring functions improves the development of community-based tourism. When the tourism management keeps a constant check on the quality of all resources, technology, services, and processes, it is in a better position to maintain their quality by minimizing or removing negative issues, and it can also bring up-to-date changes which improve overall tourism services. The study suggests that the hiring of professional tourism management within the community-based tourism enterprises improves the tourism services as this team has complete knowledge and training on how to manage the situation and how to regulate the tourism industry efficiently. The study highlights that the tourists' satisfaction is improved by the development in the tourism package, effective performance of advisory and monitoring functions, and the hiring of the professional tourism management team and this satisfaction results in improved growth of community-based tourism.

The current study has a number of limitations. These limitations give an opportunity to the authors in future to show their abilities to replicate the conceptions of this study. The author has collected data for this study through the issuance of questionnaires. The use of a single source to collect data makes the study less comprehensive. Thus, the authors are recommended to employ more than one source for the acquisition of data. The [propositions of this study are based on the analysis of community-based tourism development in the economy of Phatthalung, one of the southern provinces of Thailand. This region for analysis is minimal and does not efficiently support the concepts of the study. Phatthalung has different geographical and cultural features for other regions of the country and other areas of the world. Thus, this study lacks generalizability. For more generalizability of the current study, future authors must make an analysis of the contribution of the development in the tourism package, effective performance of advisory and monitoring functions, and the hiring of professional tourism management into the development of community-based tourism in more areas across the world.

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