

Driving the Community Economy through Community-Based Tourism in Ban Mae Mae, Chiang Dao, Thailand: Linkages to the UNESCO Doi Chiang Dao Biosphere Reserve

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Abstract

This research has 3 objectives: (1) To study the community context, situation, trends and tourism resources management in the Ban Mae Mae. (2) To assess the potential of tourism attraction management and the potential of community tourism management in Ban Mae Mae, and (3) study problems, threat and suggestions for guidelines to driving the community economy based on sustainable community tourism in Ban Mae Mae. Chiang Dao District Chiang Mai Province linked it to the Doi Chiang Dao World Biosphere Reserve of UNESCO. Using a mixed research methodology. Collected qualitative and quantitative data. With a focus group, In-depth interview, Observe and evaluate the potential of tourism destination management with those involved. and assessment of tourist destination potential from a sample group of Thai and foreign tourists. Data were analyzed using content analysis. and statistical analysis.

From the study, it was found that the context of Ban Mae Mae community, Village No. 11, Mae Na Subdistrict, Chiang Dao District, Chiang Mai Province, is an old community where people have settled for more than 200 years, with an elevation of approximately 1,200 meters above mean sea level. The majority of the population is Thai Yuan (Yonok or Muang) and Lahu ethnic group, numbering 601 peoples, totaling 206 households. The economic structure has income from agriculture. The community has a socio – cultural of kinship, relying on each other through agricultural practices. The situation and trend of tourism in Ban Mae Mae is likely to increase from the statistics of the number of tourists after the outbreak of the COVID-19 virus in 2023, the number of tourists during the tourist season, November-January 2024. The hotel is fully booked every day, with 80% of its rooms being Thai tourists and 20% being foreign tourists from Europe and Asia, particularly Japan. The management of tourism resources in Ban Mae Mae can

be divided into two types: (1) resources within the community used to manage tourism, including (1.1) wooden houses, Lanna architecture, (1.2) natural resources, (1.3) culture, (1.4) local wisdom in basketry, and (1.5) agricultural ways of life. (2) External community resources used to manage tourism in Ban Mae Mae include (2.1) Doi Luang Chiang Dao and (2.2) San Pa Kia Highland Agricultural Research Station. Community resource management for tourism in Ban Mae Mae has two main formats: (1) homestay accommodation and (2) nature trail tourism (hiking), total distance 3.5 kilometers, time 4 hours.

The overall potential for managing tourist attractions in Ban Mae Mae, has an average value of 3.99, with high potential. Tourist attraction management has the highest average value of 4.08, followed by tourism development planning, with an average value of 4.02. providing new tourist attractions, tourism marketing, and seeking and creating new tourist attractions had similar mean scores of 3.96, 3.95, and 3.93, respectively, all of which had high potential. The potential of tourism management from the opinions of Thai tourists, overall the potential is at a high level, with an average total score of 4.03, with tourist attractions having the highest average total score of 4.60. The potential of tourism management from the opinions of foreign tourists is overall at a moderate level, with an average total score of 3.35. Tourist attractions have the highest average total score of 4.50 showing high potential.

Problems and threat in driving the community economy based on sustainable community tourism in Ban Mae Mae, linked to the UNESCO Doi Chiang Dao World Biosphere Reserve include: (1) Tourists drive their own cars to visit, resulting in insufficient parking in the community. (2) Tourist waste management: There are insufficient trash cans. Tourists litter inappropriately and throw trash into the Mae Mae River. (3) The road is narrow, making it difficult to travel when cars pass each other, which increases the risk of accidents while traveling. (4) There is insufficient parking in the community. Parking for homestay accommodations should be increased. (5) Preventing outside investors from coming to set up resorts and homestays in the community.

Guidelines for driving the community economy based on sustainable community tourism in Ban Mae Mae, linked to the UNESCO Doi Chiang Dao World Biosphere Reserve include: (1) Community transportation management by allowing tourists to use community pick-up and drop-off services. (2) Creation of a learning center on natural resources and forests linked to the UNESCO Doi Chiang Dao World Biosphere Reserve. (3) Community waste management and adding sufficient trash cans in the community; (4) Improving and expanding narrow routes to make travel convenient and safe; and (5) Establishing guidelines to prevent outside investors from setting up resorts and homestays in the community.

Keywords: Driving the Community Economy, Community Based Tourism Management, Doi Chiang Dao World Biosphere Reserve

Introduction

Driving the community economy based on community tourism is considered to be of great importance in utilizing the resources of tourist attractions, social and cultural capital of the community. It can create benefits for the community and the nation, maintain community resources to create balance and manage community resources sustainably (Phuwanatwichit, 2017). Consistent with the importance of Community-based tourism is tourism that uses community resources to organize tourism within the community, where community members jointly own and manage the tourism as the owners of the resources. To use tourism as a tool for local development, strengthening local organizations in managing natural and cultural resources through community participation processes. Leverage the existing capital base in the community to create tourism activities that provide valuable experiences to tourists, leading to increased spending from tourists. It helps stimulate the community economy thoroughly (Sarobol, 2003).

Doi Chiang Dao Biosphere Reserve, located in the Chiang Dao Wildlife Sanctuary, Chiang Dao District and Wiang Haeng District, Chiang Mai Province, was registered on September 15, 2021. The International Coordinating Council (ICC) of the Man and Biosphere (MAB) Programmed (MAB-ICC), a committee under the United Nations Educational, Scientific and Cultural Organization (UNESCO). It was decided to designate Doi Chiang Dao area in Chiang Mai Province, Thailand, as a new biosphere reserve at the 33rd MAB-ICC meeting from 13-17 September 2021 in a mixed format in Abuja, Federal Republic of Nigeria, as a "biosphere reserve". It is an area with terrestrial, marine or coastal ecosystems that are internationally recognized under the UNESCO Man and Biosphere Programmed, and are valuable for the conservation of plant, animal and ecosystem diversity which can promote sustainable economic and social development in accordance with the Sustainable Development Goals of UNESCO (Longpan & Khamyuang, 2021).

Ban Mae Mae Community, Mae Na Subdistrict, Chiang Dao District, Chiang Mai Province, is an ancient community that has been growing tea leaves for more than 200 years. It is located in a Class 1 (A) watershed area and has abundant forests and biodiversity. It is connected to the Doi Chiang Dao World Biosphere Reserve of UNESCO. The climate is cool all year round. The village's name, "Mae Mae," is the name of the Mae River that flows through the village to Chiang Dao. It is a waterway that nourishes the Chiang Dao community and agriculture. It has a total area of 56,400 rai, divided into 54,000 rai of conservation forest, 400 rai of forest for use, and approximately 1,600 rai of agricultural land. The majority of the population is urban people (Yonok) and some ethnic groups living together, with a total population of 601 people. Divided into 300 males and 301 females, totaling 206 households (Municipality of Mae Na Subdistrict, 2021), they work in agriculture, growing tea or coffee, and processing longan (forest products). They have a social and cultural characteristic of kinship. The way of life is connected to the forest and the belief in forest spirits, water spirits and ancestors. The main economic crop is Miang (tea) which is grown along the riverbanks

that are the community's agricultural gardens. The Miang that is mostly grown is Assam tea. Grown under the shade of large trees, alternating with coffee plantations. In some areas, most of the grown Miang trees are over 50-100 years old. The coffee is sold to the Chiang Dao coffee processing group.

Currently, the Ban Mae Mae community relies on a mixed economy, with increased income from tourism, homestay accommodation, food, beverages and tourism-related services. In addition, community members also earn income from processing Luk Chit products (Luk Tao, a palm plant) that grow in the forests around the community. Some gardens also grow Luk Chit for sale. Wild honey and herbs from the forest area also help generate additional income for the community through the sale of community products and souvenirs to both Thai and foreign tourists who come to relax and tour the community. With the concept of community-based tourism, which emphasizes the participation of the public sector in community-based management, especially in the management of the resources of the Ban Mae Mae tourist attraction, Chiang Dao District, Chiang Mai Province. Linking the Doi Chiang Dao World Biosphere Reserve of UNESCO (UNESCO) to be used as a development tool, including participation of all sectors in community resource management. Local wisdom to drive the economy, society, culture and environment in a sustainable way.

From the above, it can be seen that driving the community economy based on community-based tourism does not only result in job creation and income generation for local tourism operators, but also contributes to the economic development of all community members. By utilizing community resources, social and cultural capital, including community tourism resources that must be well managed, restored, maintained and maintained continuously. To pass on to the next generation in the community, they will be aware of and appreciate the value of managing tourist resources for future sustainability. Even though Ban Mae Mae community has always been a community where tourists come to relax and appreciate nature, However, during the COVID-19 pandemic over the past three years, the community's economic and tourism activities have also been halted. The service was reopened when the government announced the lifting of measures and allowed foreign tourists to enter the country. There for this research aims to study the community context, situation, community tourism resource management, potential for tourist attraction management, potential for community tourism management, including problems, threat and recommendations for a sustainable community-based tourism-based community economy in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linking it to the UNESCO World Biosphere Reserve, Doi Chiang Dao.

Objectives

1. To study the community context, situation, trends and tourism resources management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

2. To assess the potential of tourism attraction management and the potential of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

3. To study the problems, threat and suggestions for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked it to the Doi Chiang Dao World Biosphere Reserve of UNESCO.

