

## The Situation Survey of Community-Based Tourism Amid the Era of COVID-19 in Phayao Province Thailand

By

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### Abstract

The objective of this research was to survey the situation of community-based tourism in Phayao Province, Thailand in the era of COVID-19. Qualitative research using a survey was conducted with the principal informants totaling 30 participants selected by specific sampling. The survey was divided into three parts: Part 1 is a survey of the respondents' background information, Part 2 describes the situation of community-based tourism in Phayao Province amid the era of COVID-19, and Part 3 offers recommendations. Consideration of the content validity was conducted by finding the Index of Objective Congruence (IOC) between 0.60 - 1.00 and Cronbach's alpha coefficient having a confidence value of 0.97. Based on the results of the study, it was found that (1 Attractions of community-based tourist destinations of Phayao Province in the era of COVID-19 had a high level of agreement with a mean of 4.41, (2 Amenities of community-based tourist attractions of Phayao Province in the era of COVID-19 had a high level of agreement having a mean of 4.19, (3 Access of community-based tourist attractions of Phayao Province in the era of COVID-19 had a high level of agreement with a mean of 4.49, (4 Tourism activities of community-based tourist attractions of Phayao Province in the era of COVID-19 had agreement at the highest level with a mean of 4.51, and (5 Administration of community-based tourist attractions of Phayao Province in the era of COVID-19 had agreement at the highest level with a mean of 4.57.

**Keywords:** Community-Based Tourism, CBT, COVID-19, Survey Situation, Phayao

### Introduction

The current situation worldwide and in Thailand is one of experiencing problems related to emerging infectious diseases (Bureau of Emerging Communicable Diseases, Department of Control, Ministry of Public Health, 2020). The Office of the Royal Thai Institute have defined the meaning of the word "New Normal" or "New Norm" (Office of the Royal Thai Institute, 2020) as "a situation or phenomenon that was originally something that was not normal, people were unfamiliar with, or was not standard, followed by there being a cause or occurrence of some type of crisis resulting in change causing that situation or phenomenon to become something that is normal and standard". The mass of humankind has arrived in the era in which change is abruptly affecting personal behavior, families, and society as well as the environmental conditions, thus causing the need to have modifications of lifestyles. For example, the trends of behavior and the New Normal lifestyle of Thai people (Department of Mental Health, 2020) are as follows: (1 the use of technology in combination with the internet have started to have a greater role in daily life, namely learning online, working at home, online

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meetings, shopping, transactions and various forms of entertainment online, etc., (2 social distancing, in which people in society see the importance of distancing as a guideline used in everyday life during the crisis of COVID 19-and continuing to live life in this way, (3 taking care of the health of both oneself and the people nearby by becoming aware during the crisis of COVID 19-that requires maintaining health and cleanliness in order to prevent the spread of infection, and (4 creation of balance in life by having the opportunity to work from home, reduce the amount days spent at the office or meeting with people in society, and switching to spending life and working at home.

In addition, the tourism sector of Thailand has been impacted by the crisis of the COVID-19 coronavirus, similar to many countries. Therefore, Thailand has needed to adjust the strategies and planning in the tourism industry in accordance with the current situation in order to support the economy, society, culture and the environment. The tourism industry has been one of the sectors that generate a high level of revenue that is important for the country, particularly currency turnover, both domestic and international, that is spent in the economic system of the country. The Plan for Economic Development and National Society, Article 12 (2017–2021) states that the principal development issue that is important during the period of this development plan is the creation of the capabilities of the service and tourism businesses so as to have potential to grow in order to be able to compete internationally (Office of the Economic Development Board and National Society, 2021). Revenue from tourism is distributed to the population in the areas that are tourist destinations, many of which play a part in job creation both directly and indirectly as well as help reduce the problem of migration to the capital city by providing occupations and income based on tourist attractions in those locations. Nevertheless, in Thailand, the population is mostly employed in the agricultural sector as the principal occupation of the country.

Thus, the Tourism Authority of Thailand foresee the importance of the promotional support of agrotourism due to the agricultural sector of Thailand having a major role and power in strengthening the economy and the livelihoods of Thai farmers, which is able to distribute income within the country as a characteristic of the agricultural sector. Therefore, agrotourism receives support for being a type of tourism that is sustainable (Somchan et al., 2019). Phayao Province have defined their vision as “ safe agricultural production, strong society, ready for the ASEAN community”. Moreover, tourism is also an important source of employment that involves labor at every level. The economic value of the tourism industry in the previous year had the value of GDP calculated as 9% of GDP worldwide, or approximately 6 billion USD, which was able to create 120 million jobs directly related to tourism and another 125 million indirectly related jobs. Also, when looking at the important foundations of the economic system, the significance of the tourism sector regarding the economic system and development of capabilities in competition is the promotion and distribution of revenue at every level, from the community and regional levels up to the national level with the spending of tourists, particularly on the basic necessities of life, such as food, drinking water, clothing, medical or healthcare services, and the use of accommodation services. This will stimulate the economy and employment in local areas and generate income that circulates within the country. For example, international tourists exchange the currency of foreign countries into the Thai baht. Following this, they use the transportation services from the airport in order to stay at a resort, purchase tours or travel programs in order to learn about the ways of the community, buy souvenirs from local people to give as gifts, pay fees to enroll in courses to learn about making local food, etc.

