



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

Research Commons

<http://researchcommons.waikato.ac.nz/>

## Research Commons at the University of Waikato

### Copyright Statement:

The digital copy of this thesis is protected by the Copyright Act 1994 (New Zealand).

The thesis may be consulted by you, provided you comply with the provisions of the Act and the following conditions of use:

- Any use you make of these documents or images must be for research or private study purposes only, and you may not make them available to any other person.
- Authors control the copyright of their thesis. You will recognise the author's right to be identified as the author of the thesis, and due acknowledgement will be made to the author where appropriate.
- You will obtain the author's permission before publishing any material from the thesis.

**Is Community-Based Tourism  
beneficial to local communities?  
The case of Nading Village,  
Vang Vieng District, Vientiane Province, Laos**

A thesis

submitted in partial fulfilment  
of the requirements for the degree

of

**Master of Management Studies**

at

**The University of Waikato**

by

**Saysamone Singbandith**



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

2016



## ABSTRACT

Tourism plays a critical role in social-economic development in both developed and developing countries. Recently, Laos, a developing country, has embraced tourism as a tool for socio-economic development and launched a number of tourism projects, one of which is the Sustainable Tourism Development Project (STDP). This project was aimed at contributing towards the sustainable socio-economic development of the country, focusing especially on poverty reduction, sustainable development and protection of natural and cultural heritage. However, do such initiatives result in the long-term benefits for the host community?

This research employs a qualitative approach to examine this question. The study focuses on four overarching themes: community participation in CBT, supply chain in CBT, benefits of CBT, and assessment of the effects of the STDP in a case study community: Nduang Village, Vang Vieng District, Vientiane Province. Participant observation and in-depth interviews with 20 participants who are involved in community-based tourism activities were used.

The findings of this study reveal that local residents understand the nature of community-based tourism well. They recognise what they should contribute to and can gain from their participation in tourism. However, the involvement in the decision-making process of villagers in community-based tourism is limited, other than the Village Authority. This research also finds that the tourism supply chain in Nduang Village is largely informal, formed by internal and external stakeholders. The internal stakeholders comprise CBT groups, whose tasks make up the key components of CBT activities, while the external stakeholders consist of tourists, private tourism companies, traders, and suppliers whose activities play a part in CBT in Nduang Village and the Lao government.

Further, the findings suggest that community-based tourism has considerable advantages to not only internal stakeholders who are directly involved but also to those in the village who are not directly involved in CBT activities. Additionally, tourism benefits the external stakeholders. More importantly, participants have claimed that the CBT activities will continue to grow even though the aid funding has stopped since they have more experience and awareness of the importance of tourism to their community. The income and other benefits from tourism are not central to their livelihoods but are a secondary source.

Nonetheless, three main points need to be addressed in order to improve CBT activities in Nduang Village, namely amenities improvement, CBT activities diversification, and improvement of financial management.

The key contribution to literature of this research is the exploration of the gaps in literature regarding the informal economy and the supply chain for community-based tourism. The research reconceptualises community-based tourism as one element of a sustainable development system which cannot be separated from either the goods and services or the informal economy, which interfaces with the external, formal tourism industry. All are held together by the strength and power of relationships within social networks.



## ACKNOWLEDGEMENTS

I would like to express my deep gratitude to those who helped me on the path towards completing this thesis as well as my master's degree.

I would like to convey my gratitude to the New Zealand ASEAN Scholar Award (NZAS) Scholarship for providing me with the opportunity and the financial assistance to complete my studies at the University of Waikato. This opportunity has indeed enriched my life and for this I will always be grateful. I also thank Deonne Taylor, Caitriona Gyde and all staff at University of Waikato for their enthusiasm and support during my time here.

I am extremely grateful for the opportunity to have Dr. Jenny Cave as my supervisor. This research would not have been possible without her support and guidance. I really thank her for her dedication and encouragement for the past three years of my studies.

I also want to express my sincere gratitude to all the tourism officers at both the Ministry of Information, Culture and Tourism, and the Department of Information, Culture and Tourism in Vientiane Province, Laos, for their kind cooperation and assistance during my fieldwork.

I would like to convey my heartfelt gratitude to all the participants in Naduang Village for their warm welcome during my stay and for generously donating their time and sharing their valuable experience and information for this research.

Finally, I would like to extend my deepest appreciation to my family, especially my wife (Bee) and my son (Maliq) for their care and love. Thanks for being my heart and my soul as well as my pillars of strength. Without their encouragement and constant support, I would not have completed my degree successfully.



# TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vii</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS .....</b>	<b>xv</b>
<b>GLOSSARY OF TERMS.....</b>	<b>xvii</b>
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the study.....	1
1.2 Problem statement .....	3
1.3 Research purpose and objectives.....	4
1.4 Research questions .....	5
1.5 Outline of the thesis.....	5
<b>CHAPTER 2: LITERATURE REVIEW.....</b>	<b>7</b>
2.1 Introduction .....	7
2.2 Community participation in community-based tourism.....	7
2.2.1 Sustainable tourism development .....	7
2.2.2 Community participation .....	8
2.2.3 Community-based tourism.....	9
2.2.4 Social networks.....	10
2.3 Supply chain in tourism.....	11
2.3.1 The concept of tourism supply chain.....	11
2.3.2 The roles of tourism stakeholders.....	13
2.3.3 Forms of economy .....	16
2.4 The benefits of tourism (CBT) .....	19
2.4.1 Economic benefits .....	19
2.4.2 Social-cultural benefits .....	20
2.4.3 Environmental benefits .....	21
2.5 Conceptual framework .....	22
2.6 Summary .....	28

<b>CHAPTER 3: METHODOLOGY .....</b>	<b>29</b>
3.1 Introduction.....	29
3.2 Research aim and research questions.....	29
3.3 Research context.....	30
3.3.1 Tourism in Laos .....	30
3.4 Methodology.....	42
3.5 Research design .....	44
3.5.1 Rationale for choosing a case study .....	45
3.6 Research methods.....	46
3.6.1 Participant observation.....	47
3.6.2 In-depth interviews and conducting the in-depth interviews .....	49
3.7 The process of data collection .....	50
3.7.1 Sampling process .....	51
3.7.2 Qualitative data analysis .....	52
3.8 Validity, reliability and positionality .....	55
3.9 Limitations of the study .....	56
3.10 Summary.....	57
<b>CHAPTER FOUR: FINDINGS .....</b>	<b>59</b>
4.1 Introduction.....	59
4.2 Interview results and findings.....	59
4.3 The nature of community participation in CBT.....	60
4.3.1 The ideal CBT process .....	60
4.4 Community-based tourism supply chain .....	70
4.4.1 Tourism supply chain stakeholders .....	70
4.4.2 Supply chain roles .....	77
4.4.3 Local supply chain stakeholders' income .....	93
4.5 Benefits of CBT .....	99
4.5.1 Types of benefit.....	100
4.5.2 Stakeholder benefits .....	103
4.6 Does CBT remain, after the aid programme has finished?.....	105
4.6.1 Does CBT remain today? .....	106
4.6.2 Areas to be improved in the future.....	106
4.7 Summary.....	112
<b>CHAPTER FIVE: DISCUSSION OF THE FINDINGS.....</b>	<b>115</b>

5.1 Introduction .....	115
5.2 The nature of community participation in CBT .....	115
5.2.1 The ideal CBT process.....	115
5.3 Community-based tourism supply chain .....	121
5.3.1 Tourism supply chain stakeholders .....	121
5.3.2 Supply chain roles.....	127
5.3.3 Local supply chain stakeholders' income.....	137
5.4 Benefits of CBT.....	140
5.5 Does CBT remain after the aid programme has finished? .....	146
5.5.1 Areas to be improved in the future .....	147
5.6 Summary .....	148
<b>CHAPTER 6: CONCLUSION.....</b>	<b>153</b>
6.1 Introduction .....	153
6.2 Synthesis of key research results.....	153
6.3 Initial concepts from literature .....	154
6.4 Findings of the research.....	157
6.5 New conceptual framework generated from research findings.....	161
6.6 The role of the aid intervention .....	162
6.7 Does CBT survive after the aid funding has stopped? .....	163
6.8 Conclusion.....	164
6.9 Limitations and recommendations for future research.....	164
<b>REFERENCES.....</b>	<b>167</b>
<b>APPENDICES .....</b>	<b>175</b>
APPENDIX A .....	175
APPENDIX B.....	179
APPENDIX C.....	183
APPENDIX D .....	185
APPENDIX E.....	187
APPENDIX F .....	189



## LIST OF FIGURES

Figure 2.1: Tourism supply chain .....	12
Figure 2.2: Conceptual diagram (1) .....	22
Figure 2.3: Conceptual diagram (2) .....	23
Figure 3.1: Map shows the location of Laos and indicating the study area .....	31
Figure 3.2: Chang cave, Song River, blue lagoon and view .....	38
Figure 3.3: Map of Naduang village's tourism zone.....	41
Figure 3.4: Research design for this study .....	44
Figure 5.1: Framework for Lao CBT supply networks.....	122
Figure 5.2: Goods and service linkages in Naduang Village's CBT .....	124
Figure 5.3: Homestay, bedroom, tourists dressing in Sinh and one member of Homestay and cooking group demonstrating how to cook food for tourists. ....	128
Figure 5.4: A ticket seller, member of the group receiving dispersed money from the other member and two villagers gathered at the waterfall, and Kaeng Yui waterfall.....	129
Figure 5.5: The money flows in Naduang tourism development.....	130
Figure 5.6: A weaver and woven products.....	132
Figure 5.7: The Baci ceremony welcoming guests.....	133
Figure 5.8: Primary source of local residents' income .....	137
Figure 5.9: Economic benefits from tourism.....	141
Figure 5.10: Children performing Lao tinikling dance .....	143
Figure 5.11: Rubbish baskets at tourism attraction and local residents' house...144	
Figure 5.12: Forms of assistance from tourism.....	145
Figure 5.13: Road and a reservoir.....	147
Figure 6.1: Conceptual framework prior to empirical research.....	157
Figure 6.2: New conceptual framework.....	161



## LIST OF TABLES

Table 2.1: Employment in the informal economy in non-agricultural activities in the ASEAN countries .....	19
Table 2.2: Concepts, sources and research questions. ....	25
Table 3.1: Number of tourist arrivals, revenue from tourism and average length of stay .....	34
Table 3.2: Revenue from Tourism and Major Exports .....	35
Table 3.3: Market share of tourist arrivals by region .....	37
Table 3.4: Tourist Arrivals to Vang Vieng .....	39
Table 3.5: Expected numbers of tourist arrivals to Vang Vieng.....	39
Table 3.6: Expected numbers of visitors to Kaeng Nyui waterfall .....	42
Table 3.7: Relevant situations for different research methods.....	46
Table 3.8: Village sample presentation by group activities, genders, and ages....	52
Table 4.1: The understanding of local people towards CBT activities.....	69
Table 4.2: The stakeholders in CBT development process in Naduang Village ..	77
Table 4.3: The responsibilities of the host community stakeholders in CBT activities .....	92
Table 4.4: The sources of income of the host community stakeholders.....	99
Table 4.5: The benefits that host community stakeholders receive and future development needs .....	111



## **LIST OF ABBREVIATIONS**

ADB	=	Asian Development Bank
CBT	=	Community-Based Tourism
Lao PDR	=	Lao's People Democratic Republic
VA	=	Village Authority
HC	=	Homestay and cooking
HD	=	Handicraft
WM	=	Waterfall management
BC	=	Baci ceremony
SE	=	Security
OR	=	Organic vegetables
NTFPs	=	Non-Timber Forest Products, such as bamboo shoots, ferns, rattan
STDP	=	Sustainable Tourism Development Project
DICT	=	Department of Information, Culture and Tourism
MICT	=	Ministry of Information, Culture and Tourism
LNTA	=	Lao National Tourism Administration