Research Conceptual Framework

This research uses a mixed methodology research, combining qualitative research and quantitative research, to study from both internal and external dimensions (See Figure 1). Collect both qualitative and quantitative data. Analyze and summarize the collected data. To be used as basic information in determining the guidelines for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the Doi Chiang Dao World Biosphere Reserve of UNESCO. From the community tourism resource base that is consistent with the community's way of life, adding value and generating income for the community, benefiting the community and local administrative organizations and important recommendations for jointly driving the movement with relevant agencies in line with the concept of sustainable development and the sustainable development goals.

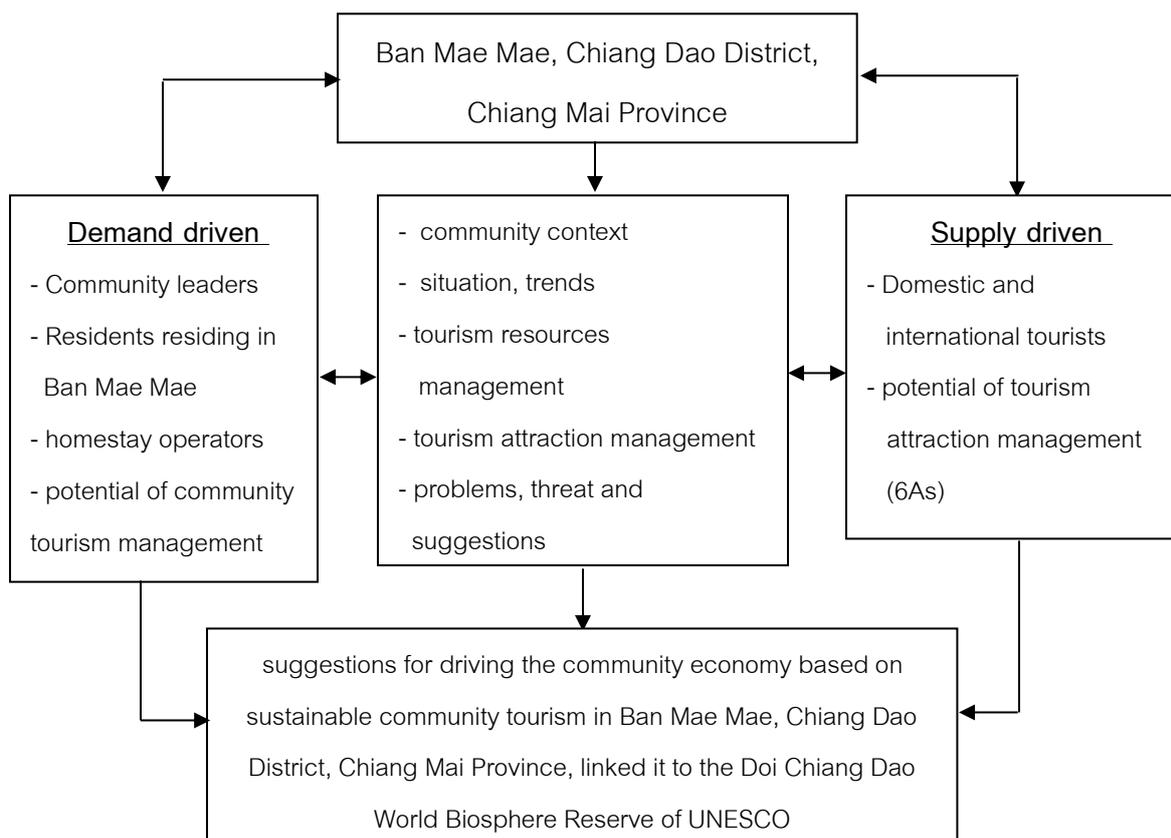


Figure 1 Conceptual framework

Literature Review

The study of related concepts and theories highlights several key points: (1) Tourism concept (2) Community Based Tourism (3) Tourism management concept (4) Sustainable tourism development concept and (5) related research as follows:

1. Tourism Concept

Tourism is a phenomenon of traveling to areas far from the city society for the king and the nobles in the royal court for a long time. It is considered to be tourism in the old era (Nonsiri, 2007). Later in the early 19th century, modern tourism came into being. It is a form of leisure travel for the middle class and has expanded with the advancement of transportation (Nonsiri, 2007). Later, the United Nations (Choibamroong, 2009) defined the meaning of tourism as: Tourism means an activity that meets three conditions: (1) it is a temporary trip from one's usual place of residence to another place; (2) it is a voluntary trip; and (3) it is a trip for any purpose other than to engage in a profession or earn income.

Tourism is travel that is not for employment and is not a regular activity, but has one or more purposes, such as for leisure, for cultural or religious purposes. For study, for sports and entertainment, for studying history and special interests, for hobbies, for visiting relatives and friends, and for attending meetings or seminars (Choibamroong, 2009; Ratanapeantamma et al., 2007) Therefore, tourism is a journey to various places without the purpose of working or staying permanently. It is a leisure time, study, learning, meeting, seminar, visiting relatives and friends, as well as engaging in various hobbies such as cycling, photography, and visiting local museums, etc., with the following key points:

1.1 Tourism Components

In addition to being a unique industry that is different from other industries, tourism also has another special characteristic: it is an intangible industry (Choibamroong, 2009). That is, tourism is an integration of at least five other industries as follows:

1.1.1 Accommodation means a place provided for travelers or tourists to stay, with food and beverage services. Currently, the accommodation business has been continuously developed with various service formats to provide maximum convenience to customers. Management is increasingly carried out in both local and international network formats. The development of various forms of accommodation businesses is also a driving force for increased competition, both in terms of higher service standards and environmental care along with management that benefits tourists, the country's economy, and increases the sustainability of tourism.

1.1.2 Accessibility is an important element because it plays a role in moving tourists to various tourist destinations around the world. Currently, transportation has been developed to accommodate various forms of travel, such as aviation, shipping, and transportation by car, bus, train, and electric train, etc.

1.1.3 Attractions refer to tourism resources that can attract tourists to travel, such as natural attractions such as the sea, mountains, waterfalls, islands, rivers, beaches, etc. Cultural attractions, customs and traditions include Songkran, Loi Krathong, and the Candle Festival. That attraction includes things that have changed or are more outstanding and interesting than other places, such as seas of mist, hot springs, etc.

1.1.4 Amenities refer to things that are provided to benefit and provide convenience to tourists, such as roads, electricity, tap water, telephones, maps, internet, tourist information centers, etc.

1.1.5 Tourism activities refer to tourism products that are created with the purpose of promoting and attracting more tourism to tourist attractions, in addition to simply visiting tourist attractions. The types of activities vary according to the type of tourist attraction, including natural tourism activities such as trekking, elephant riding, bird watching, etc., and marine tourism activities such as diving and fishing, etc.

In addition to the five components of the World Trade Organization, Collier and Harraway (1997) and Chittangwattana (1999) (Phuwanatwichit, 2010) also mentioned another component of tourism, namely:

1.1.6 Ancillary service is another important factor that contributes to the success of the tourism industry. It consists of management and operations, which includes marketing, information systems, coordination, tourism promotion for tourists, and tourism policy. Facilitating planning for tourism management and safety of life and property of tourists.

1.2 Tourism Concepts and Education

This research uses the tourism concept to study opinions regarding the assessment of the potential for community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. Using tourism components (Choibamroong, 2009), there are 5 important components: (1) Attraction (2) Accessibility (3) Amenity (4) Accommodation (5) Activity. And in addition to the 5 elements, the World Trade Organization, Collier and Harraway (1997) and Chittangwattana (1999) (Phuwanatwichit, 2010) also mentioned another tourism element, which is (6) Ancillary service. Called 6As, for tourists to express their opinions, it is important to determine the direction of driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, Linked the UNESCO Doi Chiang Dao World Biosphere Reserve.

2. Community-Based Tourism Management Concept

The concept of community-based tourism management (Community-Based Tourism: CBT or Host management) is a new alternative tourism concept (Weaver, 2001, as cited in Muneenam & Srichu, 2009). It is a

form of tourism that is expected to lead to the effective achievement of sustainable tourism development. It is a form of tourism that focuses on balance and emphasizes supply management or tourism resource base (Host management). To reduce negative impacts from tourism according to the principles of sustainable tourism development, and the most important point is that tourism that occurs is a real need of the community and is managed by the community with participation. Based on the idea that all local people are owners of resources and stakeholders in tourism, it utilizes local tourism resources, including nature, history, culture and traditions. Including the way of life and production methods of the community to be used as important factors or costs in organizing tourism appropriately in order to benefit the local area in terms of economy, Socio-cultural, including the efficient use of resources, is maintained in the best possible way to ensure sustainable use for future generations (Sarobol, 2003).

Therefore, community-based tourism is tourism in which the hosts (Hosts), the people in the community and all stakeholders, work together to determine the direction of the various resources available in the community, including nature, history, culture, traditions, and the community's way of life. It is set as a tourism activity that emphasizes learning for tourists and visitors (Guests) to truly access the local way of life, which will help build pride in the identity and culture of the community with respect for cultural differences. Along with the distribution of income, it circulates throughout the community in a fair and comprehensive manner, including the development of the potential of the people in the community to be able to manage tourism that emphasizes recovery, maintain the environment and resources used in tourism management so that they can be used for future generations.