We can see the value of the money that comes from tourism and is distributed to a wide

range of various entities within the economic system. In the end, this category of revenue will fall into the hands of people throughout the country from the process that is known as the “Tourism Multiplier Effect”, which reveals that the higher the proportion of revenue from tourism that circulates repeatedly in the economic system, the higher the revenue and the more benefits all people in the country will receive from the expansion of tourism. The same applies to the direction of Thai tourism in the future) Thai Tourism Strategy, 2015-2017 (that must develop toward stability, prosperity, and sustainability, with stability providing the capability to drive tourism effectively in spite of various crisis situations, both from within the country and in other countries. Prosperity is achieved when tourism is able to generate revenue and create economic stability for the country, and sustainability is development that considers the needs of tourists without impacting society, the environment, and communities to achieve growth having quality and sustainability. Due to the pandemic situation of the COVID 19-virus, there have been impacts severely affecting the tourism and services sector. The researchers are thus interested in monitoring this phenomenon by conducting a survey of the situation of community-based tourism in the era of COVID 19-in order to use it as a database for adjustments of the communities for living life safely in the coming years.

## Literature review

### *Community-Based Tourism amid COVID-19*

Community-Based Tourism amid COVID-19 is in reference to tourism, which is one type of tool of communities in determining the direction of the community-based management, and the community comprises the people who have roles as rights-holders, namely those cultivating plants and raising animals within or around populated areas and practicing various forms of agriculture in towns by the integration of knowledge of both sciences and social sciences, namely ecology, energy and the environment, society, culture, economics, business administration, etc. This knowledge is applied in the management of agricultural resources that are located in populated areas by adjustment to match the social conditions, culture and the environment in order to establish sustainability together with the management of benefits and impacts so as to engender appropriate learning experiences for tourists and visitors (Zielinski et al., 2020; Sally et al., 2010). (Under the situation of COVID-19, which will be the guideline in the recovery of tourism and the economy and hospitality of communities, operations must change their targets to stimulate the domestic markets, adapt to support technological progress, and compare the guidelines for local distribution of products, services and resources due to results of academic work indicating the importance of the domestic tourism sector and small businesses amid the COVID- 19pandemic and by giving importance to determining policy in order to engender sustainability following the era of COVID- 19(Noorashid & Chin, 2021; Putra et al., 2020; Štastná et al., 2020).

The outbreak of COVID-19 is still seen as an opportunity in the evaluation of the strategies for the development of tourism. Predictably, international tourism in the middle of the year 2020 suffered huge losses affecting stakeholders in tourism. However, regarding domestic travel, it was expected that tourism and occupancy will have higher results. It was reported that domestic tourism will grow during the time following the major outbreak, and it is expected that it will also likely be widespread even in the era following COVID-19. Based on the literature review related to COVID-19, it is suggested that the promotion of Community-Based Tourism (CBT) is another way to increase the capabilities and gain a share of the local economy in each country (Arbulu et al., 2021; Adam & Alarifi, 2021; Noorashid & Chin, 2021; Stone et al., 2021). Furthermore, Nyakiba et al. (2018) predicted that

Community-Based Tourism (CBT) will grow worldwide, particularly in developing countries, where the value of Community-Based Tourism (CBT) is currently increasing as an alternative travel option in the period following COVID- 19together with the promotion of products and services in communities, such as arrangement of accommodation and the utilization of local resources (Giampiccoli & Mtapuri, 2021; Carr, 2020; Polukhina et al., 2021).

The impacts of Community-Based Tourism (CBT) amid COVID- 19also show that the establishments that are linked with Community-Based Tourism (CBT) are faced with various problems. Stone et al. (2021) stated that the COVID- 19pandemic increased uncertainty in the future of the natural tourism sector of Botswana, resulting in impacts severely affecting MSMEs, causing local people to become unemployed and affecting the recovery to normal working conditions. As previously mentioned, COVID- 19has provided the opportunity in reviewing the guidelines for conservation in the projects in rural areas. Nevertheless, the major outbreak also raised concerns regarding recovery of the tourism sector in Namibia (Lendelvo et al., 2020). Therefore, operations of CBT will be forced to give importance to the domestic promotional marketing and catering to the local people in order to make an effort to maintain businesses amid the COVID- 19pandemic (Mulder, 2021; Hussain & Fusté-Forné, 2021). Additionally, the creation of a diversity of goods and services that have potential by increasingly emphasizing the natural resources and the importance of cooperation between stakeholders in tourism in Indonesia is helping to develop the flexibility of entrepreneurs in the tourism industry, which leads to the flexibility of the community and can revive tourism with the implementation according to the New Normal. However, there must also be consideration of the sustainability of the ecosystem and the social structure amid the new economy following COVID- 19(Jouault et al., 2021; Kristiana et al., 2021; King et al., 2021; Cahyadi & Newsome, 2021; Honeck & Kampel, 2022).

