

**Title 3: A TOURISM NETWORK MANAGEMENT MODEL OF  
BAAN HUAYKHOM COMMUNITY, MAEYAO SUB-DISTRICT,  
MUANG DISTRICT, CHIANG RAI PROVINCE: LOCAL PARTY  
PARTICIPATION**

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**ABSTRACT**

Results of the study based on objective 2-factors having relationships with a tourism network management model of Baan Huaykhom were as follows:

1) Network components - 1.1) Aims: Baan Huaykhom tourism network aimed to have tourism activities of the community based on needs of people in the community under the management of existing tourism resources such as natural resources, culture/tradition, ways of life, local wisdoms, and beliefs. 1.2) Doing duties with awareness: Baan Huaykhom tourism network had a limitation on group forming to form the same goals for tourism development in the community. Since each village had different opinions so it was difficult to coordinate one another for tourism development based on needs of people in Baan Huaykhom community. 1.3) Participation, knowledge exchange, and planning: This was on a basis of planning, doing activities, utilization, and benefit sharing. 1.4) Relationship system/relationship system communication: communication within the area was not effective as it should be. This was because the area comprised many villages with different ethnic group and beliefs. Hence, it was not easy to coordinate and communicate in the same direction.

2) Participation of network members – 1) Decision making comprised initiation to make a decision, making a decision, and implementation. 2) Participation or implementation comprised resource support, management, collaboration, and benefit sharing on materials and social/individual aspects. 3) Participation in assessment/evaluation which not all network members did not do it so the public/private sectors had to participate in tourism management.

3) Tourism networking – It lacked of connection in various aspects such as unclear collaboration of each group and there was no tourism route connecting between village. In fact, the area had potential in trekking and ecology system/nature.

4) Management of networks – There was not concrete management of tourism networks so it needed to have collaboration for effective implementation process leading to practice of network members and a highest benefit of tourism management.

5) Factors having relationships with successful tourism network management – this must be revised and party coordination in the area must be sought. Also, it should have tourism data transfer/exchange for knowledge gaining. Importantly, the coordination among human resource must be encouraged.

**Keywords:** tourism network management, community tourism, participation, local party