2.1 The concept of Community-based Tourism

The concept of community-based tourism that uses community resources to organize tourism within the community, where community members jointly own and manage the tourism as the owners of the resources. To use tourism as a tool for local development and effectively creates a balance between tourism value and worth. The key concepts of community-based tourism are divided into the following key points:

2.1.1 Community-based tourism emphasizes developing people to create a learning process, including people in the community who know themselves and are proud of their own identity. Including learning for outsiders or tourists to understand the relationship between people and the environment through tourism activities (Sarobol, 2003). Tourism will play a role more than just helping to stimulate employment and create careers. But it also includes support for access to rights in managing local resources, both natural and environmental, as well as resources that are the social and cultural capital base of the community, to be used in organizing tourism activities.

2.1.2 Community-based tourism emphasizes the participation of people in the community, as participation is the heart of community-based tourism management. This is an emphasis on developing the

community's capacity to manage, control the use and distribution of natural resources, as well as production factors in society, in order to benefit the economic livelihood of the society that Choibamroong (2009), elaborated on the concept of participation in tourism management as taking into account the importance of community participation, citizens and stakeholders from the beginning, with joint ownership, division of labor and division of activities and responsibility until the end of the process that includes income distribution, improving the quality of life, maintaining and managing tourist attractions, which is divided into 5 components: (1) Joint planning (2) Joint implementation of the plan (3) Joint use (4) Joint monitoring and evaluation and 5) Joint maintenance.

2.1.3 Community-based tourism emphasizes the use of community tourism resources and aims to manage tourism based on community identity. This will give tourism its own unique characteristics, making each community's tourism products different. This unique factor depends on the identity of each community.

2.1.4 Community-based tourism is a tool to support the community economy. Community-based tourism, in addition to emphasizing human development and participation in determining tourism activities under the production model, Community-based consumption is based on community-based economics. People must be united, cooperate, help each other, rely on themselves, and build community strength through social capital. This emphasizes the participation of local residents in the community.

2.1.5 Community-based tourism must be within the capacity of the area, which must determine the number of tourists visiting per day, taking into account the conservation of the environment and local culture and should be aware of tourism activities that have both positive and negative impacts on the community, including emphasizing the participation of those involved in tourism activities. Both partners and stakeholders understand the value of their local tourism resources.

For the important concepts of community tourism mentioned above, it is consistent with the lessons and experiences of the northern region that Sarobol (2003) summarized as follows: Community-based tourism is a skill in managing the community's original resources in order to utilize them and manage them for long-term use, namely: These resources must be protected, restored and maintained to ensure they are sufficient for continued use.

2.2 Concept of Community-based Tourism Management and Education

This research uses the concept of community-based tourism management to study opinions on the management of community tourism resources in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. Eexpressed his views on the importance of promoting sustainable community tourism-based community economy in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linking it to the UNESCO World Biosphere Reserve, Doi Chiang Dao.

3. Tourism Attractions Management Concept

Tourism management is considered to be an extremely important part of managing the tourism resources available to the community. It involves using capital from tourism resources to manage tourism, creating jobs and generating income and create careers related to products and services for local people in tourist attractions, creating exchanges and learning between hosts and visitors who travel into the area. There is the use of tourism resources that the community has to create joint activities. Tourist attractions are destinations for tourists who travel to relax or travel to gain knowledge and enjoyment experience and education in places with tourism resources that can attract tourists to that destination, resulting in consumption of related products and services. The income generated from tourism management is distributed directly to the community and the owners of tourist attractions in the community.

Therefore, managing tourist attractions involves utilizing the tourism resources available to communities to generate income from tourism, creating jobs, creating careers, and distributing income to people in tourist areas. Supporting, restoring, and preserving arts, culture, and traditions, fostering better understanding between tourists and local communities, preserving the environment and tourism resources, plays an important role in adding value to tourism and benefiting the nation.

3.1 Tourism Attraction Resources Management

Tourist resources are important tourist attractions that enable the community to utilize social, cultural, natural and environmental capital to manage tourism. Tourist resources are destinations that tourists are interested in. They are places that are naturally occurring and man-made to be tourist attractions and social and cultural activities and local traditions, both tangible such as ancient sites, artifacts, waterfalls, forests, the sea, etc., and intangible such as wisdom, language, beliefs, etc. It can attract both domestic and international tourists to travel for relaxation and sightseeing, making tourism a large industry that covers and spreads to every corner of the world. In particular, the development of information technology and transportation is borderless tourism in the era of globalization (Phuwanatwichit, 2010). The tourism resources that can be used to manage tourism and services are divided into 4 types as follows:

3.1.1 Natural tourism resources refer to the topography, climate, and naturally occurring resources such as waterfalls, mountains, seas, forests, beaches, islands, wildlife, etc.

3.1.2 Historical tourism resources, ancient sites, ancient objects and religious sites refer to tourist attractions created by humans and important as historical and archaeological evidence and religions that reflect local civilizations have an effect of attracting tourists to visit, such as ancient cities, palaces, castles, museums, temples, churches, cathedrals, paintings, murals, etc.

3.1.3 Cultural and traditional tourism resources refer to tourism resources that have unique artistic, cultural and traditional values and have been passed down from the past to the present. It is an activity related to human life, such as lifestyle, housing conditions, language, dress, games, music, art, traditions, festivals, rituals, beliefs, local wisdom, etc.

3.1.4 Man-made tourism resources refer to tourist attractions created by humans to meet the needs of tourists by creating new activities or improving and modifying the place to provide variety in tourist activities. These include zoos, agricultural research centers, orange orchards, orchid gardens, amusement parks, scenic spots, entertainment venues, shopping areas, sports venues, private museums, etc.

3.2 Components of Tourist Attraction Management

Tourism management is a form of tourism management that has goals that are consistent with appropriate principles, theories, and concepts, including various social and environmental constraints, establishing guidelines, measures, and good operational planning (Suwan, 1998). Tourism planning and implementation are carried out according to the plan, with appropriate organization, personnel management, supervision and control to ensure that the plan is in accordance with the plan, along with tourism evaluation (Jittangwattana, 1999). According to the components of tourism management of the Ministry of Tourism and Sports (Collier & Harraway, 1997; Phuwanatwicht, 2010), there are 5 important components:

1. Tourism resources or tourist attractions are considered tourism products and are destinations that tourists will travel. Including the search for and creation of new tourist attractions from the tourism resources that the communities in the tourist attractions have.

2. Tourism service is the provision of tourism services in the area or activities related to tourism. It is the provision of convenience during the tourists' trip and transportation within the tourist attraction, accommodations, food and beverages, tour services, tour guides and souvenirs.

3. Tourism marketing is a form or attempt to determine the needs or requirements of the target tourism market or target group in order to meet the needs and satisfaction of traveling to that tourist attraction.

4. Tourism management is an important factor in management and implementation, including planning, coordination and promotion of tourism to tourists.

5. Tourism development planning is the determination of methods for managing tourist attractions, personnel responsible for taking care of tourist attractions, and encouraging local people to participate in tourism management. Including the provision of budget support for tourism management.

In addition, the Tourist Attraction Development Office. Department of Tourism (2013) also mentioned the tourist attraction management plan that covers the six basic factors of tourist attractions as follows:

1. Attraction refers to the value of a tourist attraction. It is a characteristic of each type of tourist attraction that makes that tourist attraction stand out and differ from other tourist attractions. Considering many factors including the physical aspects of the tourist attraction, ecosystem, plants, animals, landforms, history, archaeology, art, architecture, way of life, culture, and the level of technology used in that tourist attraction.

2. Amenity are various equipment and services provided to tourists in that tourist attraction, such as restrooms, accommodations, restaurants, information centers, parking, and information signs.

3. Accessibility to tourist attractions refers to methods of travel to tourist attractions, including transportation routes, distance, duration, and travel costs.

4. Security means safety measures or warning systems that must be implemented in a concrete manner to prevent dangers to the life, mind, health or property of tourists.

5. Tourism marketing means making the target group aware of and deciding to travel to a tourist destination. It may use various strategies such as price leadership, differentiation strategies, and creating a unique identity for the tourist destination.

6. Tourist management means managing tourists, both Thai and foreign, to demonstrate desirable tourist behavior and determining the appropriate number of tourists according to the capacity to accommodate tourists.

However, the management of tourist attractions in each context is different because each community in a tourist attraction has a different tourism resource base based on physical characteristics, geography, location and territory, Socio-cultural, traditions, beliefs and the use of resources available within the tourist community by integrating the use of the tourism resource base that the community has to manage tourism. Being able to attract tourists is considered very important for developing cooperation in managing sustainable tourist attractions under the participation of the government, private sector, citizens and local administrative organizations in tourist attractions.

3.3 Tourism Attractions Management Concept and Education

This research uses the concept of tourist attraction management to study opinions on the potential of tourist attraction management at Ban Mae Mae, Chiang Dao District, Chiang Mai Province. Applying the tourism management components of the Ministry of Tourism and Sports, Collier and Harraway (1997), Chittangwattana (1999), Phuwanatwicht (2010) has 5 important components: (1) Tourism marketing (2) Searching for and creating new tourist attractions (3) Providing tourist attractions (4) Tourist attraction management and (5) Tourism development planning. For people living in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, expressed their opinions regarding the importance of promoting a sustainable community-based tourism-based economy

Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the UNESCO World Biosphere Reserve, Doi Chiang Dao.