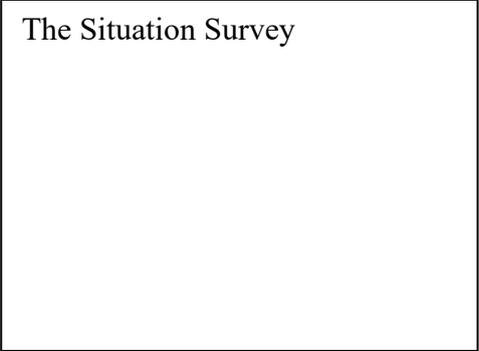
### ***Tourism element concepts***

Based on the literature review, there are scholars in the field of tourism who have synthesized the elements of tourism into categories as follows.

<b>List</b>	<b>Attractions</b>	<b>Accessibility</b>	<b>Amenities</b>	<b>Activities</b>	<b>Administration</b>	<b>Accommodation</b>	<b>Awareness</b>	<b>Ancillary</b>
Somchan & Choibamroong (2021)	√	√	√		√			
Warbung & Saerang (2021)	√	√	√	√		√		
Sunil et al. (2020)	√	√	√	√		√		
Somchan & Panyarien) 2019(	√	√	√	√	√			
Arpornpisal (2018)	√	√	√			√	√	
Andrianto & Sugiama (2016)	√	√	√					√
Pelasol (2012)	√	√	√	√		√		

To summarize, in the synthesis of the elements of tourism from scholars in the field of tourism that are applied to community-based tourism in the era of COVID-19, the first three elements comprising (1) Attractions, (2) Accessibility, and (3) Amenities have the most importance, while elements 4) Activities and 5) Administration are also considered appropriate based on the factors related to the situation of COVID-19.

The Situation Survey



**Figure 1** Conceptual framework

## **Research methodology**

Qualitative research was conducted using a survey. The key informants comprising professional groups and community enterprises formed the sample group consisting of community-based tourism operators, namely nine accommodation and homestay businesses, nine owners of food and beverage businesses, and nine people from souvenir businesses, resulting in a total of 27 people. Additionally, with representatives from the private sector, i.e. tourism businesses in Phayao Province, one person, the Phayao Tourism Council, one person, and Pracha Rak Samakkhi Phayao Company, one person, amounting to three people, the final total was 30 participants. The selection was conducted using Purposive Random Sampling (Srisaat, 2002).

The tools and steps for the research began with a review of the relevant concepts, including the concepts of community-based tourism and the concept of tourism components. This knowledge was applied to create a question line to identify the survey points in order to obtain sufficient and relevant information. In accordance with the conceptual framework, the instrument used in this research was a survey, the structure of which was divided into three parts:

Part 1 is a survey of the respondents' background information, including gender, age, education, marital status, occupation, and average annual income. The format of the questionnaire was a checklist, analyzing basic statistical data such as percentages.

Part 2 covered the situation of Community-Based Tourism amid the era of COVID-19 in Phayao Province. The survey employed a rating scale consisting of five aspects: 1. Attractions, 2. Amenities, 3. Accessibility, 4. Activities, and 5. Administration.

Part 3 presented the recommendations regarding the situation of community-based tourism amid the era of COVID-19 in Phayao Province. An open-ended question format was applied to the creation of the survey and submitted to three experts to consider the appropriateness and accuracy of the language usage and the overall content of the research work, followed by consideration of the content validity by finding the Index of Objective

Congruence (IOC) between each question, which resulted in the IOC between 0.60 - 1.00. Adjustments based on the additional suggestions were made, and the survey was tested with a population that was not the sampled group totaling 30 people in the municipal district of Phayao Province through use of the method of Accidental Random Sampling employing Cronbach's alpha coefficient. From this, a confidence value of 0.97 was indicated.

Part 4 included the data collection, and the researcher conducted the process as follows:

