# Social Responsibility in Community-Based Tourism Enterprise

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**Abstract:** There were evidences showed that tourism can generate the Gross Domestic Product (GDP). In positive way, tourism can increase more employment, income, facilities and standard of living. However, it may have negative impacts from business owners who lack of social responsibility or even change local community way of life. Some tourism based communities have to depend on tourism and it becomes their major source of income. This research aims at studying a community that has awareness and tries to adapt themselves after there are higher number of tourists in the community. It highlights on community participation as well. The Community Based Tourism Enterprise (CBTE) comes from the consciousness of local community. It also relates to social responsibility and attitude toward economic, social and environment situation of the local people and community. It shares the idea that tourists should pay more attention to the negative impacts which result from their behaviors and activities. Those negative impacts include letting tourists become their first priority. By minimizing negative impacts and adding more value to the provided activities, it shows the sense of social responsibility in the CBTE. That sense will surely have positive impacts to tourist's perception. The change of tourist's behavior is result from the CBTE management pattern and activities. The objective of the CBTE is to solve problem at its root which can start from create an awareness to tourists who interact with local people. This research was accomplished based on 2 main points of view which are tourists and community enterprise. The management guideline and created activities came from the shared ideas based on tourist information and community management.

**Key words:** Social responsible, community-based tourism enterprise, Gross Domestic Product (GDP), social responsibility, community enterprise

## INTRODUCTION

Tourism growth is as important as economic growth and social development. It provides more job opportunity, income and facilities. In other word, tourism can improve the standard of living in the local community. Community-Based Tourism Enterprise is one of the approaches. The CBTE process is operated by community enterprise. It is a commitment among local people that they will work together on tourism. Revenue and self-reliance community will be the result of this cooperative work (George and Henthorne, 2007).

In 2014, the GDP of tourism sector in Thailand is 7.4% or 777, 214 million baht. Moreover, tourism income from the emerging market namely; Chinese, Hong Kong and Cambodia tends to increase. However with the economic depression in europe, number of European tourists seems to decline. Although, the showed digit presented that the revenue from tourism is high, only small amount of money came to the local community.

Tourism also contributes the negative impacts to the local community. It changes the local way of life and culture. At the present time, the community's economy mainly relies on tourism. It leads to the conflict between different group of people as well as the overconsumption of the natural resources. The way local people think that tourism is their main source of income is one of the negative impact from tourism. Moreover, those impacts also include the deterioration of natural resource, conflict among local people and entrepreneurship for personal gain (Yang *et al.*, 2013; Sin and Minca, 2014). According to the research, it showed that tourism is the origin of negative impacts to the local community. Somehow, it is unavoidable. Those impacts relates to the community way of life, culture and environment.

Concept and solution as stated above is consistent with the acknowledgement from tourism situation in the study area. Some local community way of life has changed due to tourism. Tung Yee Peng village, Krabi Province is one of the case studies. Some local people in the

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community left their home to work in the city. Relationship in the family was ruined afterwards. Finally, tourism becomes their main source of income and they have to depend on it.

These problems lead to the study of this research project. The project started with the discussion in the local community. The concept about business and community network in tourist site was the result. The enterprise was believed to be a way out from the problem. It created activities that related to local way of life. In addition, the enterprise is one of the conservation approaches. It can help conserving local natural resource as well as maintaining local community way of life.

In order to adapt the current changes, expansion of tourism and prevent negative impacts from tourism, the implementation was implemented. In other word, tourism should not have negative impact to the local way of life, natural resources and local economy. The objective of solving tourism problem is to sustain and save local community for local people and their descendants in the current dynamic (Sebele, 2010).

According to tourist's aspect, people nowadays pay more attention to the benefit of social and environment. It is one of their travelling purposes. With this reason, local community must be able to keep their identity which is the brand and selling point of the community.

**Community-based tourism enterpise:** Community based tourism is an approach to manage tourism site. It plays parts in human development and learning society. Local villagers are main operator. They need to share ideas and make decision together (Low *et al.*, 2014). The results from collective action are to create an engaged community that promotes sense of ownership among local people (WTO, 2010; Sutawa, 2012; WTC, 2015).

Sense of ownership comes from cooperation and commitment in local community. They must be willing to be a network partnership and create authentic experience to tourists. Tourism that happens in the local community must have positive impacts to the community in the long run. Participation from every party or group is important as well. They must understand their role. They also have to make sure that the final decision come from their own need not the central government. Moreover, they have to improve the ability of the local together with the capability of social, culture and social welfare. In addition, vocational rehabilitation must have positive impact to the quality of life of the local people. Finally, the integration should enhance with power of local community. They must be able to negotiate and allocate any benefit or profit to the community (Sutawa, 2012).