4. Sustainable Tourism Development Concept

Mass tourism, which has been tied to mainstream development concepts, on the other hand, was given a new perspective as a development option by the United Nations Conference held in 1987 in Brundtland, Norway. It calls for development to consider the importance of sustainability in all aspects, or the balance between long-term economic growth within the capacity to support the environment, Socio-cultural. It is a development approach that aims to respond to the needs of the present generation without compromising the ability to respond to the needs of future generations (Choi & Sirskaya, 2006). This concept has subsequently become the operational definition of sustainable development and has become a turning point for all aspects of development, including tourism development. The International Conference on Environment and Sustainable Development was held on February 15, 1990 in Vancouver, Canada. Also known as the GLOBE (1990) Conference, this conference focused on the concept of sustainable development that will lead to sustainable tourism development.

4.1 Principles of Sustainable Tourism Development

Development must be transformative for the better, not simply a change in name. Therefore, development must not be a change from the past, but must be based on identity. Therefore, tourism must go through a process of management and development of all related components. The tourism industry support agencies must utilize knowledge from various disciplines in an integrated manner, including law, economics, society, politics, marketing, agriculture, management, psychology, geography, and the environment. Actions must be both proactive and reactive, encouraging tourism based on existing resources and minimizing negative impacts on society, livelihoods and the environment. which is a path to sustainable tourism development (Choibamroong, 2009).

4.2 Concept of Sustainable Tourism Development and Education

This research uses the concept of sustainable tourism development to study opinions and approaches to driving the community economy based on sustainable community tourism Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the UNESCO World Biosphere Reserve, Doi Chiang Dao.

5. Related Research

From the literature review of research related to tourism in Ban Mae Mae, there are two research studies in the area. The first is the study results of Somsrit Tanphan, Naritsara Innupat, Patcharaporn Phosat, Sasiprapa Inmuang, Wilasinee Kuansamrong, Supisara Chuayphum, Skawarat Kongsinkaew, Woraphon Kamphiphan, Itthikorn Isarakul, Chatsit Jinnabut, Sathapat Worakhanong and Parames Sitthisamang. The study of the architectural style of the Mae Mae village lifestyle homestay, Chiang Dao District, Chiang Mai Province (2020) found that most homestay architecture

is related to physical factors and locations that are conducive to settlement and have an environment that promotes the way of life, village wisdom and development for sustainability. Ecotourism is now becoming more popular among both Thai and foreign tourists. There are tourism activities organized in community areas to study and learn about the way of life and culture, local handicrafts, with homestays as a form of tourism that focuses on accommodation and provides various activities according to the needs of tourists. The simple rural lifestyle is a key selling point, attracting tourists, providing activities, accommodation and experiencing rural culture. Therefore, it is an attraction for tourists to travel to the community which is considered an alternative in the local market.

The second issue is the study results of Phongwiritthon and Pakvipas (2015) on the need for participation in ecotourism management of Mae Mae community, Mae Na sub-district, Chiang Dao district, Chiang Mai province. It was found that Mae Mae community members work in agriculture. They have a community rule set up together to manage the environment of the ecosystem to be balanced. Ecotourism management has brought them moderate benefits, with an average of 2.73. Receiving information about ecotourism management from various types at a moderate level, average 2.25. Wanting to participate in ecotourism management at a high level, average 2.40. and knowledge and understanding of ecotourism at a high level. Tourism development guidelines should include a new tourism process based on the principle of providing knowledge and understanding. Receiving information, participating in thinking, planning, decision-making, participating in investment, implementation, monitoring and evaluation, and receiving benefits, focusing on culture, art, and various traditions that attract tourists in order to create sustainability.

Research Methodology and Data Collection Scope

This research is a mixed methodology research, collecting both qualitative and quantitative data. Quantitative data was collected using a tourism management potential assessment form for community stakeholders to consent anonymity express their opinions and the assessment of the potential of tourism management in Ban Mae Mae community (6As) for Thai and foreign tourists has given their opinions. As for the collection of qualitative data from in-depth interviews, focus group discussions and observations, as well as data collection from documents, cover academic study reports, research reports, books, articles, journals, online system data, and research databases. The database of local government organizations and related agencies has been compiled with documents, textbooks, media, and various publications. The data was analyzed to answer three research objectives, with details as follows:

Objective 1: To study the community context, situation, trends and tourism resources management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

The research according to objective 1 used qualitative research methods by analyzing the content and prioritizing it, covering the following important issues:

1. Qualitative Research: The Research Team Collected Field Data by Entering the Study Area Using the Following Methods:

Documentary: The research team has conducted research and collected information from documents, covering academic study reports, research reports, books, articles, journals, and online information, by searching from various sources such as: **Research database:** The database of local government organizations and related agencies has been compiled. Documents, textbooks, media, various publications, related research.

Observation is divided into 2 types: (1) **Participant observation:** The researcher participates in activities, festivals and traditional events on various occasions, such as traditional activities and community tourism activities and (2) **non-participant observation**, to observe the environment of the study area, observe tourist attractions, local people and tourist behavior.

Focus Group Meeting to listen to opinions and hold group discussions (Focus Group) by the research team using the focus group meeting method and holding group discussions to collect data (1) context of the Ban Mae Mae community, Chiang Dao District, Chiang Mai Province (2) analysis of the tourism situation both internal and external factors in the area include strengths and weaknesses, while external factors include opportunities, threat, and tourism trends in Ban Mae Mae, Chiang Dao District, Chiang Mai Province and (3) Community tourism resource management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

Interviews: The research team uses in-depth interviews and, in some situations, uses conversations during the interviews on issues related to the research.

2. Population and Sample: The Population and Sample Studied Include:

2.1 Population is a group involved in tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, including government agency executives, private sector, and community stakeholders. Participants in focus group meetings, focus group discussions, and in-depth interviews in this research were divided into three groups as follows:

2.1.1 Government executive group is the executive group that controls the government mechanisms that are involved in tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, including: Chiang Dao Wildlife Sanctuary 1 place, Mae Mae Watershed Management Unit 1 place, and Mae Na Subdistrict Municipality 1 place, total 3 people.

2.1.2 Private sector group: tourism and service operators, including accommodation such as hotels, guesthouses and resorts, tour businesses, transportation services, restaurant businesses, architects designing and constructing accommodation and souvenir shops businesses related to tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, including 5 Chiang Dao tourism operators and 1 architectural operator, totaling 6 people.

2.1.3 Tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province are divided into 2 groups:

1) People from Ban Mae Mae, Chiang Dao District, Chiang Mai Province, totaling 28 people, including: (1) Community leaders: 1 village headman, 2 assistant village headmen, and 3 village committee members, totaling 6 people. (2) Elders: 1 village headman, and 4 community elders, totaling 5 people. (3) Community local wisdom: 5 people. (4) Female leaders, including the president and vice president of the housewives' group, totaling 2 people. (5) Residents residing in Mae Mae Village, Chiang Dao District, Chiang Mai Province, totaling 206 households (Municipality of Mae Na Subdistrict, 2021), totaling 601 people.

2) Local community organization groups, totaling 20 people, including: (1) 1 group of homestay operators, 5 people; (2) 2 groups of community operators, 3 people; (3) 1 group of local tour guides, 2 people (4) 1 group of housewives, 3 people; (5) 1 group of tea and coffee growers, 3 people; (6) 1 group of temples, 2 people; and (7) 1 group of schools, 2 people.

2.2 The sample consisted of 20 key informants involved in tourism in Ban Mae Mae, whose houses and residences are located in Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

2.3 Sampling: Use specific sampling methods, using discretion, to suit the research objectives, including: group of citizens, key informants involved in tourism in Ban Mae Mae, whose houses and residences are located in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, totaling 20 people.

3. Research Tools: The Tools Used to Collect Data for Objective 1 Are:

3.1 Focus Group discussion, which is a guideline for questions regarding (1) the context of the Ban Mae Mae community and connected areas, (2) the situation and trends of tourism in the Ban Mae Mae area, and (3) the tourism resources management in the Ban Mae Mae community, Chiang Dao District, Chiang Mai Province. It consists of questions based on the research objectives of item 1, conducted with the target groups, namely government executives, private sector groups, and tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

3.2 Community tourism resource analysis form for Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

4. Instrument Testing: The research team created an interview form, a focus group discussion form, and a community tourism resource analysis form from document processing concepts and research results related to creating questions that cover various parts of research objective 1 in order to bring the results of analysis and the validity of the issues studied.

5. Data Collection: The research team used data collection methods for the research objective 1, which is to research from secondary data and qualitative data collection methods in the area of Ban Mae Mae, Chiang Dao District, Chiang Mai Province, as follows:

5.1 Secondary data research: The research team has researched and collected data from documents covering academic study reports, research reports, books, articles, journals, and online data. Researching from various sources such as local government organization databases, research databases, documents, textbooks, media, and various publications.

5.2 Field data collection methods: Methods and tools used include:

5.2.1 Observation is divided into 2 types: (1) Participatory observation: The research team participates in various activities, festivals and traditional events on various occasions, such as traditional activities and tourism activities and (2) Non-participant observation to observe the study area environment, tourist attractions, community resources, and tourist behavior, etc.

5.2.2 Interviews The research team used various interview methods, adapted to the situation, namely, in-depth interviews with the population and samples regarding the context of the Ban Mae Mae community, Chiang Dao District, Chiang Mai Province. The project was conducted with the target groups, namely government executives, private sector groups, and tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province, including study reports from various agencies that have been collected.