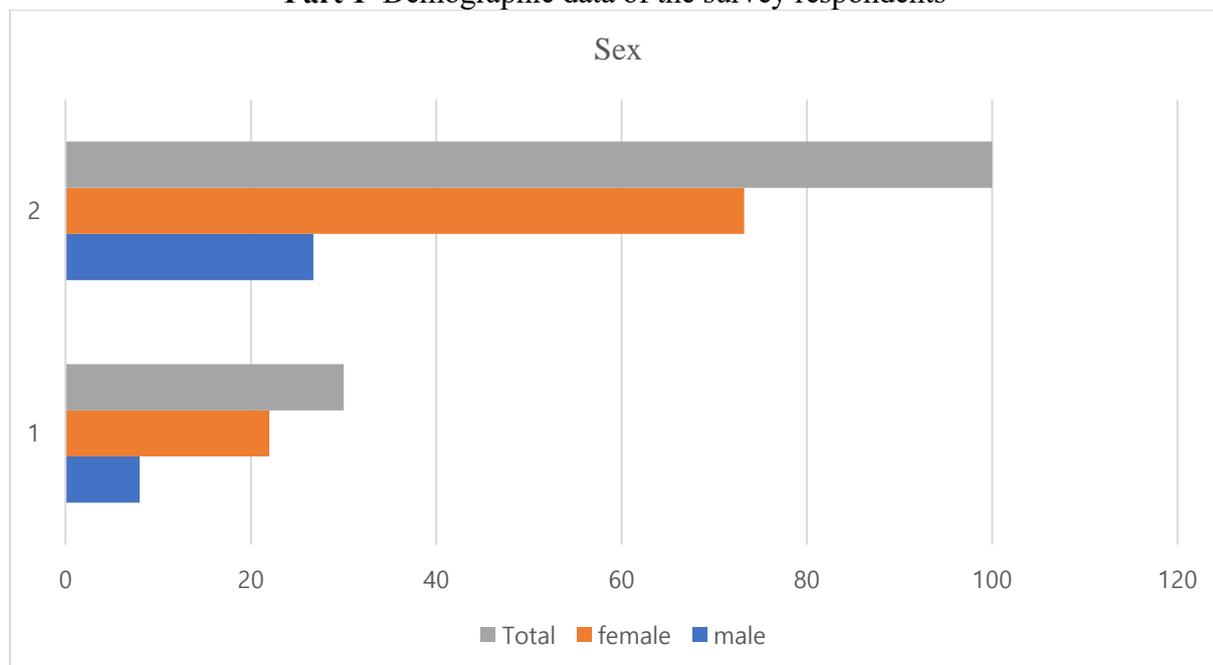
1. For the primary Information, checking of the survey between the data collection and following up the data collection in the field was performed. Following this, the data collection was conducted between 1 July 2021 to 30 June 2022. The data was compiled, and testing of the accuracy was conducted to prepare the survey in order to code the findings by numbering the survey and organizing the categories. A computer was used to help with the data analysis, which was conducted by statistical methods with a computer software package.

2. The secondary data was compiled from the theoretical concepts and the results of related research work.

Part 5 included data analysis with the statistical software package. The scoring criteria and interpretation of the results were as follows: a mean of 4.51–5.00 indicates the highest level of agreement, a mean of 3.51–4.50 indicates a strong level of agreement, a mean of 2.51–3.50 indicates a moderate level of agreement, a mean of 1.51–2.50 indicates a low level of agreement, and a mean of 1.00–1.50 indicates disagreement. Part 5 includes the statistics used in this research, namely percentage, means, and standard deviation.

## Results

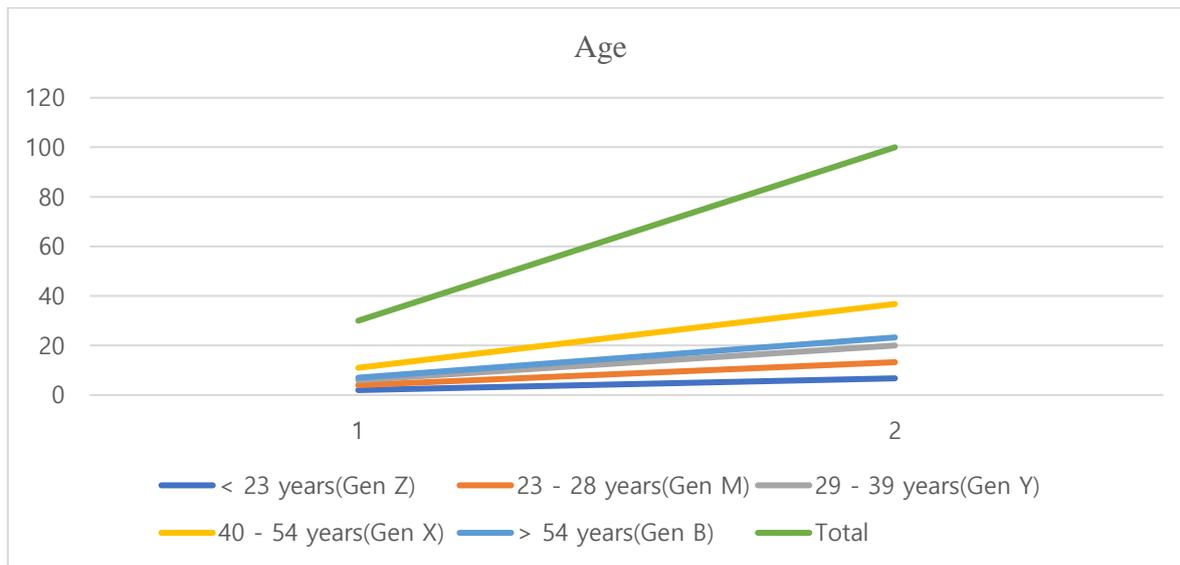
**Part 1** Demographic data of the survey respondents