## GLOSSARY OF TERMS

Lao terms	English terms	Meanings
Lao Loum	lowland Lao	Who are mostly living along the Mekong River
Lao Theung	middle Lao	Who are largely of Mon-Khmer stock
Sinh	Lao skirt	A tube skirt and traditional garment worn by Lao women
Salong	Sarong	A large tube or length of garment, often wrapped around the waist and worn by Lao men



# CHAPTER 1: INTRODUCTION

## 1.1 Background of the study

The tourism industry has become an important tool of economic development in all parts of the world, particularly in developing countries (Goodwin, 2008; Ritchie & Zhao, 2007; Ying & Zhou, 2007). Tourism is generally recognised as one of the world's largest commercial activities (Weaver & Oppermann, 2000), as it creates more jobs, generates foreign exchange, and improves infrastructure that is beneficial to both local residents and visitors (Lansing & De Vries, 2007). However, the rapid growth of tourism has brought about a number of negative consequences including environmental degradation and the dilution of the host communities' cultures (Goodwin, 2008; Romita, 2007; Sigala, 2008). In order to mitigate such issues, and in line with social trends which recognise the need to sustain human cultural, social, natural and economic resources in the present in ways that do not compromise the ability of future generations to meet their own needs, the concept of sustainable tourism has emerged and it is a source of interest for scholars (Tosun, 2001), especially, in tourism studies (McIntosh & Zahra, 2007)

Despite an increasing number of studies interested in sustainable tourism, the concept itself is relatively complex and it is difficult to achieve successfully (Meyer, 2007; Sharpley, 2000). Some authors believe that sustainable tourism needs the active participation and cooperation of various stakeholders in planning, developing and managing tourism (Budeanu, 2005). The involvement of local residents in planning and implementing processes is critically important, as they are recognised as stakeholders who are directly affected by tourism development, and, therefore, they have either the most to gain or lose. However, local communities, especially in developing countries, often lack knowledge and skills, as well as the financial resources, to start up and sustain their own tourism businesses. Thus, a number of businesses are owned and operated by outsiders or even foreigners, which may bring minimal benefit to the locals (Townsend, 2008). Yet, this can be addressed by applying alternative economic models which focus

on shared commitments that can reduce economic domination and exploitation and thus lessen the subordination of local people (Gibson-Graham, 2006).

According to Healy (2009), alternative economies refer to the process of production, labour, finance and consumption that are literally different from mainstream economic activities. Likewise, alternative economies have occurred in local communities where a number of stakeholders work for local development with the aim of improving human settings (Campana, Chatzidakis, & Laamanen, 2015) and migrant family livelihoods (Cave, 2009). In relation to this, it is estimated that only 50 percent of the tourism sector workforce is employed permanently and the number of formal contracts is relatively small, especially in the small and medium enterprises, since they heavily rely on their family members (Meyer, 2007). This shows that tourism sector is an informal as well as formal economic activity.

Nonetheless, local communities tend to get more benefits when they work cooperatively with private tourism operators rather than working by themselves, especially in the early stage of running a business (Spenceley, 2008). An example is the Farmer Programme in Jamaica, which was supported by the Sandals Group. Initiated in 1996 with 10 farmers to supply to two hotels, by 2004 the number of farmers supplying hotels throughout the island had increased to 80 and the sales income of farmers increased over 55 times within 3 years, from US\$60,000 to \$3.3 million. Importantly, this programme was able to take them above the poverty line (Coate, Handmer, & Choong, 2006). Furthermore, tour operators have played critical roles in implementing sustainable tourism, as they act as influencers for generating numbers of tourists, integrating and affecting attitudes and practices of various stakeholders, and also spreading benefits within involved communities (Sigala, 2008). In addition, the deterioration of the natural environment and social settings have become a major concern for sustainable development, a trend observed for more than a decade in various industries throughout the globe. As a consequence, in order to optimise environmental and social development, all industries have to adjust their supply chain whilst preserving the natural resources and respecting local communities (Vachon &

Mao, 2008). These circumstances lead to questions that provide the central focus for the research of this thesis.

## **1.2 Problem statement**

A numbers of researchers and scholars have conducted research regarding the concept of CBT and the responsibilities of local residents within tourism. Most of studies focus on the benefits and impacts of CBT on the community during the time that the tourism development project was going on, rather than when the project ended. Moreover, the benefits of CBT alone are relatively hard to find in literature and its outcomes are blurred, merged with other forms of tourism. According to this, investigation into the benefits of CBT needs to be carried out, especially where the tourism development projects and supply chains are concerned.

Numerous aid interventions have occurred worldwide (Cheer & Peel, 2011; Scheyvens, 2011), but few have been evaluated several years after completion. This study offers an example of a village in which and aid intervention took place and asks: What has happened after the CBT programme has ceased? Has the programme continued as it was intended or have there been unintended effects and consequences, not anticipated by the stakeholders?

Moreover, an Asian Development Bank sponsored sustainable tourism development project was implemented from 2009 to 2013 in Naduang Village, Vang Vieng District, Vientiane Province, Laos, this study will look at the perceptions of local people toward their benefits from tourism activities during the time that this project was going on and after the completion of the project. The researcher for this study is in a unique position to investigate this issue because he was one of the initial change agents who worked on the project from 2009 to 2011.

In addition, the CBT encompasses alternative economies including formal and informal economies. However, most of literature on CBT focuses on the former, rather than the latter. This ignites the interest of this researcher to study the latter as it is rarely found in tourism literature. Therefore, the findings of this research are expected to be crucial lessons for tourism policy makers, all levels of tourism authorities in Laos, and specifically, for the future tourism development plan of

Naduang Village. In addition, the results of this study will provide useful information for those who are interested in studying the benefits of CBT, especially, in the context of developing countries.

### **1.3 Research purpose and objectives**

The aim of this research is to investigate the extent to which tourism development is beneficial to local communities by concentrating on community-based tourism. Specifically, it will focus on a case of Naduang Village, VangVieng District, Vientiane Province, Laos. This village was selected for study because it is one of the targeted areas of the sustainable tourism development project of the Lao government-the Sustainable Tourism Development Project, Phase II, 2009-2013 (LNTA-ADB, 2009).

This project aimed at raising the involvement of villagers in tourism development through implementing community-based tourism activities and providing desirable outcomes for the local residents (ADB, 2012). For these reasons, Naduang Village is a pertinent case study, which could make this research particularly meaningful in the wider context of community-based tourism. To fulfil this aim, the study has the following objectives:

1. To explore the extent of local understanding of the nature of community-based tourism.
2. To identify the nature of stakeholders in a community-based tourism supply chain.
3. To investigate the benefits that host community stakeholders receive from their participation in community-based tourism especially when the project ends.
4. To assess CBT as a tool for sustainable development by investigating the aid intervention programme of the Ministry of Information, Culture and Tourism and the Asian Development Bank (2009-2013), which took place in Naduang Village.

These objectives formed the basis of the research questions and proposition.

## 1.4 Research questions

The research questions for this study are intended to explore the proposition that:

*The nature of tourism supply chain affects the success of CBT as a long-term sustainable development tool.*

The proposition will be tested by asking a core research question and several sub-questions. The core question asked for the proposed study then is:

*Does community-based tourism have long term benefit for stakeholders?*

In order to attain the objectives of this research, sub-questions have been generated as follows:

1. What is the nature of community participation in community-based tourism?
2. What role does the tourism supply chain play in CBT?
3. What are benefits of community-based tourism?

The first three sub-questions are specific explorations of the concept of CBT and its processes and are derived from literature. However, another sub-question was added to directly challenge the research proposition and to meet the fourth objective. This is:

4. Does CBT remain, after an aid programme has finished?

These questions structure the literature review the conduct of the research, the findings, discussion and conclusion for the study.

## 1.5 Outline of the thesis

**Chapter 1** presents the background to the research by overviewing the importance of the tourism industry to the social-cultural, economic and environmental settings, especially looking at the fundamental concept of sustainable tourism development and other related theories. The chapter also states the research purpose and objectives as well as the research questions. The last section of this chapter outlines the conducting of this research.

**Chapter 2** presents a review of the literature relating to the focus of the study. This includes research purpose, objectives, and research questions. The chapter begins with the importance of the tourism industry, particularly in the context of developing countries, by focusing on sustainable tourism development. In relation to this, the chapter provides the theories and some examples of community participation in tourism development and community-based tourism. Furthermore, the concept of supply chains as pertaining to the tourism sector is also stated. Then, the informal and formal economies of tourism will be illustrated, coupled with some examples from international cases as well as from the context of Laos. Lastly, the research context relating to stakeholders in Nduang Village will be presented.

**Chapter 3** details the research methods that will be used in this research, in particular qualitative methodology, in-depth interview, a single case study, the snow-ball sampling technique, and thematic data analysis.

**Chapter 4** shows the results of this study, including the perceptions of local people towards community-based tourism, and identifies different stakeholders in relation to the tourism development in the Nduang Village. The chapter also ascertains responsibilities and roles of stakeholders in CBT of Nduang Village and finds out the benefits local people are gaining from CBT activities.

**Chapter 5** will interpret and discuss the findings of the study by reflecting on theories from literature introduced in Chapter 2.

**Chapter 6** will provide the synthesis of this research, and consists of a summary of the research results, the theoretical and practical implications, and recommendations for future research.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter presents an overview of the literature that is relevant to this study. It focuses on three main overarching themes: community participation in community-based tourism, the supply chain in tourism, and the benefits of the community-based tourism supply chain. The first theme looks specifically at the ideal concepts of community-based tourism, which involves the nature of community-based tourism itself, and the role of social networks in tourism development. The second theme then highlights the roles and responsibilities of relevant stakeholders in the tourism supply chain. This theme also looks at the forms of income earning activities that host community stakeholders employ as their economic drivers. In the third theme, the chapter reviews the literature regarding the benefits of tourism, especially the community-based tourism for the host communities. In order to enable the author as well as readers to visualise the concepts, the last section illustrates the diagrams of the main concepts of this research.

### **2.2 Community participation in community-based tourism**

#### **2.2.1 Sustainable tourism development**

Tourism in developing countries is recognised as a significant economic driver, as it provides opportunities for creating jobs and generating incomes for local people at tourist destinations (Budeanu, 2005; Mbaiwa, 2011). However, tourism creates some negative impacts for the host communities. Tourism industries in developing countries tend to be occupied by foreign investors from developed countries, which leads to leakage effects and low wages for local employees (Budeanu, 2005; Goodwin, 2008). At the same time, tourism development has damaged the environment on a large scale; such impacts can be found in several places, such as the Caribbean Islands, the Mediterranean, the Amazon, Antarctica, as well as some areas of Australia, Southern Europe and North Africa (Davenport & Switalski, 2006; Goodwin, 2008; Lansing & De Vries, 2007). Moreover, increasing numbers of foreign owners of tourism facilities and tourist arrivals to

developing countries have caused severe dilution of their social-cultural characteristics (Budeanu, 2005; Goodwin, 2008). The concept of sustainable tourism had been introduced in order to minimise negative impacts and maximise the positive consequences of tourism.

The notion of sustainable tourism is prevalently defined as a form of tourism that satisfies the needs of both tourists and the host communities, whilst protecting and giving opportunities for future generations to meet their own needs (Goodwin, 2008; WTO, 2005). Meanwhile, Barrutia and Echebarria (2014) argue that sustainable tourism can be interpreted as having different meanings, so it cannot be precisely defined. The principles of sustainable tourism development, however, have been the subject of tourism research for many years (Tosun, 2001) and have been increasingly stressed in international forums, and it has reverberated in policy statements (Barrutia & Echebarria, 2014).

Sustainable tourism development refers to the development of tourism which utilises the local resources in a sustainable manner and also minimises any detriment to the local community and the environment (WTO, 2005). Likewise, the concept is always implemented under the triple bottom line or the three pillars of sustainability. This development becomes an integral part of the conservation of the natural and cultural heritage, traditional values of the host communities, and the development of local economies (Goodwin, 2011). Thus, sustainable tourism is regarded as being beneficial if it is put into practice and all negative consequences of tourism are mitigated (Tosun, 2001). In respect to this, it is necessary then to have an integrative approach for all tourism strategies, plans and actions, at all levels of governance and organisation in order to mitigate all negative impacts of tourism, as well as to achieve the goals of sustainable tourism (Budeanu, 2005).