5.2.3 Group Discussion The research team used group discussions with the population and samples regarding the situation and trends of tourism in the area of Ban Mae Mae, Chiang Dao District, Chiang Mai Province, with the target group, namely: Private sector groups and tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

5.2.4 Community tourism resource analysis form the research team used a community tourism resource analysis method by conducting field surveys with the population and sample groups. Regarding the management of community tourism resources in Ban Mae Mae, the target group is the tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

6. Data Verification and Analysis

Data verification in cases where data collected from a study area is found to be inconsistent, the research team uses verification methods by comparing data on that issue with answers obtained from other informants or by using secondary data research. From the database of local administrative organizations to compare the references of data sources to ensure they match again, including asking key informants in the community to find a conclusion that is clearer and more accurate. The qualitative data analysis used content analysis and prioritization.

Objective 2: To assess the potential of tourism attraction management and the potential of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

The study according to objective 2 used a mixed research method, using content analysis and statistical analysis, covering the following important issues:

1. Qualitative Research the Research Team Collected the Following Data:

1.1 Documents: The research team obtained them from research and collected document data, covering academic study reports, research reports, books, articles, journals, and online information, by searching from various sources such as research databases. Local government organization database, documents, textbooks, printed media, and related research to create an assessment of (1) the potential of tourism attractions management in Ban Mae Mae and (2) the potential of tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

1.2 Observation is divided into 2 types: (1) Participatory observation: the research team participates in various activities, festivals and traditional events as appropriate. and (2) Non-participant observation to observe tourist attractions, community tourism operators, local people and tourist behavior.

2. Quantitative research the research team collected data in the field by going into the study area using a questionnaire tool with 2 important issues. The research team proceeded as follows:

2.1 Questionnaire to assess the potential of tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. The research team applied the tourism management components of the Ministry of Tourism and Sports, Collier and Harraway (1997), Chittangwattana (1999), Phuwanatwichit (2010). There are 5 important components: (1) tourism marketing, (2) seeking and creating new tourist attractions, (3) tourist attraction services, (4) tourist attraction management, and (5) tourism development planning. Tourism for the tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province, expressed their opinions in the internal and external dimensions, analyzing and processing using descriptive statistics.

2.2 Questionnaire to assess the potential of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. The research team used the tourism components of the Ministry of Tourism and Sports, Collier and Harraway (1997), Chittangwattana (1999), Phuwanatwichit (2010) which is the potential of tourist attractions that welcome tourists, helping tourists in deciding whether to travel to Ban Mae Mae community, Chiang Dao District, Chiang Mai Province, has 6 important elements, including: (1) Attraction (2) Accessibility (3) Amenities (4) Ancillary services (5) Accommodations and (6) Activities. For groups of Thai and foreign tourists traveling to Ban Mae Mae, Chiang Dao District, Chiang Mai Province, they expressed their opinions from the outside to the inside. A questionnaire was created in both Thai and English. Data was analyzed and processed using descriptive statistics.

3. Population and Sample: The research according to objective 2, the population studied was divided into 2 groups using the data collection method by creating a questionnaire as follows:

3.1 Population

3.1.1 Tourism stakeholders in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, were divided into two groups, totaling 45 people:

1) Residents of Ban Mae Mae, Chiang Dao District, Chiang Mai Province, totaling 13 people: (1) Community leaders: 1 village headman and 2 assistant village headmen, totaling 3 people. (2) Community local wisdom: 4 community local wisdom in various fields. (3) Female leaders, including the president and vice president of the housewives' group (2 people). (4) Local tour guides (1 person). (5) Three residents of Ban Mae Mae, Chiang Dao District, Chiang Mai Province.

2) Local community organization groups, totaling 32 people, including (1) homestay operators, 24 people, and (2) community business managers, 8 people.

3.2 The sample group included the public and stakeholders of tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, and key informants involved in tourism in Ban Mae Mae. Location of houses and residences in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, number of people: 45

3.3 Sampling: The sampling method was purposive, using discretion, to suit the research objectives, namely the group of tourism stakeholders in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, totaling 45 people.

3.4 Groups of Thai and foreign tourists who traveled to Ban Mae Mae, Chiang Dao District, Chiang Mai Province during February - March 2024. There were 72 Thai tourists and 10 foreign tourists, totaling 82 people. (Tourist statistics in 2022 after the government reduced measures to control the spread of the COVID-19 virus, there were approximately 150 tourists staying at homestays) (Cocoa Home Chiang Dao, 2023)

The research team chose to use the sampling method of Srisa-at (1998) for the total population of hundreds, using a sample of 15-30 percent. Therefore, the tourist population is 150 people, the sample size is between 70-75 people, the research team determined the sample size to be 82 people.

4. Research Tools: The tools used to collect data for research objective 2 can be divided into 2 sets as follows: (1) Questionnaire on the potential of tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province and (2) Assessment form for the potential of tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. The questionnaire is a scale type with 5 levels of choices: most, much, moderate, little, and least. The opinions were expressed.

5. Instrument Testing: The research team conducted a validity test by using (1) a questionnaire to assess the potential of managing the Ban Mae Mae tourist attraction, Chiang Dao District, Chiang Mai Province and (2) a questionnaire to assess the potential of tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, to be tested with a non-sample population in the study area, with 20 test sets per group. To verify the accuracy of the research questions and to identify any shortcomings in the developed tools and to make improvements before using them as a data collection tool in the field.

6. Data Collection: The research team used data collection methods for the second objective, namely (1) questionnaires to assess the potential for managing the Ban Mae Mae tourist attraction with groups of people who provided important information related to tourism in Ban Mae Mae. Location of houses and residences in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, 32 people and (2) questionnaires to assess the potential of tourism management in Ban Mae Mae with groups of Thai and foreign tourists who travel to visit Ban Mae Mae, Chiang Dao District, Chiang Mai Province, during February-March 2024, there were 72 Thai tourists and 10 foreign tourists, totaling 82 people. By means of field data collection, the tools used were (1) participant observation and (2) requesting assistance to answer questionnaires. The research team used the method of requesting assistance from community leaders and homestay groups who were part of the research team in the community. To request the assistance of Thai and foreign tourists who come to stay, they have answered questionnaires together with the research team to collect additional field data, totaling 100 sets.

7. Data Inspection and Analysis: The research team used data analysis methods concurrently with the informal field data collection and delved into the issues as appropriate as follows:

7.1 Data obtained from both participatory and non-participatory observations were analyzed using content analysis and prioritized.

7.2 Quantitative data were analyzed and processed using descriptive statistics to explain the weighted scores obtained by using data from the opinion questionnaire from the group of citizens who provided important information related to tourism in Ban Mae Mae. Location of houses and residences in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, and groups of Thai and foreign tourists traveling to Ban Mae Mae, Chiang Dao District, Chiang Mai Province during September - November 2023. The results were interpreted as the average scores of each question as specified by Chantane (2002) The 5 levels of opinion are: 5 means the highest level, 4 means high, 3 means moderate level, 2 means a low level, and 1 means the lowest level. Then, the obtained average values were interpreted using the weighted average scores, the average comparison scores, or the arithmetic mean values, which determine the average weights (see Table 2) to summarize the obtained results.

Table 1 Average weighting for summarizing results

Score weight	Interpretation of results
4.51 - 5.00	highest
3.51 - 4.50	high
2.51 - 3.50	moderate
1.51 - 2.50	low
1.00 - 1.50	lowest

Objective 3: Study the problems, threat and recommendations for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the UNESCO Doi Chiang Dao World Biosphere Reserve.

For this study, the research team presented the results of the study to the tourism stakeholders of Ban Mae Mae who attended the community meeting to verify the accuracy and return the information to the community and the tourism stakeholders of Ban Mae Mae, Chiang Dao District, Chiang Mai Province, have provided additional comments and verified the data and its accuracy together with the research team. Research team to determine guidelines for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linking with the UNESCO Doi Chiang Dao World Biosphere Reserve. Consistent with the community context and the needs of community members, able to support future changes.

Research Findings

Research Results, Objective 1: Community Context, Situation, Trends and Tourism Resources Management in Ban Mae Mae community, Chiang Dao District, Chiang Mai Province

1. Situation and Trends of Tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

The study found that the current situation and tourism trends in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, are showing an increasing trend, based on tourist numbers following the outbreak of the COVID-19 virus in 2023. The number of tourists who come to visit and stay at homestays in Ban Mae Mae community during the high season (High season) in November, December and January, a period of approximately 3 months, has full rooms booked by tourists every day. Of these, 80 percent are Thai tourists, while 20 percent are foreign tourists, including European tourists (Westerners) and Asian tourists, namely Japanese. Thai tourists usually stay 1-2 nights per trip or travel for 2 days and stay 1 night in a homestay. Most foreign tourists stay 2-3 nights at a time and enjoy hiking and nature exploration.

The development of tourism in Ban Mae Mae began in 2013 when Father Luang Wong Kaewjaima, the former village headman of Ban Mae Mae, initiated the use of community tourism resources, social and cultural capital, and initiated the homestay service. Most of the initial tourists who arrived were foreigners. Today, the homestay is well-known among both Thai and foreign tourists. There is a page and online media, and rooms can be conveniently booked, including: Tree House, Baan Aiyarat, Cherchiwa, Baan Rabian Nam, Baan Klang Rim Tarn, Baan Rim Tarn, Baan Mai Phai, and Baan Chom Duean. Currently, there are approximately 17 additional homestay families, which can accommodate approximately 200 tourists per day.