### Sex

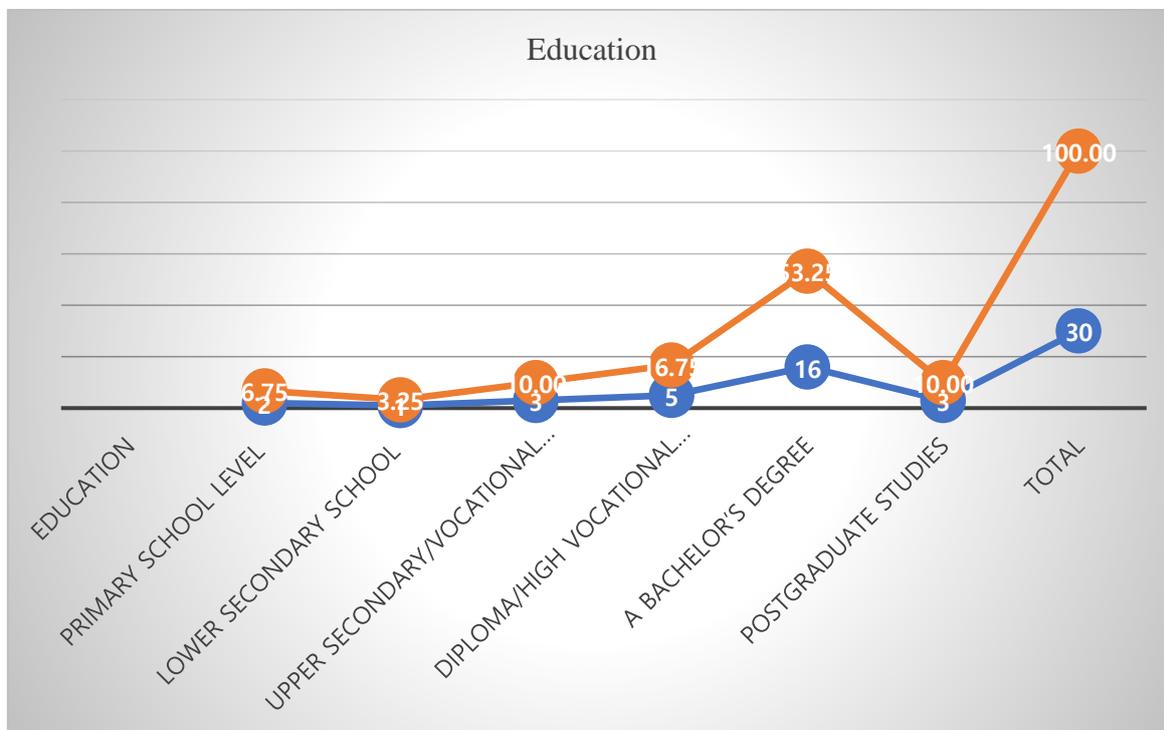
It was found that the sample group of the survey respondents in this study had the

proportion of male and female as follows: female %73.25 and male .%26.75



**Age**

It was found that the sample group of respondents to the survey in this study had the age range between 40 -54 years) Gen X (calculated as%36.75 , followed in order by the age range of more than 54 years) Gen B (calculated as%23.25 , the age range of 29 -39 years) Gen Y (calculated as %20.00, the age range of 23 -28 years) Gen M (calculated as %13.25, and the age range of less than 23 years) Gen Z (calculated as.%6.75



**Education level**

It was found that the sample group of the survey respondents in this study included those that have a bachelor's degree, calculated as%53.25 , followed in order by diploma/high

vocational level calculated as 67.5%, upper secondary/vocational level and postgraduate studies, calculated as 10.00% equally, primary school level calculated as 6.75%, and an education level of lower secondary school calculated as 3.25%