### **2.2.2 Community participation**

The concept of community participation has been perceived as a means to increasing a community's carrying capacity in minimising tourism's negative effects, while in the meantime, maximising the positive impacts of tourism

(Okazaki, 2008). In relation to the idea of participation, Sproule (2000) notes that participation means:

Giving the local people more opportunities to participate effectively in development activities, empowering people to mobilise their own capacities, be social actors rather than passive subjects, manage their resources, make decisions and control the activities that affect their lives. (p. 236)

In the field of tourism, community participation has been gaining increasing attention as a result of the success and sustainability of development initiatives. The local communities tend to receive greater socio-economic benefits if tourism development has active support from the locals (Eagles & Mitchell, 2001). Tourism development is by no means beneficial if the local communities are not experiencing the trickle down of socio-economic and environmental benefits (Muganda, Sirima, & Ezra, 2013). According to a study of Luloff, Matarrita-Cascante, and Brennan (2010), in La Fortuna in Costa Rica, participation was viewed in different levels ranging from local community meetings to ownership and management of local resources. Therefore, diverse participation provided local people the means to build their capacity to directly exert control over their community. A number of scholars argue that if the local communities are fully involved in the tourism sector, it will not solely benefit them but also improve the tourism experience, and ultimately benefit tourism organisations as a whole (Smith & Richards, 2013). Thus, community participation implemented through community-based tourism activities is a central component of sustainable tourism development.

### **2.2.3 Community-based tourism**

Recently, tourism has been recognised as an instrument for a community and economic development, which influences the lives of rural people (Gupta & Bhatt, 2009). One of the various forms of tourism development being used is community-based tourism (CBT), introduced as a solution to lessening the costs of mass tourism (Key & Pillai, 2006; Luloff et al., 2010; Trejos & Chiang, 2009). CBT originally appeared in the work of Murphy (1985), who identified the relationship between tourism and its effective management by local communities

in the developing world (López-Guzmán, Borges, & Castillo-Canalejo, 2011). Community-based tourism is widely used as an alternative to traditional tourism development. It is defined as tourism based on negotiation and participation with vital stakeholders in the destination (Saarinen, 2006). ASEAN (2014) states that:

CBT is a form of tourism activity which is owned, operated and managed by community and it contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. (p, 5)

Many scholars support the concept of community-based tourism in the least developed countries as not only a possible solution to alleviating rural poverty but also a means of improving conservation by reinforcing and empowering local communities, while also managing natural resources for long-term economic, sociocultural and ecological benefits (Stone & Rogerson, 2011). In addition, Gupta and Bhatt (2009) contend that community members act as the real protectors of any destination, so they must be entitled to a decisive role in decision making processes as regards tourism development for better solutions to the impacts. Therefore, CBT has been classified as a form of tourism under sustainable tourism development (Luloff et al., 2010; Okazaki, 2008). The purpose of CBT is to ensure the local communities have ownership of and rights to control over the tourism activities, practices, and sociocultural and natural assets used in tourism development (Scheyvens, 2009). According to Saarinen (2010), CBT has two key goals: firstly, it has to respect local cultures, identities, traditions and heritage, and secondly, it has to be socially sustainable. The former refers directly to the tourism products or supply side but indirectly to the demand side, while the latter refers to socioeconomic returns, participation in tourism operations, and the control of local communities over tourism development (Jamal & Stronza, 2009).

#### **2.2.4 Social networks**

Social networks encompass several actors who are tied to one another through socially meaningful relationships. The investigation of social networks is not about the characteristics of individuals but the relations among actors, through

focusing their position within a network as well as their structural relationships within entire networks of patterns (Prell, Hubacek, & Reed, 2009). In respect to this, there is an increasing interest in tourism literature, divided into two main trends of thought. First, networks are perceived as a useful instrument for analysing the evolution of business, product development, packaging and opportunities for further development (Presenza & Cipollina, 2010; Tinsley & Lynch, 2001). Second, networks are recognised as an effective means for managing public and private relationships and understanding structures of tourism governance (Presenza & Cipollina, 2010; Tyler & Dinan, 2001). However, tourism networks are also recognised as multifaceted and unstable bodies that develop and evolve all the time in order to respond to environmental and organisational development and demands (March & Wilkinson, 2009). To conclude, the social networks exist where community-based tourism take place. This is because strong social networks can leverage the supply chain in tourism, which becomes an important component in the success of CBT development.

## **2.3 Supply chain in tourism**

### **2.3.1 The concept of tourism supply chain**

The concept of supply chain is widely used in the field of manufacturing (Song, 2012), and is commonly defined as all activities related to the flow and transformation of goods from the raw materials stage to the end users, and also the associated information flows (Seuring & Müller, 2008). Yet, it has not been extensively examined in the tourism sector, and it has just begun to receive recent attention (Song, 2012). According to Tapper and Font (2004), a tourism supply chain is a sequence that “comprises of the suppliers of all the goods and services that go into the delivery of tourism products to consumers” (as cited in Song, 2012, p. 5 ) (See Figure 2.1). Likewise, (2009) stated that:

A tourism supply chain is a network of tourism organizations engaged in different activities ranging from the supply of different components of tourism products/services to the distribution and marketing of the final tourism product at a specific tourism destination, and involves a wide range of participants in both the private and public sectors. (p. 347)

However, literature on tourism supply chains is rarely found, so some researchers have used the concepts of “tourism value chains” or “tourism industry chains” in lieu of tourism supply chains (Song, 2012). Thus, tourism supply chain and tourism value chains are used interchangeably and will be used, in this research, as equivalents. With regard to tourism value chain, a value chain analysis has been practiced as a tool to identify opportunities to increase the economic benefits of tourism for locals. For example, the South African resort of Spier used this approach to understand the expenditure of locals and to find opportunities for improving local enterprises and their expenses (Spenceley & Meyer, 2012). This has resulted in interventions that not only offered enormous local employment and generation of income from tourism but have also presented cost reduction opportunities and greater profit margins for the resorts (Spenceley & Meyer, 2012). Therefore, an understanding the nature of the tourism supply chain is crucial for achieving the aim of this study.

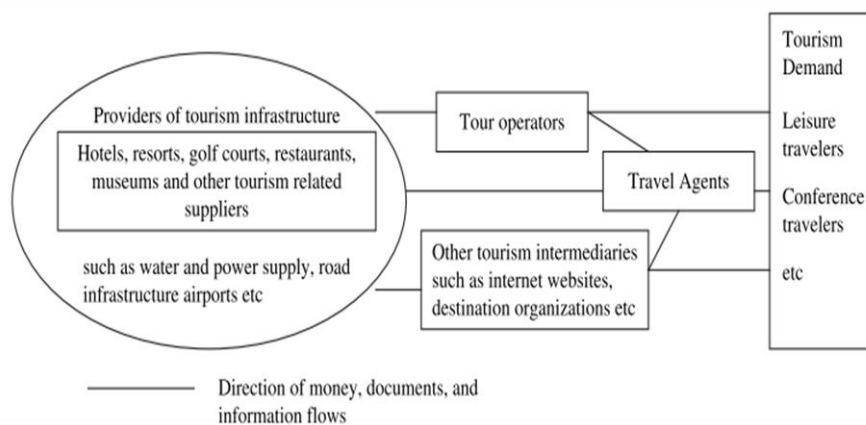


Figure 2.1: Tourism supply chain (Sigala, 2008)

The Figure 2.1 diagram illustrates the tourism supply chain process. The process moves within stakeholders from the tourism demand side, which includes various types of tourists, travel agents, tour operators, and tourism intermediaries. It is interesting to note that tourists can directly make contact with tour operators and tourism intermediaries without contacting travel agents. Then, the flow will end

up with the tourism suppliers or providers at the destinations such as accommodation, tourist attractions and other tourism suppliers.

### **2.3.2 The roles of tourism stakeholders**

A stakeholder can be defined as any person, group or organisation that is directly affected by the causes or results of an issue (Aas, Ladkin, & Fletcher, 2005; Araujo & Bramwell, 1999; Jamal & Stronza, 2009). With regards to the nature of tourism, its stakeholders are relatively complex, as there are a wide range of stakeholders with different interests and perspectives (Muganda et al., 2013). Stakeholders can be divided into two groups: the first are those who make decisions, and the second are those who are affected by decisions (Muganda et al., 2013). Thus, the involvement of various stakeholders such as environmental groups, business interests, public authorities and community groups in tourism development is crucial for sustainability (Aas et al., 2005; Araujo & Bramwell, 1999). Further, there are numerous benefits when stakeholders in a destination work together, including possible reduction of conflicts, a sense of participant ownership, greater policy legitimacy, better coordination, potential integration of the economic, environmental and social impacts of tourism, and knowledge enhancement (Araujo & Bramwell, 1999; Barrutia & Echebarria, 2014).

Regarding the stakeholders of tourism development, Araujo and Bramwell (1999) refer to those who are affected by tourism including environmental activists, business interests, public authorities, and community groups. The involvement of these actors has been seen as an important factor in tourism planning, and it can encourage sustainable tourism through improving efficiency, equity and harmony (Timothy, 1998). Moreover, it is believed that many stakeholders have different opinions and perspectives, which may have more consideration for the social-cultural, environmental and economic issues affecting sustainable development (Araujo & Bramwell, 1999). In the sustainable tourism context, there is a minor consideration of the role of stakeholders (Ellis & Sheridan, 2014). However, Timur and Getz (2008) argue that management of sustainable tourism calls for interactions and involvement among the public sector (government bodies), the private sector and the local people. The following section, therefore, will detail

the roles of three main groups of stakeholders: governments, and NGOs, private sectors and local communities.

### *The roles of governments (in CBT)*

Tourism is an important sector of economic activity for many countries in both the developing and developed world. In this regard, a government is a key player in building the economy and its development (Baum & Szivas, 2008; Hossain, Siwar, Ismail, & Islam, 2011). Further, the government plays a key role in managing human resources in tourism, controlling over other stakeholders, and also formulating the policies in order to direct and address the needs of all stakeholders involved in tourism (Timur & Getz, 2008). Barrutia and Echebarria (2014) reaffirm that local governments are recognised as the best-placed organisations to establish a sustainable approach to tourism development in destinations, and have a role in formulating a strategy and balancing the interests of tourism companies, tourists and local residents. Hall (2008) stated that:

Government helps shape the economic framework for the tourism industry although international economic factors relating to exchange rates, interest rates and investor confidence are increasingly important, helps provide the infrastructure and educational requirements for tourism, establishes the regulatory environment in which business operates, and takes an active role in promotion and marketing. (as cited in Hossain et al., 2011, p. 558)

At the national level, the government bodies play a role in facilitating coordination with other governmental agencies as well as partnership with non-governmental organisations, the private sector and communities (Göymen, 2000). Thus, a high level of government involvement in tourism development is crucial for economic development in a country, and importantly, a sound tourism policy always requires involvement at all levels of government (Kerr, 2003). This role of encouraging coordination with aid agencies is especially important for the study reported in this thesis.

### ***The roles of private and the third sector (in CBT)***

Tourism development often calls for the cooperation of several stakeholders and the private sector such as destination management organisations, tour operators, and third sector NGOs. These stakeholders have different roles and functions in development of tourist destinations. According to Sigala (2008), tour operators play a crucial role for tourism's sustainable supply in promoting, distributing products, and facilitating and sharing information. Thus, in order to get the different opinions and interests of local authorities, the private sector, civil society and NGOs, and tour operators should work together with those stakeholders. Similarly, in the study of Sinclair, Diduck, and Kent (2012) on stakeholder engagement in sustainable adventure tourism development in India, there were third sector NGOs working on capacity building and conservation issues.