2. Community Context of Ban Mae Mae, Chiang Dao District, Chiang Mai Province

Ban Mae Mae is located in Village No. 11, Mae Na Subdistrict, Chiang Dao District, Chiang Mai Province. It is an old community that has been settled for over 200 years. It is situated between a valley next to Doi Luang Chiang Dao. Dao is surrounded by mountains and Mae Mae Stream, which originates from Khun Nam Pa Lo and Doi Pha Daeng, flows through the village year-round to the agricultural plains of Mae Na Subdistrict, Chiang Dao District, the implemented government policy, focusing on developing agricultural production and community-based tourism services to create jobs, careers, and income for the community. It was selected to participate in the OTOP Innovation Village (OTOP) project. With the social and cultural foundation of the community that preserves outstanding forests, we aim to improve the development of the tourism community, offering tourism activities, nature trails (hiking), homestay accommodation services, coffee shops, food and beverages. This has resulted in Ban Mae Mae becoming more well-known to both Thai and foreign tourists, continuously increasing to the present day (see Figure 2).



Figure 2 Forest environment, tea garden, Ban Mae Mae, Chiang Dao District, Chiang Mai Province

3. Community-based Tourism Resource Management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

The management of tourism resources in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, can be divided into two types: (1) resources within the community Including (1.1) wooden houses, Lanna architecture, built according to the hilly terrain on both sides of the village entrance road and the Mae River bank, with a mix

of gable and modern roofs. (2) natural resources including (2.1) Mae Mae Stream (2.2) forests and (2.3) Sai Lod Buang Waterfall (3) Culture including (3.1) traditions and beliefs and (3.2) food culture (4) local wisdom in weaving and (5) agricultural ways including (5.1) tea gardening (5.2) coffee gardening and (5.3) Tao (wild palm). The second important resource outside the community that is used to manage tourism in Ban Mae Mae is (1) Doi Luang Chiang Dao and (2) San Pa Kia Highland Agricultural Research Station, Chiang Dao District, Chiang Mai Province.

4. Community Resource Management for Tourism in Ban Mae Mae, Mae Na Subdistrict, Chiang Dao District, Chiang Mai Province

Community resource management for tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province has two main forms: (1) Ban Mae Mae homestay accommodation, which is well-known among both Thai and foreign tourists. There are pages and online media where you can conveniently book rooms. There are more than 17 homestay groups, totaling 30 at present. Able to accommodate approximately 200 tourists per day using a queue system (homestay accommodation price 750 baht/person/night, including 2 meals, dinner and breakfast) and (2) nature trail study tours (hiking) at Ban Mae Mae. It is a one-day activity, leaving in the morning and returning at noon or in the afternoon and returning in the evening, on the natural tourist route of Ban Mae Mae community - Buang Sai Lod Waterfall, total distance 3.5 kilometers, time 4 hours. Tourists must inform the homestay accommodation and have a community guide accompany them (tourists are not allowed to travel alone due to the risk of getting lost in the forest (see Figure 3).



Figure 3 Nature trail walking trail at Ban Mae Mae, Chiang Dao District, Chiang Mai Province

Research Results for Objective 2: Potential for Tourism Attraction Management and Potential of Community Tourism Management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

1. Potential for Tourism Attraction Management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

From the study of the potential for managing the Ban Mae Mae tourist attraction, Chiang Dao District, Chiang Mai Province (Table 2), the overall average value was 3.99, with high potential. If considering each component, it was found that tourism management had the highest average score of 4.08, followed by tourism

development planning with an average score of 4.02, providing services for new tourist attractions, tourism marketing, and seeking and creating new tourist attractions. They had similar overall averages of 3.96, 3.95, and 3.93, respectively, all of which had high potential.

If considering each issue, it was found that the overall management of tourism destinations in terms of marketing tourism in Ban Mae Mae, had an average value of 3.95, with opinions at a high level. The highest average score was found in the preparation of tourist information systems, which was 4.46, at a high level. The next highest score was in the dissemination of information to promote tourism, which was 4.06, and in the advertising and public relations sector, which was 3.87. The establishment of tourist service centers had a mean score of 3.75 and the organization of local activities and tour programs had a mean score of 3.62, with opinions at a high level.

Table 2 Presents an overview of the management potential of the tourism destinations of those involved in the management of Ban Mae Mae tourism destination, Chiang Dao District, Chiang Mai Province

Tourism attraction management	Average	Potential level
Tourism marketing	3.95	high
Searching and creating new tourist attraction	3.93	high
Providing new tourist attraction services	3.96	high
Tourism development planning	4.02	high
Tourism attraction management	4.08	high
Total average	3.99	high

Note Overall average: Average of the feedback scores of those involved in tourist attractions Management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province Potential level: High = 3.51-5.00, Medium = 2.51-3.50, Low = 1.00-2.50

The management of tourist attractions in terms of seeking and creating new tourist attractions in Ban Mae Mae, overall has an average value of 3.93, with opinions at a high level. There is the revival and promotion of local traditions to become tourism activities, with the highest average score of 4.18, followed by the survey and search for new tourist attractions in the community, with the highest average score of 4.06. The development of vacant areas into new tourist attractions had a mean score of 4.03, while the development of public areas into new tourist attractions had a mean score of 3.75 and the development of people's lifestyles to create new tourism activities, with an average of 3.62, with opinions at a high level. The overall management of tourist attractions in Ban Mae Mae, has an average of 3.96, with opinions at a high level. The online payment system has the highest average of 4.53. The opinions were at the highest level, followed by accommodation services with an average of

4.40, room reservation services and online services with an average of 4.31, food and beverage services, and the ability to accommodate and provide services to tourists with an average of 4.21.

Tourist transportation and services have a total average of 3.78, with a lot of opinions, except for tour and guide services, and WIFI service of accommodation and services in the community, with a total average of 3.25 and 2.90, with opinions at a moderate level. The management of tourist attractions in terms of planning for tourism development in Ban Mae Mae, overall has an average value of 4.02, with opinions at a high level, by creating a plan to develop facilities and safety in tourist attractions. The highest mean score was 4.21, with the highest level of opinion. Next, the development plan and rehabilitation of tourist attractions and the development plan for infrastructure development had similar mean scores of 4.04 and 4.03. As for the preparation of tourism service development plans and the preparation of community tourist attraction development plans, the average scores were 3.93 and 3.84, respectively, with opinions at a high level. Tourism management in Ban Mae Mae, overall average value was 4.08, with opinions at a high level. By the procurement and spending of budgets for managing tourist attractions, the average score was the highest at 4.15, with opinions at a high level, followed by the management of tourist attractions by communities and the management of benefits from tourist attractions. There is an average of 4.12 for promoting community participation, with an average of 4.06 for personnel management to take care of tourist attractions and providing information for tourist attraction management, with an average of 4.03 for having a high level of opinion.

2. Community Tourism Management Potential for Thai and Foreign Tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

2.1 Community Tourism Management Potential for Thai Tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

From the study of Thai tourists' opinions on the potential of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province (Table 3), it was found that overall the potential is at a high level, with an average total score of 4.03, with tourist attractions having the highest average total score of 4.60, showing a high potential. Next are tourism activities with an average total score of 4.33, Accessibility It has an average total score of 4.32, Amenities in tourist attractions with an average total score of 3.92. and ancillary services tourist attractions has an average total score of 3.83, all of which have high potential, except for accommodation in tourist attractions, which has an average total score of 3.20, which has moderate potential.

Table 3 The average total value of community tourism management potential for Thai Tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

Tourism management potential for Thai Tourists	Average value of tourism management potential of Ban Mae Mae	Tourism Management Potential Level
1. attraction	4.60	high
2. accessibility	4.32	high
3. amenities	3.92	high
4. ancillary services	3.83	high
5. accommodation	3.20	moderate
6. activities	4.33	high
Total average	4.03	high

Note Overall average: Average of tourist feedback scores for each component of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. Potential level: High = 3.51-5.00, Medium = 2.51-3.50, Low = 1.00-2.50.

When considering each issue, it was found that the overall potential of Ban Mae Mae tourism attractions in Chiang Dao District, Chiang Mai Province is at a high level, with an average total score of 4.60. Natural tourist attractions had the highest average score of 4.72, showing high potential. Next are ecotourism sites with a combined average of 4.66, cultural and agricultural tourism sites with a combined average of 4.61, and man-made tourism sites with a combined average of 4.40, all of which have high potential. In terms of Accessibility the tourist attractions in Ban Mae Mae, overall, the potential is at a high level, with an average total score of 4.32. Access to tourist attractions in all seasons has the highest average total score of 4.50, showing high potential. Next are tourist routes connecting communities in the area, with an average of 4.36, transportation by car, with an average of 4.33, and travel safety, with an average of 4.27. And the quality of the routes to tourist attractions has an overall average of 4.15, all of which have high potential.

In terms of amenities in the tourist area of Ban Mae Mae, overall, the potential is at a high level, with an average total score of 3.92. The water supply system and clean drinking water have the highest average total score of 4.47, showing high potential. Next in line were telephone signals and internet networks in the community, with an average total score of 4.44. Food and beverage services had an average total score of 4.23. Transportation services in and out of the community had an average total score of 4.22. Bathroom or toilet services had an average total score of 4.13. Signs and tourist attractions, and communication or symbols have an average total score of 4.05, public bus services into the community have an average total score of 4.01, and tourist information centers have an average total score of 3.97. All have high potential except for police guard

posts or community security checkpoints, which have an average total score of 3.34 and are at a moderate level of potential, and hospitals or public health centers have an average total score of 2.22 and are at a low level of potential.