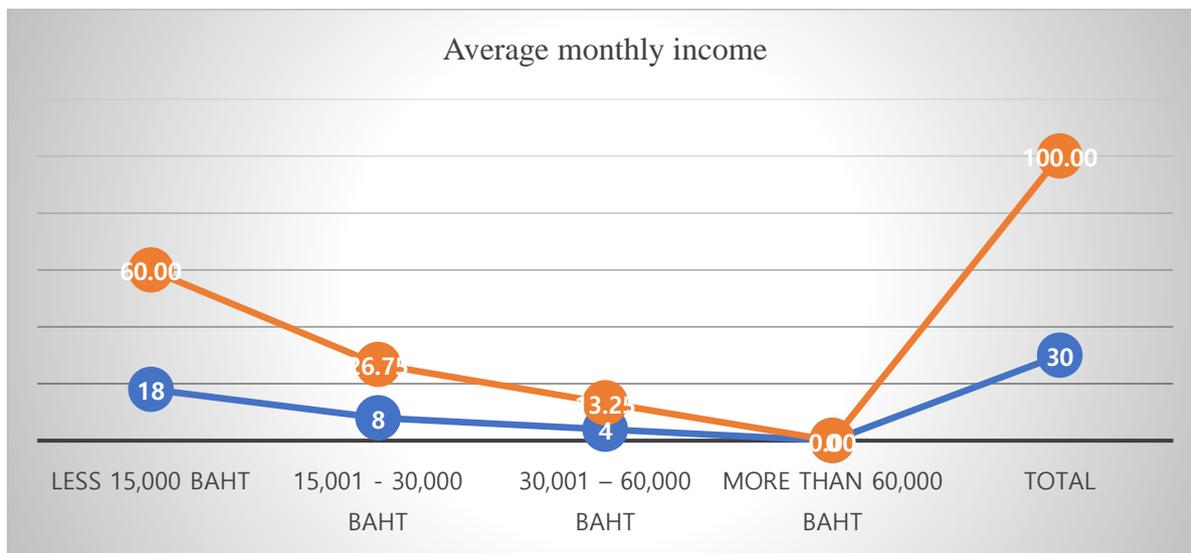
**Marital status**

It was found that the survey respondents in this study have the marital status of single calculated as 53.25%, followed by married calculated as 26.75%, and widowed/divorced calculated as 10.00%



**Occupation**

It was found that the sample group of the survey respondents in this study include the occupational groups as follows: entrepreneurs calculated as %53.25, followed in order by businesses owners calculated as %23.25, freelancers calculated as 1%0.00, retired calculated as %6.75, and public workers/government employees and students/university students calculated as %3.25 equally.



**Average monthly income**

It was found that the sample group of the survey respondents in this study have an average monthly income less than 15,000 baht calculated as %60.00, followed in order by an income of 15,001 - 30,000 baht calculated as 26.75%, and an income of 30,001 - 60,000 baht calculated as %13.25.

**The situation survey of community-based tourism of Phayao Province in the era of COVID-19**

The results of the research on opinions related to the survey of the situation of community-based tourism in the era of COVID-19 of Phayao Province are categorized as the following.

Attractions of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had a high level of agreement with the total mean at .4.41. Other findings were as follows: Rank - 1 The sample group thinks that communities should have presentations of the diversity of natural resources in order to attract tourists, such as Phayao Lake, etc. with a mean of .4.50. Rank - 2 The sample group thinks that communities should have presentations to let tourists see and experience the beauty, decorations and landscapes of the community by agriculture/cultivation of plants that provide the scenic views of the community together with allowing tourists to do walking/biking/other types of activities in the community, such as sightseeing of the fields/fruit orchards/admiring agricultural gardens/admiring the ways of agriculture/admiring agricultural culture with a mean of .4.47. Rank - 3 The sample group thinks that communities should have presentations of historical resources, archaeological sites and antiquities in order to attract tourists, such as Wat Sri Khom Kham, Wat Tilok Aram, the Cultural Exhibition Hall, etc., and the group also thinks that there should be arrangement of routes for tourists to walk and admire and go shopping for merchandise in local markets/farmers markets/fruit markets/displays of

community products in order to encourage tourists to buy gifts and souvenirs, namely, local One Tambon One Product (OTOP) agricultural products, processed agricultural products, other unique local products, etc. Both of these had a mean of 4.33, equally. Amenities of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had a high level of agreement with the total mean at 4.19. The detailed findings were as follows: Rank 1 - The sample group thinks that utilities in tourist destinations, such as electricity, the water supply, the internet and toilets, should be developed with a mean of 4.30. Rank 2 - The sample group thinks that there should be arrangement of sightseeing and shopping for plant products/safe agricultural products within the community together with opportunities for tourists to try for themselves the processing of safe agricultural products with the community members in order to create souvenirs before returning home, and the sample group thinks that the amount of tourists that is appropriate, the appropriate period of time for traveling for tourism, and the best places for admiring the view/learning about the community should be determined in order to reduce congestion in the areas and to thoroughly maintain safety for tourists with a mean of 4.23, equally. Rank 3 - The sample group thinks that there should be arrangement of accommodation services in communities in order to provide services for tourists, such as homestays, guesthouses, tents, etc., with a mean of 4.17. Access of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had agreement at a high level with the total mean at 4.49. The detailed findings were as follows: Rank 1 - The sample group thinks that communities should provide tour guides for community-based tourism who are people within the community with a mean of 4.67. Rank 2 - The sample group thinks that the community should arrange to have shops selling gifts and souvenirs in the community and have agricultural products to sell to tourists, such as OTOP agricultural products, processed agricultural products or souvenirs, etc. with a mean of 4.57. Rank 3 - The sample group thinks that the community should provide development to enhance the skills of tour guides for community-based tourism together with providing tour vehicles with a mean of 4.43. Activities of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had agreement at the highest level with the total mean at 4.51. The detailed findings were as follows: Rank 1 - The sample group thinks that the community should have presentations of nightlife activities, shopping activities on walking streets, and weekend markets with a mean of 4.63. Rank 2 - The sample thinks that communities should have presentations of information and methods for cultivation of local plants, vegetables and fruit that have benefits and herbs that have properties that are useful in the maintenance of health as well as activities to learn about the sufficiency economy, such as Ban Dok Bua village, with a mean of 4.60. Rank 3 - The sample group thinks that the community should have presentations of enjoying food and sightseeing, such as the ancient pier/the shore of Phayao Lake, etc., with a mean of 4.50. Administration of community-based tourist destinations in the era of COVID-19 of Phayao Province. It was found that overall each aspect had agreement at the highest level with the total mean at 4.57. The detailed findings were as follows: Rank 1 - The sample group think that communities should develop diverse public relations for community-based tourism in agricultural areas, such as on Facebook/Line/Instagram/Social Networks and others, and the sample group thinks that communities should have the preparedness and screening related to the situation of responding to new outbreaks of disease, such as temperature measurement, washing hands, eating hot meals, and personalized eating utensils together with cleaning and disinfecting after the service is complete every time in order to build confidence for tourists with a mean of 4.73, equally. Rank 2 - The sample group thinks that the community should have integration of communities in the area in order to develop the preparedness of the people in the community for the support of community-based