**Responsibility of social enterprise:** Tourism has both positive and negative impacts to local community. It may bring more income to the local. On the other hand, it somehow affects the sense of social responsibility. With that reason, the idea of social responsibility enterprise should be considered. Mass tourism has major effect to local community as well. It can be said that tourist behavior leads to the degradation of natural resource.

Behavioral psychology is the value perception of tourism. The realization of the importance of tourism is an element of behavioral psychology as well. Psychology behavior composes of 2 main factors. They are personal factor and environmental condition. These two factors affect the behavioral display and decision to behave in a certain way namely; the decision making when they shop or when they choose their destination.

The characteristic of demographic composes of age, education and ethnicity. The psychological factors consist of attitudes, belief and perception in the recognition of value and activities related to the community. Moreover, the idea also links to local way of life, attention and motivation. All elements play an important part in motivating and encouraging personal factors (Sin and Minca, 2014; Gursoy and McCleary, 2004; Juvan and Dolnicar, 2014). Environmental factors relates to socio B cultural factors. They result in the information perception among tourist. Some tourists may derive the information from the experience of former tourist such as tranquility, friendliness and local way of life.

According to business aspect, the significant value of the place needs to be remain. This includes environmental conservation and impact. The provided activities should associate with local culture and way of life. By managing suitable activities, ethics and moral should be concerned. The negative impacts to local community and environment should be considered as well. In addition, the equitable distribution of income should be well managed with transparency (Arzac, 2002). The provided activities should demonstrate the idea of social responsibility management. According to the case study, the community in South Africa tried to find the reason of the over consumption of detergent. The project was done using What?, Who?, When? and How often? as the main key words. It was aimed at finding the cause of over consumption behavior and the solution of reduce the cost. Some communities come up with the idea of using reusable water bottle in cafeteria. The bottle will help reducing plastic waste. In the same way, local community can use it as souvenir (Kotler and Lee, 2005). The idea of managing green tourism has been highlighted. The concept has emphasized the importance of the material

selection. Moreover, they also gives an idea that local product can reduce the amount of waste and unnecessary consumption (Hassani *et al.*, 2013; Elliott, 2013).

Local community can applied this concept in their community. The strong point of the concept is that it does not affect to the local way of life. Besides, they will have cleaner and higher standard of living. In other word, these guidelines are the example of socially responsible business practice (Kotler and Lee, 2005). According to the marketing point of view, the stimulus response theory was used to observe consumer behavior which depend on stimulus or mixed marketing strategies (Kotler, 2009). The 4 Ps are the four main components of the achievement. It is the marketing objective, which consists of product, price, place and promotion. These elements combine with environmental stimulus such as economy, technology, politics and culture. The stated stimulus affect to specific characteristic and consumer's decision.

Personal characteristic plays a significant role defining consumer's behavior. It can be compared to uncontrollable black box. The principle is consistent with mindset principle that will help fulfilling consumer's expectation. Mindset stems from receiving news and information that will lead to knowledge acquisition and personal development. Moreover, it also depends on the demanding to achieve the different goals. These factors affect to the behavioral display and decision to behave in a certain way. The planned behavior theory (Ajen) and value belief norm theory (Stern) (Juvan and Dolnicar, 2014) presented factors that affect to consumers decision. They showed that consumer's behavior directly come from internal or personal factor.

The positive view point from tourist shows that they also care for the community's environment. It can be observed from the green consumption concept and environmental friendly tourism (Elliott, 2013; Han, 2015). The direction of tourism marketing targets at more modest economic capital tourist or can be called as "New Petit Bourgeoisie" or "Post Fordist Tourist" (Arva and Gray, 2011). The kind of tourist pays attention to quality tourism, valuable activities, community participation and tourism experience for activities or local way of life. The activities will widen or expand their perspective from nature, culture, tangible value and intangible value. Tourist's behavior demonstrates emotional marketing aspect. It appreciates and values nature, local culture as well as activities that affect their decision. All the stated elements are well considered from intangible value.

Tourism management also needs the inspiration in defining value proposition of the enterprise. Social responsibility of the enterprise can be demonstrated into 3 parts which are; old or new product, provided activity

and knowledge and engagement and participation of the tourist. Furthermore, it also presents the subjective mindfulness and caring. This kind of management pattern will influence tourist satisfaction and relationship. In addition, it will create pleasure and high value experience to tourists as well.

**The collaboration work among local community:** The integration of community business contributes to the awareness of community's values. The participating business contributes to public awareness among local people and tourists, community welfare, environmental conservation and development. It benefits the non-monetizes economy as well.