In terms of ancillary services at the Ban Mae Mae overall potential is high, with an average total score of 3.83. PromptPay or QR Code payment services have the highest average total score of 4.68. The potential is at a high level, followed by online accommodation booking services with an average total score of 4.61, pick-up and drop-off services, community products and goods with an average total score of 4.05, and reduction of service fees for tourism products and services. The average total score is 3.68, all have high potential, except for accepting credit card payments, which has an average total score of 1.98, and has low potential. In terms of accommodation in the tourist area of Ban Mae Mae, overall, the potential is at a medium level, with an average total score of 3.20. Homestays have the highest average total score of 4.81, showing high potential. Next, overnight tents had an average total score of 3.79, showing high potential. Resorts had an average total score of 2.58, showing medium potential. Except for guesthouses, they had an average total score of 2.45, and hotels had an average total score of 2.34, showing low potential. Regarding tourism activities in Ban Mae Mae, overall potential is high, with an average total score of 4.33. The highest average total score is for trekking, learning about nature, and community resources, with a score of 4.72. High potential, followed by Thai massage and herbal steaming, with an average total score of 4.43, community lifestyle and ethnic tourism, with an average total score of 4.41, and community culture, beliefs, and traditions, with an average total score of 4.27 and walking around the market and shops in the community, with an average total score of 3.81, all of which have high potential.

2.2 Community Tourism Management Potential of Foreign Tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

From a study of foreign tourists' opinions on the potential of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province (see Table 4), it was found that overall the potential is at a moderate level, with an average total score of 3.35, Tourist attractions have the highest average total score of 4.50, showing high potential. Next are tourism activities with an average total score of 3.50, Accessibility with an average total score of 3.44, accommodations in tourist attractions with an average total score of 3.26, and amenities in tourist with an average total score of 2.81 and ancillary services tourist attractions has an average total score of 2.58, with potential at a moderate level.

Table 4 The average total community tourism management potential of foreign tourists' in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

Tourism management potential foreign tourists	Average value of tourism management potential of Ban Mae Mae	Tourism Management Potential Level
1. attraction	4.50	high
2. accessibility	3.44	moderate
3. amenities	2.81	moderate
4. ancillary services	2.58	moderate
5. accommodation	3.26	moderate
6. activities	3.50	moderate
Total average	3.35	moderate

If we consider each issue, it is found that the overall potential of the tourist attractions of foreign tourists in Ban Mae Mae, is at a high level, with an average total score of 4.05, with the tourist attractions. The highest average total score is 4.80, with high potential. Next are cultural tourist attractions with an average total score of 4.60, agricultural tourist attractions and ecological tourist attractions with an average total score of 4.40. and man-made tourist attractions have an average total score of 4.30, showing high potential. In terms of accessibility for foreign tourists to Ban Mae Mae, overall potential is at a moderate level, with an average total score of 3.44. Access to tourist attractions in all seasons has the highest average total score of 3.60. The potential is at a high level, followed by the tourist routes connecting the local communities, with an average total score of 3.50, quality of the routes that reach the source and safety in traveling. The average total score is 3.40. Transportation by car has an average total score of 3.30, which has a medium potential.

In terms of amenities of Ban Mae Mae, foreign tourists have average potential overall, with an average score of 2.81. The community transportation service has the highest average score of 3.30. The potential is at a moderate level, followed by the tourist information center with an average total score of 3.20, communication or symbols, and food and beverage services with an average total score of 3.10. Signs indicating directions and tourist attractions, public bus services into the community, and water supply and clean drinking water systems all had the same average score of 3.00. Telephone signals and internet networks in the community had an average score of 2.90. and bathroom or toilet services have an average total score of 2.70, with medium potential, except for police guard towers or security checkpoints in the community, with an average total score of 2.00, and hospital or public health services, with an average total score of 1.60, with low potential. In terms of ancillary services for foreign tourists in Ban Mae Mae, overall potential is at a moderate level, with an average total score

of 2.58. PromptPay or QR Code payment services have the highest average total score of 3.00. The potential is at a moderate level, followed by the pick-up and delivery service for community products and goods, and the online accommodation booking service. The average total scores are close to each other, namely 2.90 and 2.80, and the potential is at a moderate level. Except for the reduction of service fees for tourism products and services, the average total score is 2.50 and the credit card payment service has an average total score of 1.70, which has low potential.

In terms of accommodation in the tourist destination of Ban Mae Mae overall potential is at a moderate level, with an average total score of 3.26, with homestay accommodation having the highest average total score of 3.50. The potential is at a high level, followed by guesthouses with an average total score of 3.30, resorts and overnight tents with the same average total score of 3.20, and hotels with an average total score of 3.10, with potential at a medium level. In terms of tourism activities of foreign tourists in Ban Mae Mae, overall, the potential is at a medium level, with an average total score of 3.50, with activities such as hiking and learning about nature and the community resources of Ban Mae Mae, have the highest average total score of 4.00, with high potential. Next are community lifestyle and ethnic tourism activities, with an average total score of 3.80, with high potential. As for the activities of Thai massage and herbal steaming, learning about culture, beliefs and traditions in the community, the average total score was 3.50, and the activities of walking around the market and visiting shops in the community had an average total score of 2.70, which was at a moderate level.

2.3 Comparison of Community Tourism Management Potential of Thai And Foreign Tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

From the study of the potential of community tourism management in Ban Mae Mae, Chiang Dao District, Chiang Mai Province (see Table 5), it was found that overall the potential is at a high level, with an average total score of 3.69. Tourist attractions have the highest average total score of 4.55, with high potential. Next are tourist activities, with an average total score of 3.92, and accessibility with an average total score of 3.88. The potential is at a high level. The amenity in tourist attractions have an average total score of 3.37, the accommodation in tourist attractions has an average total score of 3.23, and the ancillary services of tourist attractions has an average total score of 3.21, with potential at a moderate level.

Table 5 The summary of the average value of community tourism management potential of Thai and foreign tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province

Community tourism management potential	Tourism management potential of Thai tourists		Tourism management potential of foreign tourists		Tourism management potential of Thai and foreign tourists	
	Average total	Potential Level	Average total	Potential Level	Average total	Potential Level
1. attraction	4.60	high	4.50	high	4.55	high
2. accessibility	4.32	high	3.44	moderate	3.88	high
3. amenities	3.92	high	2.81	moderate	3.37	moderate
4. ancillary services	3.83	high	2.58	moderate	3.21	moderate
5. accommodation	3.20	moderate	3.26	moderate	3.23	moderate
6. activities	4.33	high	3.50	moderate	3.92	high
Total average	4.03	high	3.35	moderate	3.69	high

Note Overall average: Average of the feedback scores of Thai and international tourists visiting Ban Mae Mae, Chiang Dao District, Chiang Mai Province. Potential level: High = 3.51-5.00, Medium = 2.51-3.50, Low = 1.00-2.50.

However, due to the fact that the number of Thai tourists was greater than the number of foreign tourists, 72 people, while there were only 10 foreign tourists who expressed their opinions on the potential of community tourism management in Ban Mae Mae, is therefore a summary of the potential of community tourism management based on the opinions of mostly Thai tourists who travel to visit Ban Mae Mae, Only during February - March 2024. Research results,

Objective 3: Problems, Threat and Recommendations for Driving the Community Economy Based on Sustainable Community Tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the Doi Chiang Dao World Biosphere Reserve of UNESCO

1. Problems and threat to driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the Doi Chiang Dao World Biosphere Reserve of UNESCO, found that overall, there are similar problems and threat. The main issues are summarized in order of importance from 1-5, as follows: (1) Tourists drive their own cars to visit, resulting in insufficient parking in the community. (2) Tourist waste management: There are insufficient trash cans. Tourists litter inappropriately and throw trash into the Mae Mae River. (3) The road is narrow, making it difficult to travel when cars pass each other, which increases the risk of accidents while traveling. (4) There is insufficient parking in the community. Parking for homestay accommodations should be increased. (5) Preventing outside investors from coming to set up resorts and homestays in the community.

2. Recommendations for the guidelines for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the Doi Chiang Dao World Biosphere Reserve of UNESCO found that overall, there are similar suggestions. The main points are summarized in order of importance from 1-5, including: (1) Community transportation management, allowing tourists to use community pick-up and drop-off services. (2) Creating a learning center on natural resources, forests linked to the UNESCO Doi Chiang Dao World Biosphere Reserve. (3) Community waste management and increasing the number of trash cans in the community. (4) Improve and expand narrow routes to make travel convenient and safe, and (5) establish guidelines to prevent outside investors from setting up resorts and homestays in the community.

However, the sustainable community tourism-based community economy in Ban Mae Mae, is linked to the UNESCO World Biosphere Reserve, Doi Chiang Dao. To achieve success and sustainability, community leaders and members of Ban Mae Mae community must prioritize the roles of the government, private sector, and local administrative organizations. including other relevant parties to drive the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, to be able to continuously implement various projects Including the importance of community tourism resource management, community member participation, and local wisdom knowledge management. Apply technology and group building to develop community capital to grow on the economic base and community resources that the community has. This is to ensure stable, prosperous and sustainable use of community resources, creating balance and sustainability.