tourism in agricultural areas, namely training to provide knowledge related to service, methods for story telling, creation of understanding of impacts, both positive and negative, etc., in order to engender acceptance and participatory management of community-based tourism in agricultural areas with a mean of .450. Rank - 3 The sample group thinks that the community should create networks that are linked with organizations at the local level/regional level/national level in order to support community-based tourism in agricultural areas with a mean of .447.

## **Discussion and Conclusions**

### ***Objective 1 The survey of the situation of community-based tourism of Phayao Province in the era of COVID 19-***

Attractions of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had agreement at a high level with the total mean at .441. The detailed findings were as follows: Rank - 1 The sample group thinks that communities should have presentations of the various natural resources, such as Phayao Lake, etc., in order to attract tourists. Rank - 2 The sample group thinks that there should be presentations for tourists to see and experience the beauty, decorations, and landscapes of the community through agriculture/cultivation of plants and spots for admiring the scenic views of communities together with letting tourists do walking activities/biking/other activities in the community, such as sightseeing of the fields/fruit orchards/agricultural gardens/admiring the ways of agriculture/admiring agricultural culture. Rank - 3 The sample group thinks that the community should have presentations of historical resources, archaeological sites and antiquities in order to attract tourists, such as Wat Sri Khom Kham, Wat Tilok Aram, the Cultural Exhibition Hall, etc. and also thinks that communities should have the arrangement of routes for tourists to walk and sightsee and go shopping in local markets/farmers markets/fruit markets/displays of community products in order to allow tourists to buy gifts and souvenirs, namely OTOP agricultural goods, processed agricultural products, souvenirs, etc. (2 Amenities of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had agreement at a high level with the total mean at .419. The detailed findings were as follows: Rank - 1 The sample group thinks that utilities in tourist destinations, such as electricity, water supply, the internet and toilets, should be developed. Rank - 2 The sample group thinks that there should be arrangement of sightseeing and shopping for plant products/safe agricultural products within communities together with tourists trying their hand at the processing of safe agricultural products with community members in order to create souvenirs before returning home, and the sample group thinks that the appropriate amount of tourists, the period of time that is appropriate for traveling for tourism, and the appropriate places for sightseeing/learning about the community should be determined in order to reduce congestion in areas and thoroughly ensure safety for tourists. Rank - 3 The sample group thinks that there should be arrangement of accommodation services in communities in order to provide services for tourists such as homestays, guesthouses, tents, etc. (3 Access of community-based tourist destinations of Phayao Province in the era of COVID-19. It was found that overall each aspect had a high level of agreement with the total mean at .449. The detailed findings were as follows: Rank - 1 The sample group thinks that the community should provide tour guides who are people within the community for community-based tourism. Rank - 2 The sample group thinks that communities should arrange gift shops and souvenirs shops in the community selling agricultural products to tourists, such as agricultural goods from OTOP and processed agricultural products, or souvenirs, etc. Rank - 3 The sample group thinks that