The roles of these NGOs involve organising training programmes for the locals, developing self-help schemes for women and conserving culture and heritage, as well as protecting biodiversity and developing community-based tourism, in which the local communities have their own control over tourism activities in their community.

According to Timur and Getz (2008), Destination Management Organisations (DMOs) are the most important stakeholder in development of rural tourism, destinations as they can act as marketers and developers. In terms of roles of the private sector in tourism development, Jamal and Stronza (2009) argue that private environmental organisations are recognised as key stakeholders in biodiversity conservation. This means that not only the direct organisation but also the indirect parties take part in tourism development.

### ***The roles of local communities (in CBT)***

Local communities play an important role in identifying and promoting tourist resources and attractions, which is a fundamental form of community tourism development (Muganda et al., 2013). Similarly, local communities have a crucial role in tourism development, since they can establish good environmental conditions for tourists, and, importantly, they act as providers in supplying accommodation, catering, information, transport, facilities and services for

tourism development (Aref, Gill, & Aref, 2010). In addition, the involvement of local communities in tourism development is important for filling the gap between governance and utility of the resources at tourist destinations (Jamal & Stronza, 2009). According to the case study of Sinclair et al. (2012), local people should be the main stakeholders in tourism in order to maximise local economic returns and obtain support for conservation efforts. Therefore, the involvement of local communities should be taken into consideration when tourism development is being undertaken (Muganda et al., 2013).

Active local community involvement in the tourism planning and development process is a significant element for achieving sustainable development (Marzuki, Hay, & James, 2012; Simpson, 2001a). This is due to the fact that local people know the features of a locality that can impress visitors, such as culture and environment better than outsiders (Timothy & Tosun, 2003), which can have a significant effect on sustainable tourism development (Ertuna & Kırbaş, 2012; Fong & Lo, 2015; Hwang, Stewart, & Ko, 2012).

Local involvement in decision-making processes for tourism planning is also believed to be crucial to tourism development (Nunkoo & Ramkissoon, 2011). Therefore, participation in the decision-making process should be one involving local stakeholders' responsibilities in order to achieve tourism development goals (Murphy, 1991). In the same vein, the local residents should be involved in deciding which tourism activities should be created in their community, and should know what the advantages and disadvantages are of tourism for different stakeholders (Akama, 1996). Further, local community participation in tourism planning and in decision making will lead to long-term social, cultural, economic, and environmental benefits to the community (Fong & Lo, 2015; Gunn & Var, 2002; Hall, 2005; Tosun, 2000). Therefore, this study will solely focus on local communities, as they are the most affected stakeholders in tourism development.

### **2.3.3 Forms of economy**

#### ***Alternative economies for tourism***

Alternative economies refer to the process of production, labour, finance and consumption that are literally different from mainstream economic activities

(Healy, 2009). Also, alternative economies have occurred in local communities where a number of stakeholders work for local development with the aim of improving human settings (Campana et al., 2015). However, the alternative economy is usually perceived as idealistic and subordinate to the mainstream economy, which is seen as the real and the most powerful form of economic life (Gibson-Graham, 2006; Gibson-Graham & Roelvink, 2011).

From the perspective of alternative economics, an economy is a multiple interconnection among ecosystems, economic organisations and human communities, in which one affects the other two (Zsolnai, 1993). Cloesen (2006) asserts that rural tourism can be categorised as an alternative economy since it is considered an economic alternative for people who are experiencing low incomes and require additional income through developing farm tourism. Thus, the development of this form is expected to generate more income and also provides employment opportunities for the locals.

Further, tourism is one of the few sectors accepted by both national policy makers and local communities as an economic alternative. For instance, local people in Piura, Peru, preferred an ecotourism project to a mining project, as the former is seen as one component of their alternative development strategy (Bidwell, 2011). Nonetheless, not more than 50 percent of the tourism sector workforce is employed permanently and the number of formal contracts is relatively small, especially in the small and medium enterprises, since they heavily rely on their family members (Meyer, 2007). In a nutshell, the tourism sector is engaged in both the formal and the informal economic forms (Cave, 2009).

### ***Informal economies***

The informal economy is usually defined as encompassing market and nonmarket economic activities that involve numbers of people who are self-employed, wage workers, or engaged in unprotected and insecure work (Gibson-Graham, 2006; Huang, 2009; Jhabvala, 2013). The International Labour Organisation (ILO) recognised seven common characteristics of informal economies. These include: ease of entry; reliance on indigenous resources; family ownership of enterprises; small scale operation; labour intensive and adapted technology; skills acquired

outside the formal school system; and unregulated competitive markets (Henderson & Smith, 2009; Slocum, Backman, & Robinson, 2011; Wahnschafft, 1982).

A study on alternative economies revealed that the economic activity of both developed and least developed countries is engagement in unpaid household labour, which accounts for 30 to 50 per cent (Gibson-Graham, 2006). In the context of tourism, the informal sector is defined as those individuals and businesses that engage with tourists and the tourism industry, yet they are not affiliated with any formal association (Slocum et al., 2011). Similarly, tourism businesses such as the transaction of legal goods and services may not be acknowledged by the local, regional and national tourism authorities (Henderson & Smith, 2009; Slocum et al., 2011). Others in the informal sector may be drivers, guides, souvenir vendors, food sellers, beach masseurs, and budget accommodation providers, who lack support in negotiating contracts and the enforcement of contractual terms (Henderson & Smith, 2009). In contrast, in Tanzania, for example, the informal economy is recognised as a tool for offering a new chance to generate more income and it also offers a role for Tanzanians in developing the tourism industry (Slocum et al., 2011). In addition, the informal economy is labour intensive, as it acts as a source for formal labour recruitment; this leads to mutual economic benefits (Henderson & Smith, 2009). Thus, the informal sector plays a key but unacknowledged role within the tourism industry and has not been examined in great depth in literature. In this regard, Table 2.1 shows the number in employment in the informal economy outside the agricultural activities in ASEAN countries. Even though there is no data for Laos in this report, it presents the big picture of the informal economy in the region in which the case study is based.

Table 2.1: Employment in the informal economy in non-agricultural activities in the ASEAN countries

Country (Year)	Persons in informal employment		Persons employed in the informal sector		Persons in informal employment outside the informal sector	
	Thousands	% of non-agricultural employment	Thousands	% of non-agricultural employment	Thousands	% of non-agricultural employment
Indonesia (2009)	3,157	72.5	2,621	60.2	532	12.2
Philippines (2008)	15,150	70.1	15,680	72.5	2,490	11.5
Thailand (2010)	9,642	42.3	n.a	n.a	n.a	n.a
Vietnam (2009)	17,172	68.2	10,948	43.5	6,303	25.0

Source of data: International Labour Organisation (ILO) (2012).

It can be said that an informal economy is crucial for many developing countries in the absence of a developed, formal economy since it offers alternative livelihoods sustained by exchange and sporadic sales of produce based on daily and periodic needs. Further, the informal economy generates income for low-income families and helps low-income groups to access waged-jobs which might evolve into small, registered enterprises. In this respect, a proportion of undocumented activities take place largely in the informal sector, especially where tourism is operated in rural, remote or marginalised communities but also appear in the arts, cultural and food supply systems of the developed world (Cave, 2009). The next section discusses the benefits of community-based tourism.

## 2.4 The benefits of tourism (CBT)

### 2.4.1 Economic benefits

Sustainable tourism is believed to be a tool for economic development and poverty alleviation through providing opportunities for local people to engage in selling additional products and services and to be able to diversify the local economy by using their own cultural, wildlife, and landscape assets (Manyara & Jones, 2007; Tosun, 2000). Thus, in many developing countries, CBT development is promoted in order to facilitate the local communities to get equal

distribution of economic benefits from tourism (Tosun, 2000). The concepts of CBT can have considerable direct impact on the individual households' economy if it is undertaken in a way that every community member has a role to play and derives benefits from; thus, it has great potential for the local economic development, especially for those who are in rural areas with few alternatives (Manyara & Jones, 2007).

According to the study by Gibson (2012), the Wayalailai resort in Fiji provides significant economic benefits to local residents through employment, which includes 10 full-time staff and 20 part-time staff, and purchasing locally sourced food such as fish and agricultural produce. Interestingly, the resort offers work for every household and ensures that at least one person is earning weekly cash income. In this regard, the local residents reveal that they are satisfied with earning income since they have enough money for food and luxuries, and sometimes for a trip, even though they may earn only between FJ\$50-FJ\$150 per week. In relation to the CBT, Stone and Rogerson (2011) asserted that CBT benefits local communities through improving the local economy, sociocultural elements, and managing natural resources for long-term benefits. Nonetheless, even though CBT is not a panacea for all poor rural areas, it could still contribute to economic diversification and to the consolidation of small-scale agricultural exploitation by providing temporary revenue (Zapata, Hall, Lindo, & Vanderschaeghe, 2011).

#### **2.4.2 Social-cultural benefits**

Tourism has positive effects on local communities, including a revitalisation of traditional crafts and ceremonies, and improved understanding of different culture. Andereck, Valentine, Knopf, and Vogt (2005) reveal that in their study local residents had strong support for the positive cultural benefits of tourism. Tourism development can lead to long-term changes in values, beliefs, and cultural activities of the local community, as such, the involvement of the local community in tourism activities is the key factor to preserving the traditions and culture in a community (Dorobantu & Nistoreanu, 2012; Fong & Lo, 2015). Local residents in Wayalailai in Fiji get benefits from being employed in the resort and can sell products such as mats, baskets, fans and other handicrafts to tourists. This

does not only enable villagers to obtain more income but it also helps them to preserve their cultural practices, such as weaving and carving activities (Gibson, 2012). Similarly, Acharya and Halpenny (2013) commented in their study on homestay as an alternative tourism product for sustainable community development in rural Nepal, that tourism activities such as a homestay service create increased social cohesion, brought economic benefits, and resulted in fewer leakages of income among the homestay operators. More importantly, the locals have increased their commitment to preserving and providing knowledge on local culture and daily activities. Tourism is looked to as an economic and cultural preservation activity within diasporan networks (Cave & Koloto, 2015).

### **2.4.3 Environmental benefits**

The CBT model has been shown to be strongly linked to biodiversity and environmental conservation (Broadie, 2010). One of the main CBT benefits regarding the environment is the process of raising awareness about nature conservation, which relates to organic farming, and improvement in water and waste management (Broadie, 2010; Zapata et al., 2011). A lot of the tourism literature focuses on positive effects of tourism on the host community's economic and sociocultural aspects; however, Andereck et al. (2005) state that tourism provides more parks and recreation areas, and improves numerous roads and public facilities without contributing to environmental deterioration. According to the study by Gibson (2012), local residents feel a sense of responsibility for the environment, because they have been taught to take care of natural resources for the future.

Regarding benefits of tourism to the environment, Fong and Lo (2015) stated that tourism is acknowledged as a significant tool for preservation of the natural environment and the community; thus, involvement of the local community in tourism development processes can play a pivotal role in protecting the environmental sustainability in tourist destinations.

The next section of this chapter presents the core conceptual framework for this research regarding the notion of community-based tourism and its relationship with other theories that have been discussed in prior sections.

## 2.5 Conceptual framework

In the era of globalisation, tourism has become one of the world's largest industries; it inevitably plays an important role in driving the globalising processes. This has brought about both negative and positive effects towards economies, socio-cultural resources, and the natural environment. In order to address undesirable impacts of the tourism industry, various forms of sustainable tourism have been used in tourism development. In this research, therefore, the concept of sustainable tourism development, community participation, community-based tourism, supply chain and informal/formal economies are integrated as discussed in the literature review section.

These are diagrammed in Figure 2.2, which notes the need for community participation as key to success of community-based tourism, and includes the supply chain and the role of the informal economy to address the research gaps from literature, which this research proposes are pivotal to the effectiveness of sustainable tourism development.

