

Community Benefitting through Tourism: DASTA-Thailand Model

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Abstract : Designated Areas for Sustainable Tourism Administration (DASTA) is a public organization, dedicating to sustainable tourism development in 6 designated areas in Thailand. This paper provides rich reflections from a decade of DASTA, formulating an advanced model to deepen our understanding of 2 key intertwining issues; 1) what are the new landscapes of actors for community based tourism and 2) who are the benefactors and beneficiaries of tourism development within the community? An action research approach was used, enabling the process and evidence-based cases to be better captured. The aim is to build theoretical foundation through 13 communities/cases, which have engaged in community based tourism pilot projects. Drawing from emic and qualitative research, specific and contextual phenomenon provides succinct patterns of 'Community Benefitting through Tourism (CbtT)' model. The re-definition of the 2 key issues helps shape the interlinking of actors; practicalities of inclusive tourism and inter-sectoral framework and its value chain will also be set forth. In tourism sector, community members could be active primarily on the supply side as employees, entrepreneurs and local heritage experts. CbtT when well defined stimulates the entire value chain of local economy while promoting social innovation through positive dialogue with wider actors. Collaboration with a new set of actors who are from the tourism-related businesses and non-tourism related businesses create better impacts on mutual benefits.

Keywords : community based tourism, community benefitting through tourism -CbtT DASTA model, sustainable tourism in thailand, value chain and inclusive business

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