Conclusion

From the study, it was found that the context of Ban Mae Mae community, Village No. 11, Mae Na Subdistrict, Chiang Dao District, Chiang Mai Province, is an old community where people have settled for more than 200 years, with an elevation of approximately 1,200 meters above mean sea level. The majority of the population is Thai Yuan (Yonok or Muang) and Lahu ethnic group, numbering 512 peoples, totaling 135 households. The economic structure has income from agriculture, tea plantation (80%) and coffee plantation and basketry (20%). Additional income comes from tourism, homestay services, and community tourism activities. The community has a socio – cultural of kinship, relying on each other through agricultural practices. Important community resources include: (1) forest resources, (2) water resources, and (3) the utilization of forest resources. The situation and trend of tourism in Ban Mae Mae is likely to increase from the statistics of the number of tourists after the outbreak of the COVID-19 virus in 2023, the number of tourists during the tourist season, November-January 2024. The hotel is fully booked every day, with 80% of its rooms being Thai tourists and 20% being foreign tourists from Europe and Asia, particularly Japan. The total

number of tourists in 2023 is estimated to be approximately 20,500, generating approximately 15,375,000 baht in revenue per year.

The management of tourism resources in Ban Mae Mae can be divided into two types: 1) resources within the community used to manage tourism, including (1) wooden houses, Lanna architecture, (2) natural resources, (3) culture, (4) local wisdom in basketry, and (5) agricultural ways of life. 2) External community resources used to manage tourism in Ban Mae Mae include (1) Doi Luang Chiang Dao and (2) San Pa Kia Highland Agricultural Research Station. Community resource management for tourism in Ban Mae Mae has two main formats: (1) homestay accommodation and (2) nature trail tourism (hiking), total distance 3.5 kilometers, time 4 hours.

The overall potential for managing tourist attractions in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, has an average value of 3.99, with high potential. Tourist attraction management has the highest average value of 4.08, followed by tourism development planning, with an average value of 4.02. providing new tourist attractions, tourism marketing, and seeking and creating new tourist attractions had similar mean scores of 3.96, 3.95, and 3.93, respectively, all of which had high potential.

As for the potential of tourism management from the opinions of Thai tourists, overall the potential is at a high level, with an average total score of 4.03, with tourist attractions having the highest average total score of 4.60, showing a high potential. Next are tourism activities with an average total score of 4.33, Accessibility It has an average total score of 4.32, Amenities in tourist attractions with an average total score of 3.92. and ancillary services tourist attractions has an average total score of 3.83, all of which have high potential, except for accommodation in tourist attractions, which has an average total score of 3.20, which has moderate potential.

Problems and threat in driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the UNESCO Doi Chiang Dao World Biosphere Reserve include: (1) Tourists drive their own cars to visit, resulting in insufficient parking in the community. (2) Tourist waste management: There are insufficient trash cans. Tourists litter inappropriately and throw trash into the Mae Mae River. (3) The road is narrow, making it difficult to travel when cars pass each other, which increases the risk of accidents while traveling. (4) There is insufficient parking in the community. Parking for homestay accommodations should be increased. (5) Preventing outside investors from coming to set up resorts and homestays in the community.

Guidelines for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the UNESCO Doi Chiang Dao World Biosphere Reserve include: (1) Community transportation management by allowing tourists to use community pick-up and drop-off services. (2) Creation of a learning center on natural resources and forests linked to the UNESCO Doi Chiang Dao World Biosphere Reserve. (3) Community waste management and adding sufficient trash cans in the community;

(4) Improving and expanding narrow routes to make travel convenient and safe; and (5) Establishing guidelines to prevent outside investors from setting up resorts and homestays in the community.

Discussion

The conclusion of the research results reflects the community's ability to utilize existing resources to manage tourism, both internal and external, particularly the management of tourism resources in Ban Mae Mae, Chiang Dao District, Chiang Mai Province. Can be divided into two types: (1) resources within the community Including (1.1) wooden houses, Lanna architecture, built according to the hilly terrain on both sides of the village entrance road and the Mae River bank, with a mix of gable and modern roofs. (2) natural resources including (2.1) Mae Mae Stream (2.2) forests and (2.3) Sai Lod Buang Waterfall (3) Culture including (3.1) traditions and beliefs and (3.2) food culture (4) local wisdom in weaving and (5) agricultural ways including (5.1) tea gardening (5.2) coffee gardening and (5.3) Tao (wild palm). The second important resource outside the community that is used to manage tourism in Ban Mae Mae is (1) Doi Luang Chiang Dao and (2) San Pa Kia Highland Agricultural Research Station, Chiang Dao District, Chiang Mai Province. This is in line with the concept of community resource management, which emphasizes the importance of public participation in preventing and resolving problems, as well as conserving and restoring community resources. which is like valuable social and cultural capital that can be used sustainably through participation in planning, decision-making, implementation, inspection and awareness-raising for the sustainable use of community resources.

It also aligns with the concept of community-based tourism, which takes into account environmental, social and cultural sustainability and is guided by the community. For the community and the community has a role as owner and has the right to manage and take care of it in order to create learning for visitors (Community Tourism Institute (January, 2002) Community-based tourism. Retrieved on 18 April 2014 from http://www.cbt-i.org/?ge=show_pages) Since community tourism is a tool to support the community economy and the quality of life of the people in the community, as tourism attracts people from outside to learn about the community, the motivation that will make tourists come to visit the community is It is the different way of life and traditional culture. The simple lifestyle of local communities in tourist attractions can attract tourists to visit. Community-based tourism is therefore a source of additional income, which can be used to improve housing.

The conclusion reflects the need for the community to be aware of the potential of tourism management to be in line with the Thai tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, by giving importance to the development of accommodation in tourist attractions. The average total score is 3.20, with a medium level of potential. At the same time, importance must be given to the potential of tourism management for foreign tourists in Ban Mae Mae, Overall, the potential is at a medium level. Recognizing the importance of tourism management potential to

accommodate future tourists in line with the tourism management concept of the Tourism Development Office (Department of Tourism, 2013) It has been mentioned that the management plan for tourist attractions covers 6 important basic factors: (1) Attraction means the value of the tourist attraction, which is the characteristic of each type of tourist attraction. Which makes the tourist attraction stand out from other tourist attractions. (2) Facilities are various equipment and services provided to tourists in that tourist attraction. (3) Access to tourist attractions, travel to tourist attractions, including transportation routes, distance, duration and travel costs. (4) Security, safety measures or warning systems. That must be implemented in a concrete manner to prevent dangers to the life, health or property of tourists. (5) Tourism marketing: making the target group aware of and deciding to travel to tourist attractions. And (6) Tourist management is the management of tourists, both Thai and foreign, to demonstrate desirable tourist behavior and to determine the appropriate number of tourists according to the capacity to accommodate them.

Guidelines for driving the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linked to the UNESCO Doi Chiang Dao. Using tourism as a tool for developing potential communities, it is important to prioritize tourism management that is consistent with the resources and context of the community. By drawing on the potential of tourist attractions from the community resource base to increase value and attract tourists, there is continuous public relations, in line with the tourist attraction management concept of the Tourist Attraction Development Office (Department of Tourism, 2013).

Effective management of tourist attractions will lead to the creation of new activities for the tourism market. Tourism management will lead to the creation of activities based on the community's tourism resources. Create appropriate development that is consistent with the community context, tourism resources and tourist attractions that the community has to be able to attract both domestic and international tourists. It has created a new tourism activity for the community and the tourism market. It also aligns with the concept of sustainable tourism and the creation of a balance between development and tourism, establishing guidelines for tourism utilization and development, including environmental factors related to tourism. To meet the economic, social, cultural and aesthetic needs of all members of society equally, both present and future, by using relevant resources wisely, which must meet the needs of tourists and local owners within the capacity of nature to support and aware of the participation of people, communities, traditions and customs. To preserve the cultural identity, ecosystem and environment of the local area for as long as possible, with the least impact and to be able to use it forever (Tourism Development Office, 2003).

However, this research has limited in terms of the time frame of the research funding source, which is limited to data collection after the COVID-19 outbreak, between February and March 2024. This resulted in the ability to collect field data from Thai and foreign tourists who gave their consent to answer the tourism potential assessment questionnaire for Ban Mae Mae, Chiang Dao District, Chiang Mai Province, totaling 82 people. This included 72 Thai

tourists and 10 foreign tourists. Therefore, the conclusion from the research results reflects the views and opinions of both Thai and foreign tourists in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, this time is significant for the development of tourism potential in the future, resulting in community leaders, community committees, tourism operators in the community and related parties understanding the problems, threat and Useful suggestions can be used to develop community development plans and community-based tourism linked to the UNESCO Doi Chiang Dao World Biosphere Reserve in the future.

Recommendations for Applying Research Findings

From the results of the research project, important policy recommendations were found as follows:

1. Establish a plan to drive the community economy based on sustainable community tourism in Ban Mae Mae, Chiang Dao District, Chiang Mai Province, linking it to the UNESCO Doi Chiang Dao World Biosphere Reserve. Emphasis is placed on the management of community tourism resources, participation of community members, government sector, private sector, local administrative organizations and related parties.

2. Establishing a plan to prevent outside investors from setting up resorts and homestays in the Ban Mae Mae community, Chiang Dao District, Chiang Mai Province.

Recommendations for Future Research

The expansion of the project to serve society into the future is important from the results of the research project. Community-based resource management and tourism plan to address smog and PM 2.5 problems in Ban Mae Mae and the Doi Luang Chiang Dao connecting area, Chiang Dao District, Chiang Mai Province.

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