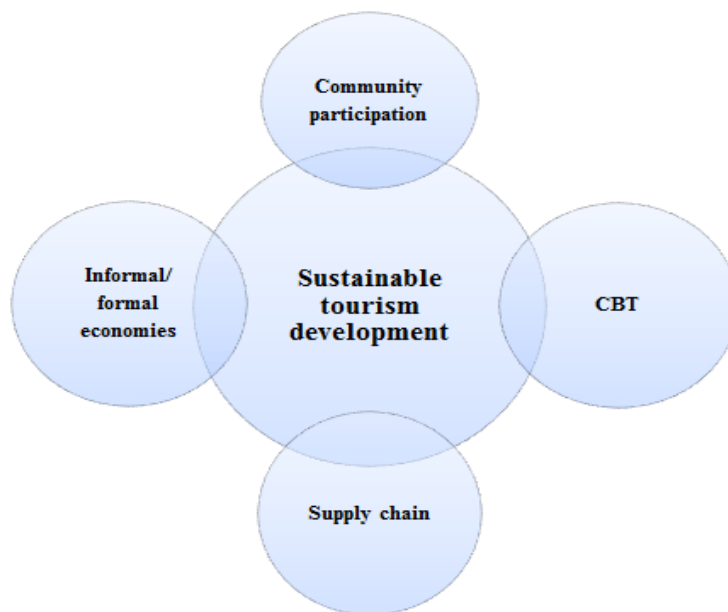


Figure 2.2 Conceptual diagram (1)

Figure 2.2 shows that a successful sustainable tourism development has to be implemented in a way in which local people can be fully involved in the

development process. Moreover, the local residents have to be empowered to manage and control their tourism resources. This empowerment is carried out through a form of community-based tourism that leads to the development of informal and formal economies within a community. Finally, the supply chain needs to be included in this research, as the concept itself refers to the network of local economies which play a part in achieving sustainable tourism's goal.

To conclude, all concepts are crucial to this research, because they are related to each other, and are the key components of sustainable tourism development. However, this diagram is further developed by the author in order to deepen understanding of the concept of CBT that happens in a specific community, in which social networks were found to be an essential component of successful CBT development.

The relationship between these can be integrated into a conceptual framework for this research on community-based tourism but centred on the desired outcome of sustainable tourism development. However, stakeholder networks surround and animate the key elements; thus Figure 2.2 is further developed by the author in order to deepen the enquiry into the nature of community participation in CBT, suggesting that social networks might be found to be essential components of successful CBT development (see Figure 2.3).

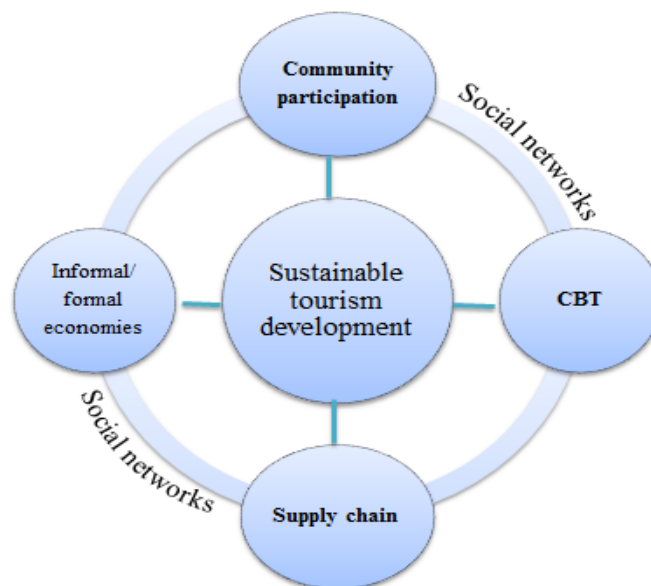


Figure 2.3 Conceptual diagram (2)

Basically, Figure 2.3 illustrates the relationships between different aspects underpinning the successful sustainable tourism development. It is suggested the community participation in CBT is a significant pillar of the process of sustainable tourism development, while other components such as the supply chain in tourism and informal/formal economies are viewed as secondary drivers. Apart from that, the diagram also shows the critical role of the social networks, as they entail all components of sustainable tourism development. In other words, social networks form links between all concepts in Figure 2.2.

These concepts are further detailed, along with relevant key sources and the specific research questions which they engendered.

Table 2.2 shows the all concepts of this research by presenting three overarching themes: community participation in community-based tourism, tourism supply chain, and the benefits of tourism, specifically, community-based tourism. The table also illustrates some literature related to each concept. Additionally, the research questions have been posted. The next section summarises all the literature in Chapter 2.

Table 2.2 Concepts, sources and research questions.

Topics	Key concepts	Sources	Research questions
<p><i>Community participation in community-based tourism</i></p>	<p><b>Sustainable tourism development</b> The development of tourism which utilises the local resources in a sustainable manner and also minimises detriment to the local community and the environment</p>	<p>Goodwin (2011); Tosun (2001); WTO (2005).</p>	<p><i>1. What is the nature of community participation in community-based tourism?</i></p>
	<p><b>Community participation</b> The involvement of local people in development activities, empowering people to mobilise their own capacities, being active subjects in making decisions, managing and controlling the activities that affect their lives.</p>	<p>Okazaki (2008); Sproule (2000); Eagles &amp; Mitchell (2001).</p>	
	<p><b>Community-based tourism</b> CBT is a form of tourism activity which is owned, operated and managed by a community and it contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources</p>	<p>ASEAN (2014) Key &amp; Pillai (2006); Saarinen (2006)</p>	
	<p><b>Social network</b> Social networks comprise several stakeholders who are grouped with one another through socially meaningful relations, and interestingly, the study of social networks is not focusing on single individuals but looking at relations and positions of stakeholders in a network as well as its structure of networks as a whole. In the tourism context, social networks are recognised as a relation between public and private sectors and the structure of governance in tourism networks at tourism destinations.</p>	<p>Prell et al. (2009) Presenza &amp; Cipollina (2010) Tylor &amp; Dinan (2001)</p>	

Topics	Key concepts	Sources	Research questions
<i>Supply chain in tourism</i>	<p align="center"><b>Tourism supply chains</b></p> <p>The tourism supply chain is a network of tourism organisations that is engaged in different activities ranging from the supply of different components of tourism products/services to the distribution and marketing of the final tourism product at a specific tourism destination, and involves a wide range of participants in both the private and public sectors</p>	<p>Song (2012) Spencely &amp; Meyer (2012) Zhang, Song &amp; Huang (2009)</p>	<i>2. What role does the tourism supply chain play in CBT?</i>
	<p align="center"><b>Role of Stakeholders</b></p> <p>A stakeholder can be defined as any person, group or organisation that is directly affected by the causes or results of an issue. The involvement of various stakeholders such as environmental groups, business interests, public authorities and community groups in tourism development is crucial for sustainability.</p>	<p>Aas, Ladkin &amp; Fletcher (2005) Araujo &amp; Bramwell (1999) Jamal &amp; Stronza (2009)</p>	
	<p align="center"><b>Alternative economies (Formal/ Informal economies)</b></p> <p>The alternative economy is usually perceived as idealistic and subordinate to the mainstream one, which is seen as the real and the most powerful form of economic life. Informal economies consist of seven common features including ease of entry; reliance on indigenous resources; family ownership of enterprises; small scale operation; labour intensive and adapted technology; skills acquired outside the formal school system, and unregulated competitive markets.</p>	<p>Healy (2009) Gibson &amp; Graham (2006) Henderson &amp; Smith (2009) Slocum et al. (2011).</p>	

Topics	Key concepts	Sources	Research questions
<i>Benefits of community-based tourism</i>	<p><b>Economic benefits</b></p> <p>CBT benefits local communities through improving the local economy, sociocultural elements, and managing natural resources for long-term benefits. Also, CBT development is promoted to facilitate the local communities to get equal distribution of economic benefits from tourism and this is happening in many developing countries</p>	<p>Stone and Rogerson, (2011)</p> <p>Tosun (2000)</p>	<i>3) What are benefits of community-based tourism?</i>
	<p><b>Sociocultural benefits</b></p> <p>Tourism has positive effects on local communities including a revitalisation of traditional crafts and ceremonies, improved understanding of different cultures, and local residents have strong support for tourism.</p>	<p>Andereck et al.(2005)</p>	
	<p><b>Environmental benefits</b></p> <p>One of the main CBT benefits regarding the environment is the process of raising awareness of nature conservation, which relates to organic farming and improvement in water and waste management</p>	<p>Broadie (2010)</p> <p>Zapata et al (2011)</p>	
<i>Effects of aid programme</i>	<p><b>Government role</b></p> <p>Governments can help to provide the infrastructure and educational requirements for tourism, establishes the regulatory environment in which business operates, and takes an active role in promotion and marketing.</p>	<p>Hossain et al. (2011)</p> <p>Page (2015)</p>	<i>4).Does CBT remain, after the aid programme has finished?</i>
	<p><b>NGO role</b></p> <p>The roles of NGOs can involve organising and funding training programmes for the locals, developing self-help schemes for women; conserving culture and heritage, as well as protecting biodiversity and developing community-based tourism, in which the local communities have their own control over tourism activities in their community.</p>	<p>Sinclair et al. (2012)</p>	

## **2.6 Summary**

Chapter 2 presented three main concepts underpinning the ideals for the concept of community-based tourism (CBT). The first section of this literature review traced back the notion of sustainable tourism development, as it is recognised as an umbrella of the CBT, and how it is used as an alternative to mass tourism. As such, the concept of community participation in tourism development was also reviewed, especially in the context of CBT. The chapter also provided discussion of social networks, particularly in community tourism.

The second section highlighted the tourism supply chain and discussed the roles of involved stakeholders in tourism networks including the role of the government, private sector and the host community. Then, the form of economy was outlined by focusing specifically on the informal economy, since it is relevant to the form of CBT. This is a research gap.

The third section reviewed the literature on benefits of tourism for the host community stakeholders, so this chapter identified three main benefits: (1) economic benefits, (2) social-cultural benefits, and (3) environmental benefits. These are perceived to be key components of CBT's benefits and of sustainable tourism development as a whole.

The importance of aid interventions for the success (or otherwise) of CBT is discussed in each of the sections and is further detailed in the research context section of the next chapter.

The last section summarised the literature review by illustrating the initial concepts which have been discussed in the chapter in diagrams and leads into the Methodology chapter by outlining the research questions.

## CHAPTER 3: METHODOLOGY

### 3.1 Introduction

The purpose of this chapter is to explain how the research was designed and conducted. It is divided into five sections. The first section gives a brief introduction of the research aim and research questions. The second section details the research context for Lao tourism as well as tourism in the case study village. The third section then presents the methodology for the research. The fourth section presents the methods and techniques for data collection. This section also elaborates the process of techniques for analysis. The last section discusses the validity and reliability of the results.

### 3.2 Research aim and research questions

The aim of this research is to investigate the extent to which tourism development is beneficial to local communities. Specifically, it will focus on a case of Nduang Village, VangVieng District, Vientiane Province, Laos which was selected to study because it is one of the targeted areas of the Sustainable Tourism Development Project of the Lao government - the Sustainable Tourism Development Project, Phase II, 2009-2013 (Lao National Tourism Administration (LNTA), 2013).

That project aimed to increase the involvement of villagers in tourism development through implementing community-based tourism activities and providing desirable outcomes for the local residents (Lao National Tourism Administration (LNTA), 2013). For these reasons, the selection of Nduang Village is a pertinent case study in the wider context of community-based tourism.

As noted in Chapter 1, this research aims to explore the proposition that:

*The nature of the tourism supply chain affects the success of CBT as a long-term sustainable development tool.*

The core research question is:

*Does community-based tourism have long-term benefit for stakeholders?*

Investigation of this question is broken down into four sub-questions evident in literature, underneath which several lower-order questions were identified. These formed the base structure for the investigation and are:

1. What is the nature of community participation in community-based tourism?
  - a. What is community-based tourism?
  - b. Who is part/not part of the village “community”?
  - c. What responsibilities do the stakeholders have in community-based tourism?
2. What role does the tourism supply chain play in CBT?
  - a. How does the tourism supply chain work?
  - b. Who takes part in the supply chain networks?
3. What are benefits of community-based tourism?
  - a. Who does/does not benefit from community based tourism and why?
  - b. Have the benefits changed over time?

