Guidelines for Sustainable Community Based Ecotourism Management:
A case study of Bo Jed Look, La-ngu, Satun Province

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Abstract

This research is to study the potential of community based ecotourism management to find guidelines for enhancing community based ecotourism to sustainable tourism management. Field survey, in-depth interview, non-participant observation were used to collect data. Weighting score method was also used to analyze the tourism potential. The study found that the total scores of community based ecotourism potential is in the high level of 2.59 considering from 86 indicators. When summarizing according to 6 components, it was found that the “Community Organization Management” (2.87), “Tourism Activities that Promote Learning and Creating Awareness for Conservation” (2.77), “Benefits from Community-based Ecotourism Management” (2.72), “Participation in Tourism Management” (2.50), and “Community Based Ecotourism Management for Sustainability” (2.45) were in high potential level. The medium level of community based ecotourism management potential was “The Area of Community Based Ecotourism” (2.22). The concentration of sustainable tourism was also in the medium level at 85.40 percent.

Keywords: Community-based ecotourism management, Guidelines, Sustainability