

Perception Creation and Readiness Preparation for Villages Toward The Community Based Tourism (CBT)

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This article is a review of related literature and lesson transcription with a community in the area. It aims to present the concept of perception creation and readiness preparation of a community-based tourism village. It is about the creation of understanding and perception to the community and a practice guideline prior to be a community-based tourism village. This is due to the policy on the Twelfth National Social and Economic Development of Ministry of Sports and Tourism. It puts the importance on the community based on the dimension of the community's economic development. In this respect, community-based tourism takes part in sustainable economic development of the country. It focuses on least negative impacts of tourism. It is found that the importance of perception creation comprises: 1) the construction of the body of knowledge about community-based tourism and 2) community-based tourism development. Any village wishing to be a community-based tourism one should have the following important components: 1) human resource potential, 2) area potential, 3) appropriate management, and 4) community participation.

Keywords: community-based tourism, perception creation, readiness preparation, village, community participation.

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