Another sub-question was added to interrogate the continuity of CBT as a sustainable development tool, as was implemented in Nduang Village for five years. This is:

4. Does CBT remain after the aid programme has finished?

### **3.3 Research context**

#### **3.3.1 Tourism in Laos**

The Lao People’s Democratic Republic (Lao PDR), or Laos, is a landlocked country, located in the central part of South East Asia. It shares borders with China to the north, Vietnam to the east, Cambodia to the south, Thailand, and Myanmar to the west and north-west respectively (See Figure 3.1).

Laos has a total area of 236,800 square kilometres, more than 70% of which is covered by mountains. The country is divided into 18 administrative provinces including the capital city and enjoys a tropical climate with two distinct seasons:

the rainy season from May to September, and the dry season from October to April.

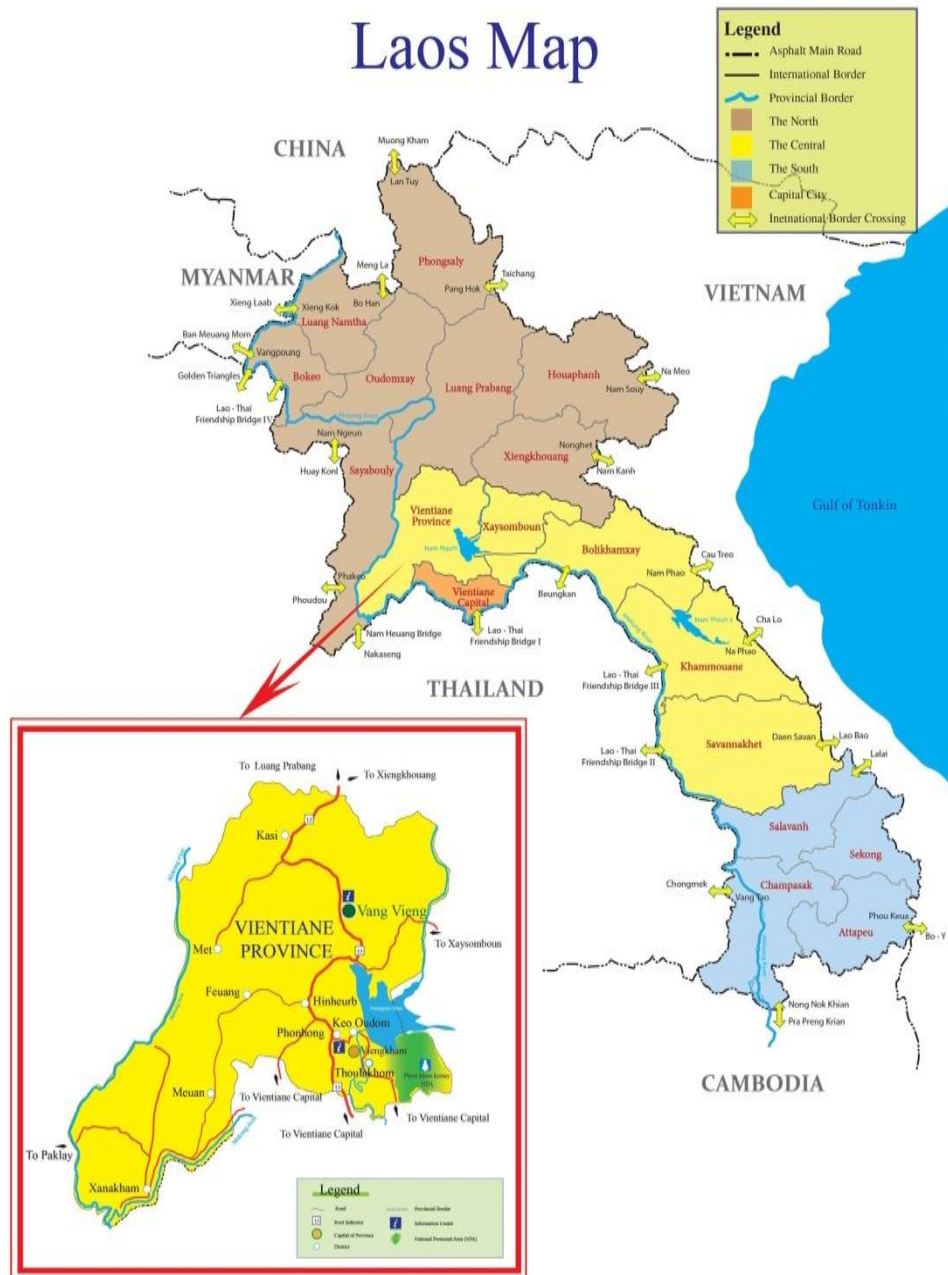


Figure 3.1: Map shows the location of Laos and indicates the study area

Source: Tourism Marketing Department, 2015

Laos is classified as a least-developed country according to UNDP’s Development Index, but “the country and its people preserve a priceless repository of indigenous knowledge, rich natural resource and cultural heritage” (Oula &

Schipani, n.d.). As well as this, the ethnic diversity and friendliness of the local people are potential tourism resources (Ministry of Information Culture and Tourism (MICT), 2013). The Lao government has placed great importance on tourism since the country opened its doors to the world in 1989 and has actively stimulated foreign investment in the tourism industry (Aas et al., 2005). Tourism has become the main economic driving force for Laos and is one of the 11 priority sectors used to foster national socio-economic development (Gujadhur, Linphone, & Panyanouvong, 2008; Ministry of Information Culture and Tourism (MICT), 2013).

### ***International visitor arrival trends***

According to Tourism Development Department (2014), the number of tourist arrivals to Laos increased steadily with an average growth rate of 18% from the year 1994 to 2014 (see Table 3.1). Evidence shows, the number of tourist arrivals to Laos in 2014 was about 4,158,719 visitors and generated total revenue of US\$641 million, and the revenue from tourism and other major exports is depicted in Table 3.2 (Tourism Development Department, 2014).

Currently, there are 1,962 official tourist sites which have been registered including 1,145 natural tourist sites, 539 cultural sites and 278 historical sites (Tourism Development Department, 2014). The increasing number of tourist arrivals and tourist attractions has been shaped by various tourism policy documents such as the National Growth and Poverty Eradication Strategy, the Sixth National Socio-Economic Development Plan (2006-2010), the Lao PDR's National Tourism Strategy (2006-2020), National Ecotourism Strategy and Action Plan (2006-2010) as well as the National Biodiversity Strategy to 2020 (Gujadhur et al., 2008; Ministry of Information Culture and Tourism (MICT), 2013).

However, the key policy document which supports the development of the tourism sector is the Lao PDR National Tourism Strategy that was approved by the government in 2006. This strategy places great emphasis on the development of tourism products and services based on the country's cultural, natural and historic attractions (Gujadhur et al., 2008; Ministry of Information Culture and Tourism (MICT), 2013).

In addition, Laos has derived considerable benefits from being a member of ASEAN, such as a framework Agreement on Visa Exemption, which was signed by all member countries in 2006. This facilitates ASEAN nationals to travel within the region without a visa for two weeks (Thomas, 2014; Wong, Mistilis, & Dwyer, 2011). Tourism, therefore, is fast becoming a growing sector that plays a crucial role in economic development for Laos (Ministry of Information Culture and Tourism (MICT), 2013).

The development targets of Lao tourism from 2011 to 2020 are to achieve 4 million visitors with the average length of stay of 10 days per tourist and generate income of not less than US\$760 million per year; to develop 25 tourist sites and management plans; to complete construction of tourism facilities in 200 sites and destinations; and to develop more than 100 community-based tourism products by 2020 (Ministry of Information Culture and Tourism (MICT), 2013).

Table 3.1 demonstrates the number of tourist arrivals to Laos from 2005 to 2014. As can be seen, the number of tourists visiting Laos has slightly increased year by year. Notably, there was substantial change (34%) from 2006 to 2007. This is the highest figure in the last ten years. Interestingly, the average length of stay for both international and regional tourists is relatively stable, seven days for the former and two days for the latter. The table also shows the total revenue from tourism, from which can be said that the tourism industry plays a pivotal role in generating foreign exchange. Table 3.2 provides more detail.

Table 3.2 shows the major exporting industries in Laos, which includes tourism, garments, electricity, wood products, coffee, agricultural products, minerals, handicrafts and other industries. As can be seen, tourism stands as the second largest industry for foreign exchange earnings after the mining industry during the last five years (2010 to 2014).

#### ***Tourist generating countries***

The major tourist generating countries for Laos are the ASEAN countries, such as Thailand and Vietnam, and Asia-Pacific countries such as China, Japan,

Table 3.1: Number of tourist arrivals, revenue from tourism and average length of stay, 2005-2014

<b>Year</b>	<b>Number of tourist arrivals</b>	<b>Change (%)</b>	<b>Average length of stay (Days) for international tourists</b>	<b>Average length of stay (Days) for regional tourists</b>	<b>Average length of stay (Days) for total tourist arrivals</b>	<b>Revenue from tourism (US Dollars)</b>
<b>2005</b>	1,095,315	22	7.0	2.0	4.5	146,770,074
<b>2006</b>	1,215,106	11	7.0	2.0	4.5	173,249,896
<b>2007</b>	1,623,943	34	7.0	2.0	4.5	233,304,695
<b>2008</b>	1,736,787	7	6.5	2.0	4.3	275,515,758
<b>2009</b>	2,008,363	16	7.0	2.0	4.5	267,700,224
<b>2010</b>	2,513,028	25	7.0	2.0	4.5	381,669,031
<b>2011</b>	2,723,564	8	7.0	2.0	4.5	406,184,338
<b>2012</b>	3,330,072	22	7.2	2.0	4.6	506,022,586
<b>2013</b>	3,779,490	13	8.4	2.0	5.2	595,909,127
<b>2014</b>	4,158,719	10	7.9	2.0	4.9	641,636,543

Source of data: Tourism Development Department (2014)

Table 3.2: Revenue from Tourism and Major Exports, 2010-2014

Note: Revenue in Millions of US Dollars

Product	2014		2013		2012		2011		2010	
	Revenue	Rank	Revenue	Rank	Revenue	Rank	Revenue	Rank	Revenue	Rank
Tourism	641,6	2	595,9	2	514,0	2	406,1	2	381,6	2
Garments	219,5	6	232,7	5	N/A		197,4	4	167,3	4
Electricity	586,1	3	592,3	3	254,0	3	341,0	3	288,9	3
Wood products	159,9	7	83,5	7	72,0	6	43,7	7	37,1	7
Coffee	48,4	8	79,7	8	69,0	7	23,4	8	19,8	8
Agricultural products	238,2	4	290,1	4	177,0	4	140,0	5	100,3	6
Minerals	1,325,2	1	1,982,0	1	1,024,0	1	1,237,2	1	1,061,2	1
Handicrafts	5,3	9	0,94	9	0,38	8	4,6	9	3,9	9
Other industries	237,6	5	133,0	6	161,0	5	134,0	6	113,6	5

Source of data: Tourism Development Department (2014)

South Korea and Australia. Besides the Asian market, there are long-haul market tourists from Europe/Americas: France, Britain, Germany, and America, as Table 3.3 illustrated (Ministry of Information Culture and Tourism (MICT), 2013). According to the Tourism Development Department (2014), in 2014 the total number of tourist arrivals from the main markets increased considerably, specifically for tourists from ASEAN countries, which accounted for 3,224,080 or 75% of the total tourist arrivals. This number increased by 6% when compared to 2013.