communities should provide development to enhance the skills of tour guides for community-based tourism together with providing with tour vehicles. (4 Tourism activities of community-based tourist destinations of Phayao Province in the era of COVID-19) It was found that overall each aspect had agreement at the highest level with the total mean at 4.51. The detailed findings were as follows: Rank - 1 The sample group thinks that communities should have presentations of nightlife activities and shopping activities at walking streets and weekend markets. Rank - 2 It is thought that the communities should have presentations of information and methods for cultivation of plants and local vegetables and fruit that have benefits and herbs that have properties that are useful in maintaining good health and activities to learn about the sufficiency economy, such as Ban Dok Bua village. Rank - 3 The sample group thinks that the community should have presentations of visitors enjoying food and sightseeing, such as at the ancient pier/the shore of Phayao Lake, etc. (5 Administration of community-based tourist destinations of Phayao Province in the era of COVID-19) It was found that overall each aspect had agreement at the highest level with the total mean at 4.57. The detailed findings were as follows: Rank - 1 The sample group thinks that the community should develop diverse public relations channels for community-based tourism in urban and agricultural areas, such as Facebook/Line/Instagram/social networks and others. Furthermore, the sample group also thinks that the community should have the preparedness and screening related to dealing with new disease outbreaks, such as temperature measurement, washing hands, eating hot meals, and personalized eating utensils together with ensuring cleanliness and disinfection every time when the service is finished in order to build confidence for tourists. Rank - 2 The sample group thinks that there should be integration of communities in the province to develop the preparedness of people to support community-based tourism in agricultural areas, namely training for knowledge related to services, methods for story telling, creation of understanding of impacts, both positive and negative, etc., in order to encourage the acceptance and participatory management of community-based tourism in agricultural areas. Rank - 3 The sample group thinks that the community should have the creation of networks that are linked with organizations at the local level/regional level/national level in order to provide support for community-based tourism in agricultural areas. These findings are in accordance with the research work of Phra Bishop Mongkol Kunti et al. (2022), who conducted research on the guidelines for historical and cultural tourism in Thoen district in Lampang Province, Thailand as qualitative research. The results showed that the local historical and cultural tourism indicate that history and local beliefs that have prominence, such as those derived from the power to conquer the Lanna state and the beliefs, according to legend, regarding the temples of Wat Wiang, Wat Umlong and Wat Doi Pan Tan and others that contain relics of the Buddha that were adhered to and are performed as traditional practices up to the present day, and that the relationships of historical and cultural tourism arise from religious, historical and cultural beliefs. These results are also in line with the research work of Trisakorn (2022), who conducted research on the management of creative tourism that helped raise the level of participation and potential for the community-based tourism in Pathumthani Province, Thailand, which found that the management of creative tourism overall at a high level (mean = 4.17). In order of evaluation, the first was Cross-cultural learning exchange (mean = 4.33), and the lowest ranking was Having direct experience in tourist areas (mean = 4.00). Having participation of communities in Pathumthani Province overall was at a high level (mean = 4.20). In order, the first rank that was evaluated was Having a share of the benefits (mean = 4.26), and the lowest ranked was Having participation in making decisions (mean = 4.10). The potential of tourism of communities in Pathumthani Province overall was at a high level (mean = 4.14). In order, the first ranked was Amenities

of tourist attractions are convenient (mean = 4.25), and the lowest ranked was Accommodation availability at tourist attractions (mean = 4.06). There is also consistency with the research work of [Nazli \(2021\)](#), who conducted research on tour guides facing the impacts from the COVID- 19pandemic that revealed the negative effects of the outbreak of COVID- 19on their careers as tour guides and offered guidelines for possible solutions. This study of the industry drew from recently published studies and the views of tour guides from 36countries with interviews by email used to collect data from 25February to 30May 2020, which was the period that the outbreak was spreading throughout the world rapidly. The analysis was conducted using MAXQDA Analytics, and the study compiled incidents involving COVID- 19such as guides experiencing unemployment, illness and trauma and provided social and practical meaning that is related to cooperation and collaboration of stakeholders and occurrences of inequality and injustice during the pandemic. However, the findings are not consistent with the research work of [Coghlan \(2020\)](#), who conducted research on “Mobilising knowledge: an action design research case study of using technology to safeguard an endangered nature-based tourism attraction” that considered how research design is conducted. Action design research) ADR) can lead to research that has the impacts on sustainable tourism, and ADR combines the best parts of Action Research with Design Science by providing solutions that are applied within the context settings and drawing broader conclusions or universal principles from such solutions. To illustrate, the four steps of ADR are to define the problem, to create, to intervene, and to evaluate. Also, in the research work of [Zielinska et al. \(2020\)](#), the initiatives in community-based tourism (CBT) were studied and results revealed that many of them around the world failed to provide the benefits as expected due to unfavorable conditions that are related to a wide variety of social, cultural, economic and political factors because of the economic situations, laws and politics that result in different favorable factors and restrain CBT. It is believed that there are differences for developing countries and those that are already developed. Direct content analysis of case studies of CBT in 48developing countries and 37developed countries indicated that these differences have advantages or disadvantages for developing countries or developed countries. Moreover, many of the case studies do not mention the factors and issues that are important for the development of tourism. As a result of the lack of a clear framework of CBT in the research guidelines and the lack of integration of external factors in the analysis, in general, ownership of land overall together with tourism initiatives are able to provide some advantages to communities in developing countries when provided control of land, tourism and natural resources, independence in making decisions, participatory management, and the broad distribution of the benefits throughout society.

## **Limitations and future directions**

This research work on the situation survey of community-based tourism of Phayao Province, Thailand in the era of COVID 19-gave importance to the adaptation of community-based tourism in order to reflect the changing behavior of tourists, and the communities as the host population have adaptation and the preparedness in order to provide tourists with confidence and return to use the services again. In addition, this research work has limitations in terms of the direct collection of the data regarding tourism under the situation of the spread of the outbreak of COVID .19-Therefore, interested persons can take the results of this section of the study into consideration for the implementation in tourism and services following the era of COVID- .19In conclusion, stakeholders from all fields must collaborate in order to provide tourism activities which are a source of occupations in their communities in order to be able to continue to prosper and have the appropriate income and quality of life

in the future.

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