According to community identity aspect, there is a big space between the relationship of local people and outsiders. In addition, local community lacks of power to make final decision because they hardly show their participation in defining tourism strategies and activities. Additionally any decision stays under state management mechanism. With that reason, the successful tourism management must come from the cooperation in the local community. Local community should have the right to give their opinions, make final decision, share proportional benefit and do the examining and evaluation. It leads to the development of local community. Local community will have stronger community immunity, higher degree of community participation and sense of ownership.

Based on local community's aspect and working experience, the cooperation in the local sometimes faces with relationship problems. Because relationship between local community and tourists or outsider is not very strong. Moreover, they are still lack of community participation. Therefore, the effective travel management will lead to the achievement of tourism objectives which include promoting the participation and collaboration from local people in all phases. Any comments from the action plan, decision making and tourism managing will benefit from implementation, monitoring and evaluation process. Cohen and Uphoff had stated that level of community participation related to the sense of ownership in the local community.

In other words, cooperation among local community will result in the sense of ownership. With that feeling, they will be willing to manage and take good care of environment.

## MATERIALS AND METHODS

This research is a qualitative research. Semi-structure interview was applied in the data collecting process. The

data was collected from community based tourism enterprise. In depth interview is the selected method to get accurate information. The cooperation from the informants which include committee and owner of the enterprise is the key to comprehensive and pertinent information. The key informants are the persons who have significant role in the community. They established the enterprise, making decisions, determining working direction, administrating and monitoring tourism situation in the community. Sometimes, they are the direct and indirect beneficiary from tourism business as well.

The research project was accomplished with participant and non participant observation. The triangulation method also helped to verify the collected data. The participant and non participant observation process helps the researcher to understand individual concept that reflect their mindset, tourism activities and participation level in the tourism business. The collected data will demonstrated the participation work of the community-based tourism enterprise. The data will be able to present the mindful mindset of the local community as well. Moreover, it can be a measurement that can evaluate the achievement of the social responsibility in the community based tourism enterprise.

The social responsibility in community-based tourism enterprise influences tourist's behavior. It contributes to mindful mindset to social and environment as well as the self-esteem of the local community. Because of the well tourism management, tourists will value more about local community and its environment. They will be able to adapt themselves according to local belief and value. The positive behavior will result in high quality tourism. The discussion among tourism enterprise network came up with guidelines that aimed at fulfilling tourist's expectation. The guideline would give the detail about social, social and environmental responsibility to tourists (Fig. 1).
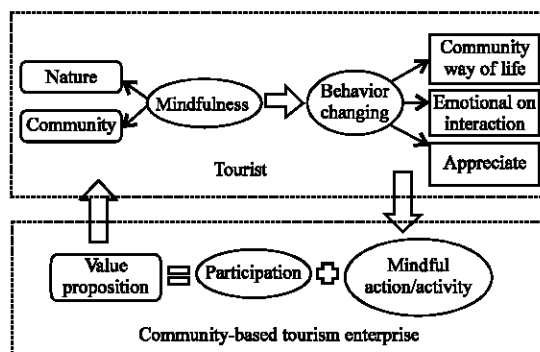


Fig. 1: The shared value between tourist and community enterprise

## RESULTS AND DISCUSSION

Social responsibility management is an approach aiming at preserving local culture and traditional way of life in the research area. It relates to the principle of self-reliance economy and ownership of natural resources (Arzac, 2002). The real practice of social responsible guidelines starts from collecting raw material that available in the local community. The advantage from choosing locally material is that it does not contaminate. Moreover, it does not have dangerous substance.

The current production process mainly focuses on reducing, reusing and recycling local resources (Hassani *et al.*, 2013). The process can start from choosing proper food container. In other word, it should make from disposable material. Finally, the expected output is to minimize waste and emitted pollution namely; CO (George and Henthorne, 2007) pollutants and other disposal from expired waste and product (Saray *et al.*, 2009). In addition, it relates to the idea of creating more benefit and better social welfare to local community. It was expected that local community will have better quality of life and become a self-reliance community at the end. The main key concepts of the research composes of think globally, act locally and strong local economy. If possible, findings can demonstrate to people who have strong determination to contribute healthy planet and community.

The provided activities should be appropriately conducted in harmony with the local way of life, culture and tradition. Special attention should be given to environment, health and education. A good starting point of the management plan come from visionary people who can creates creative activities in local community. The implementation process applied the bottom-up, self-regulatory and cooperation among local people or community (Buzinde *et al.*, 2014).

## CONCLUSION

This research linked to the management of tourist's public awareness and their positive behavior. These are basic key to success of the CBTE. The research findings indicates that community enterprise can be driven by their own mindset. Moreover, they must have social responsible in their mind as well as be able to manage suitable activities for tourism.

## ACKNOWLEDGEMENT

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