In 2014, tourists from Europe represented 5.03% of the total tourist arrivals and this number went down slightly from 5.62% in 2013. The main factor of the decrease in number of European tourists was the decrease of tourists from the main generating countries. For example, tourists from France dominated at 1.25% (1.39% in 2013), which was the largest proportion of total market. Meanwhile, the British tourists represented 0.94% (1.10% in 2013), and German tourists covered 0.72% (0.77% in 2013) of the market share. Nonetheless, the numbers from the European market are expected to increase in the next three years (Tourism Development Department, 2014). Similarly, the American market had slightly decreased from 2.27% in 2013 to 2.07 in 2014. Yet, the most remarkable increase was Canada, which recorded 11.46% over 2013 with total number of 19,096 visitors (Tourism Development Department, 2014).

In 2014, tourists from Asia and Pacific including ASEAN countries, East Asia and Pacific countries represented the largest share of the market at approximately 94%, which increased 11% from the previous year. It is interesting to note that the number of Korean tourists increased remarkably from 81,799 visitors in 2013 to 96,085 visitors in 2014, which represented 2.31 % of the total market share. The remarkable increase in the number of Korean visitors was due to opening direct flights between Laos and South Korea. Therefore, the Lao government has placed importance on some priority markets in this region, such as Thailand, Vietnam, South Korea, China and Japan (Tourism Development Department, 2014).

Table 3.3: Market share of tourist arrivals by region (%), 2010-2014

<b>Year</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Region</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Asia and Pacific	89.93	90.49	91.92	91.89	<b>92.68</b>
Europe	7.09	6.67	5.58	5.62	<b>5.03</b>
Americas	2.68	2.57	2.28	2.27	<b>2.07</b>
Africa and Middle East	0.3	0.27	0.22	0.21	<b>0.21</b>

Source of data: (Tourism Development Department, 2014)

The previous section indicated that the tourism industry was ranked as the second largest industry for generating foreign exchange, but it is interesting to note that the majority of income was derived from regional tourists who spent less time and money while they were in Laos. Furthermore, the number of tourist arrivals from long-haul markets, who are expected to spend longer time and more money, was relatively small. Therefore, attracting long-haul tourism markets to visit Laos has become more challenging for the Lao government.

#### *Vang Vieng District, Vientiane Province*

The case study village is situated in the district of Vang Vieng, Vientiane Province. Vientiane Province is comprised of 11 administrative districts. Vang Vieng is one of those districts, with a land area of 212.5 km<sup>2</sup> and is located 150 km north of the capital Vientiane (Saliangkham, Douangneune, & Bin, 2013). Vang Vieng is well known as a place of dreamlike landscapes of bizarre limestone mountain peaks and scenic cliffs with the Song River bisecting the town (see Figure 3.2).



Figure 3.2: Clockwise: Chang Cave, Song River, Blue Lagoon and view towards Naduang Village from Vang Vieng City.

Source of data: <http://www.tourismlaos.org>

In accordance with its outstanding geographical characteristics, Vang Vieng tourism has been developing substantially in recent years, as can be seen from an increasing number of tourists (see Table 3.4, and 3.5), accommodation, restaurants, transport, activity facilities and other hospitality services (Saliankham et al., 2013). Tourism is the chief contributor to economic development in the Vang Vieng District and undoubtedly has become an integral part of the Vang Vieng economy (Saliankham et al., 2013).

Table 3.4: Tourist Arrivals to Vang Vieng District from 2000-2009.

<b>Year</b>	<b>Domestic tourists</b>	<b>International tourists</b>	<b>Total tourists</b>
<b>2000</b>	13,513	14,902	28,415
<b>2001</b>	22,292	26,620	42,912
<b>2002</b>	28,470	41,110	69,580
<b>2003</b>	32,104	43,250	75,354
<b>2004</b>	34,122	44,170	78,292
<b>2005</b>	31,490	50,620	82,110
<b>2006</b>	35,237	53,829	89,099
<b>2007</b>	30,557	66,608	97,165
<b>2008</b>	45,058	62,180	107,238
<b>2009</b>	55,479	75,962	131,441

Source of data: Lao National Tourism Administration (LNTA) (2010).

Lao tourism was affected by several factors which influenced the number of tourist arrivals, such as the terrorist attack in the United States of America in 2001 and the outbreak of the SARS epidemic in Asia in 2003. These circumstances brought about a decrease of tourist arrivals to Laos during that time; however, numbers of tourists to Vang Vieng have increased significantly from 28,415 visitors in 2000 to 131,441 in 2009. It is noted that there was a fluctuation in the number of domestic tourists between 2004 to 2007, and a slight decline of international tourists from 66,608 visitors in 2007 to 62,180 visitors in 2008. Overall, it can be seen that the trend of tourists visiting the Vang Vieng region is steadily increasing.

Table 3.5: Expected numbers of tourist arrivals to Vang Vieng from 2010 to 2020

<b>Year</b>	<b>Domestic tourists</b>	<b>International tourists</b>	<b>Total tourists</b>
2015	68,101	109,275	177,376
2016	71,460	115,118	186,578
2017	74,819	120,961	195,780
2018	78,178	126,804	204,982
2019	81,537	132,647	214,184
2020	84,896	138,490	223,386

Source of data: Lao National Tourism Administration (LNTA) (2010)

### *Naduang Village, Vang Vieng District, Vientiane Province, Laos*

In terms of historical development of Naduang Village, Vang Vieng District, Vientiane Province, in 1878 there were 12 households of the Tai Pua ethnic group, who moved from the northern part of Laos to relocate to what was then called Meuang Xong Village in Vang Vieng District. By 1937, the village had been renamed Naluang Village and was eventually renamed again to Naduang Village, a name which persists today. According to local beliefs, the term “Naluang” was considered to have a bad meaning, since “*Luang*” means taking something from somebody quickly without permission (e.g. pick-pocket), so this was the reason for the change to the village’s name.

Naduang Village is located 4 kilometres from Vang Vieng City to the east. It has 126 households, with a population of 832 people. The main occupation is farming and the annual income per household is only US\$540 (2009)(LNTA, 2010). The ethnic composition is mixed and includes Khmu (middleland people) and Lao Loum (lowland people). This is why this village was chosen to be a target of the project.

The village today is made up of two tribes, which are the Khmu tribe (95%), who are animists, while Lao Loum, who are Buddhist, comprise 5% (Lao National Tourism Administration (LNTA), 2010). Nonetheless, both tribes practise their cultural activities in similar ways. An example of this is an annual event which is held on the third day of month seven (Lao calendar); the purpose of this activity is to pay respect to the ancestors (of people of both religions) who are believed to protect and keep peace in this village. People also believe that their ancestors make them healthy, and provide good yield from their food production.

### *Community-based tourism in Naduang Village*

Naduang Village was one of the Sustainable Tourism Development Project’s target villages funded by ADB Phase II from 2009 to 2013. This project basically aimed to contribute to the sustainable socio-economic development of Laos by focusing on poverty alleviation, sustainable development and protection of the natural and cultural heritage (Lao National Tourism Administration (LNTA),

2013). Further, the village has abundant natural and cultural resources, which can be developed and utilised as tourist attractions, including waterfalls, forests, streams, and traditional culture (see Figure 3.3).

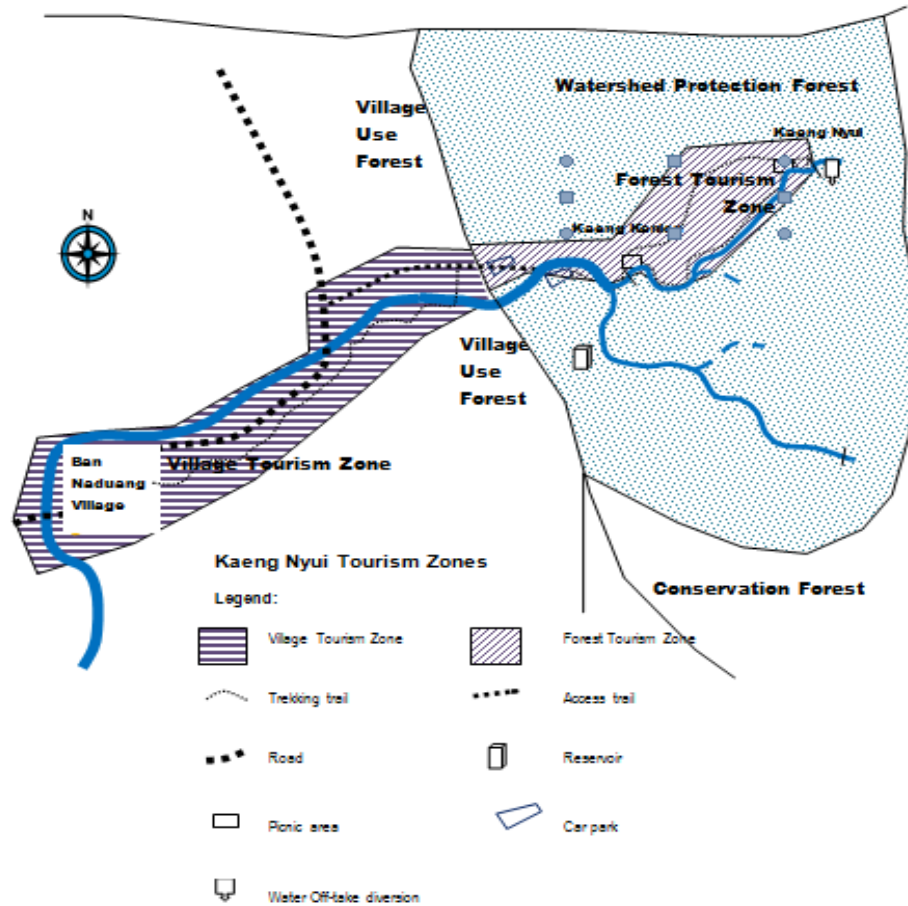


Figure 3.3: Map of Naduang Village's tourism zone

Source of data: Lao National Tourism Administration (LNTA) (2010)

After the project started, a homestay service was set up as the most significant CBT activity in Naduang Village. In 2011, the project supported five households to start providing homestay services. Then, the number of homestays had increased to seven in 2013 and then eight in 2014 respectively (Sengdao, personal communication, July 28, 2015). In addition, the Kaeng Nyui Waterfall was expected to be the main natural tourist attraction because its natural beauty and the main source of income for this village. The expected number of tourists going to the waterfall is illustrated in the Table 3.6.

Table 3.6: Expected numbers of visitors to Kaeng Nyui Waterfall from 2010 to 2020

<b>Year</b>	<b>Domestic tourists</b>	<b>International tourists</b>	<b>Total tourists</b>
2010	1020	1600	2620
2011	2187	3436	5623
2012	2321	3670	5991
2013	2455	3904	6359
2014	2590	4137	6727
2015	2724	4371	7095
2016	2858	4605	7463
2017	2993	4838	7831
2018	3127	5072	8199
2019	3261	5306	8567
2020	3396	5540	8935

Source of data: Lao National Tourism Administration (LNTA) (2010)

This section has presented a brief context of tourism development in Laos by starting with the general situation of Lao tourism and was then followed by the growth of tourism in Vang Vieng District, in which this case study is based and finally specifically discussed tourism in Naduang Village. As such, the next section will detail the research methodology and methods used in this research study.

### **3.4 Methodology**

Selection of research approach or approaches is based upon acquiring the required information for the research questions, so an appropriate methodology has to be consistent with the questions and the methods of data collection (Jennings, 2010). Basically, there are two distinct approaches used to gather data in any research project the quantitative and the qualitative approach (Jennings, 2010).

The former method is grounded in the post-positivist social science paradigm that is usually used in the scientific method of the natural sciences, and it also uses a deductive approach to the research process (Jennings, 2010). Matthews and Ross (2010) suggest that this approach is usually concerned with structured data that

presents numerical or statistical analysis. On the other hand, the latter approach focuses on gathering information as text-based units which represent a social phenomenon, and an inductive approach is used in this method (Jennings, 2010). The qualitative research approach is suitable for exploring and understanding new issues, explaining people's perspectives, and identifying the social, cultural, economic or physical context where activities take place (Hennink, Hutter, & Bailey, 2011).

Furthermore, a qualitative methodology can assist the researcher to find deep perceptions of a small group of local people, it facilitates the researcher's understanding of the locals' thoughts and enables the researcher to analyse the participants' experiences through their own thoughts (Bryman, 2012 ; Jennings, 2010). The qualitative methodology also provides an opportunity for the researcher to explore how people actually describe things and interpret the actions of others in a particular situation or event (Jennings, 2010). Therefore, a qualitative methodology was employed in this research in order to obtain in-depth information and to fully address the research objectives.

The researcher used social constructionism as a theoretical approach, since Patton (2015) asserts that a constructionist usually strives to acquire sophisticated understanding and multiple realities about people's definitions and experiences of the situation. This methodological approach is particularly pertinent for the purpose of this research.

The researcher used interpretivism as a research paradigm since Jennings (2010) asserts that a qualitative methodology is always linked with the interpretive paradigm. With the use of this paradigm in tourism research, the researcher has to immerse him/herself and experience the phenomena within the tourism system being studied (Jennings, 2010). Importantly, the interpretive paradigm involves studying the subjective, which is the reality of people's perceptions rather than focusing on facts (positivism), and its purpose is to understand experience and social actions in the people's real-life context (Hennink et al., 2011). In addition, the interpretive paradigm focuses on the significance of interpretation and observation in viewing the social world, which is a crucial part of qualitative research (Hennink et al., 2011). Given the fact that the purpose of this study was

to explore the perceptions and experience of local people towards the community-based tourism development in their community, the interpretive paradigm is an appropriate choice.

### 3.5 Research design

A research design is a logical plan for doing research, and includes a series of important steps: reviewing literature, identifying aims and objectives, generating research questions, collecting data, analysing data, and reaching conclusions or answers (Yin, 2009). According to Hennink et al. (2011), the research design is the first element of the qualitative research processes (data collection and data analysis). It consists of four interlinked tasks: the design of research questions; reviewing and incorporating existing theories; developing a conceptual framework for the research; and selecting an appropriate fieldwork approach. The research design of this study is depicted in Figure 3.4.

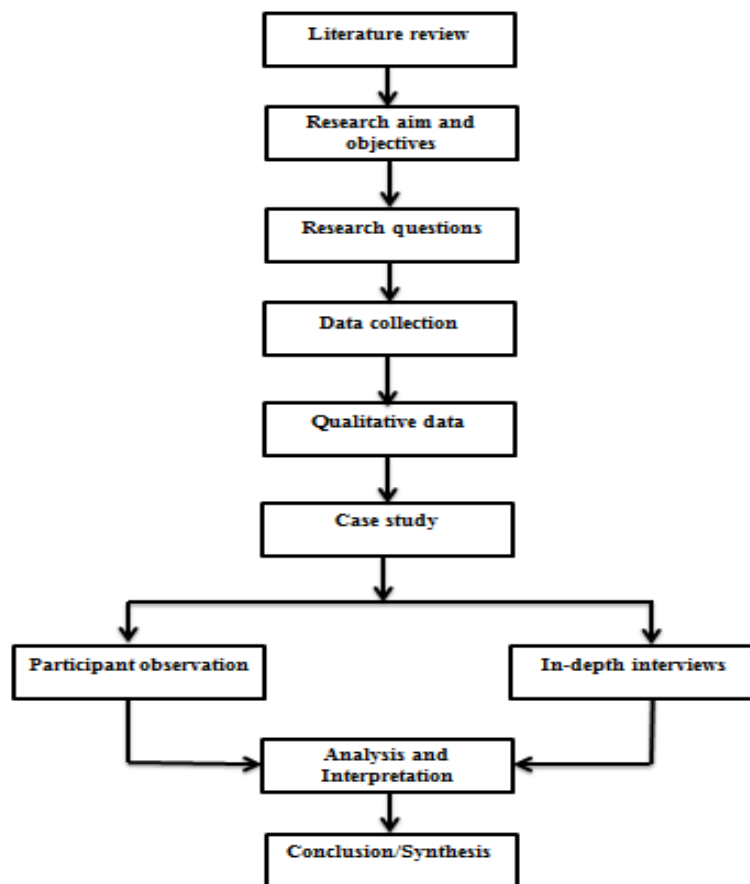


Figure 3.4: Research design for the case study of Naduang Village

This diagram shows the processes of the research and how it was conducted in each stage of the process. The next section discusses the rationale for selecting a case study of Naduang Village.

### **3.5.1 Rationale for choosing a case study**

In this research, a single case study was adopted to carry out in order to gain a deep understanding about the attitudes and experiences of a number of local people towards their actual participation in community-based tourism development in their community, and the benefits generated from this CBT. According to Matthews and Ross (2010), the subject of the case study can be a person, an organisation, a situation or a country, and case studies approaches can be based on single or multiple cases (Creswell, 2013).

There are four types of case study designs: single-case (holistic) designs, single-case (embedded) designs, multiple-case (holistic) designs, and multiple-case (embedded) designs (Yin, 2009). Yin further adds that there are five rationales for using a single case study. The first rationale is when a case study is used for testing an existing theory and whether its propositions are correct. The second rationale is where a case study represents a unique case; the third rationale is for a case that represents a typical case where a case exists among others. The fourth rationale is for the revelatory case, which allows a researcher to observe and analyse a situation previously inaccessible to scientific observation, and the last rationale is for the longitudinal case.

Furthermore, Yin identifies five research methods-experiment, survey, archival analysis, history, and case study which can be used in research. Each method has its own way of collecting and analyse empirical evidence, and each method is based on research questions. Undertaking these is based on three imperative conditions: the form of research question; control of behavioural events required by a researcher, and the degree of focus on contemporary events or real-life experience (see Table 3.7).

Table 3.7: Relevant situations for different research methods

Method	Form of research questions	Requires control of behavioural events	Focuses on contemporary events
Experiment	how, why?	yes	yes
Survey	who, what, where how many, howmuch?	no	yes
Archival Analysis	who, what, where, how many, howmuch?	no	yes/no
History	how, why?	no	no
Case study	how, why?	no	yes

Source: Yin (2009)

Comparing the circumstances of this research to the table above, the form of the research question is “how and why,” no behavioural control is necessary, and contemporary events are the focus of investigation. The purpose of investigation is to explore the nature of community-based tourism, the role of the informal supply chain, and whether benefits accrue from community-based tourism, as well as assessing the long-term of the aid intervention; therefore a case study fits well.

A single case study provides the opportunity to the researcher to engage in a holistic, in-depth investigation, which can gain comprehensive knowledge about a particular community (Saunders, Lewis, & Thornhill, 2009; Yin, 2009). Kazdin (2011) supports that information gathered from a single case study is rich in detail and is usually in a narrative form rather than producing scores for dependent measures. In this respect, the single case study is a more pertinent approach to achieving the purpose of this research than other approaches, as it is an appropriate design considering this study’s unique circumstances.

### 3.6 Research methods.

The prevalent techniques for primary data collection in a qualitative methodology are interviews, participant or non-participant observation, and focus groups

(Jennings, 2010; Walliman, 2011). In this study, primary data was collected through in-depth interviews coupled with participant observation. This is because the researcher wants to have face-to-face discussion with the potential informants, with the aim of getting a deep understanding of their views toward specific issues around community-based tourism in their area. Taylor (2005) affirms that in-depth interviews enable the researcher to inspect the opinions of the participants and how they give meaning to their experiences, and thus the researchers can address the research problems from the subjective points of view of those being examined.

Despite the fact that a number of methods such as case studies, surveys, experiments, archival analysis, and history can be used to conduct research (Yin, 2003), none of these are better than any others because the usefulness of each methods depends on the main goals of the research and the ability of the investigator to use an approach and its methods to draw valid inferences (Kazdin, 2011). The following sections discussed the methods of data collection of this research in detail.

### **3.6.1 Participant observation**

An observation facilitates a researcher's perception of the attitudes and behaviours of people within their own socio-cultural settings. This technique is always used under the interpretive paradigm (Gray, 2014; Hennink et al., 2011). An observation is a basic method particularly used in case studies together with in-depth interviews and focus group discussion (Hennink et al., 2011; Yin, 2009).

According to Gillham (2000), observations are simply done by using three elements-watching what interviewees do, listening to what they say, and sometimes asking them to clarify their viewpoints. Observation can be divided into: participant and detached or structured. Participant observation is a special technique in which a researcher can be more active and play diverse roles within a case study situation (Yin, 2003; 2009). According to Spradley (1980), the method of participant observation can be divided into four levels of participation:

***Passive participation:*** when you do not interact or participate in the activities but observe and record your observations from a nearby vantage point.

***Moderate participation:*** where you conduct some participation with observation, thus you are both an insider and an outsider.

***Active participation:*** when you seek to participate in many activities of those you observe, doing what others do, to learn the cultural rules and values.

***Complete participation:*** where you become completely involved in the social setting you are observing, perhaps by living in the study location for an extended period of time (as cited in Hennink et al., 2011, p. 182).

Moderate participant observation was used in this research study in order to obtain additional information to piece together data collected from interviewees. As Hennink et al. (2011) affirm, observation can be used as a research method alone, but it is also used as an additional method to other approaches for collecting data in a research study. Combining observation with interviews, therefore, enables the researcher to obtain a different perspective towards the issues within the larger picture of social or physical environments (Hennink et al., 2011). These authors further explain that there are two common techniques used in observation: observation with visual aids- video and photography- and walking through the participant's spaces. The latter techniques allow the researcher to derive an emic view of the situation being observed. The emic perspective provides information on the insider's point of view, the insider's perceptions, beliefs, and meaning system (Hennink et al., 2011). Thus, it was an important technique, since it was used while the researcher was staying in the community for the field work period.

In this research, the participant observations were recorded by the author by taking photographs, taking notes and talking with villagers especially who are not directly involved in tourism activities in Naduang Village. This approach helped the researcher to understand more deeply the perspective of local people regarding tourism development in their village; particularly, its benefits.

### **3.6.2 In-depth interviews and conducting the in-depth interviews**

The interview is one of the most important sources of case study information. There are three types of case study interview: an in-depth interview; a focused interview; and structured question and a formal survey (Matthews & Ross, 2010; Yin, 2009). Interviews can be conducted with either individuals or groups, which are special forms of the interactive communication and social research interviews. The interview technique is used to facilitate the researcher's participation in the case study, for effective data collection (Matthews & Ross, 2010). Also, most case studies involve examination of human relationships, so interviews are an important source of case study evidence.

This researcher used in-depth interviews as a method of data collection. According to Hennink et al. (2011), the in-depth interviews are usually used to seek information on individual, personal experience from people about a specific issue or topic. This type of interview basically involves asking interviewees open-ended questions and probing wherever necessary by the interviewer to get useful responses (Berry, 1999). Hennink et al. (2011) support that in order to achieve in-depth, insider perspectives, in-depth interviewing involves: using a semi-structured interview guide to prompt the data collection; establishing rapport between the interviewer and interviewee; and motivating the interviewee to tell their story by probing.

In this study, a total of 20 in-depth interviews were conducted from the 6th of July to the 15th of August 2015, with local residents in Naduang Village, Vientiane Province. All were over the age of 18 years and self-identified as having had some experience in community-based tourism in this village and were representatives of each group of stakeholders who participate in the community-based tourism activities in their community.

In order to help the participants to understand the issues involved in the research project, in advance of the interview they were provided with relevant documents, which included the Letter of Introduction, an Information Sheet and a Consent Form. Also, the respondents were informed about the aim, objectives of, and the procedure for the interviews as well as their rights to participate, discontinue or

withdraw from the interview at any time, or to decline to answer any particular questions if they felt uncomfortable.

Before starting the interviews, the residents who expressed their willingness to participate in the interviews were asked to sign the consent form. It is possible that some of the participants in this study might not have been literate and unable to read or write in either Lao or English. In this case, they were not to be excluded from the study, but the interviewer requested that the village headman recommends a person who the respondent trusts, and asks that person to accompany the researcher to the interview. In this way, the interviewee felt at ease and was guided in how to complete the consent form, where to sign and is informed about the research intent and outcomes. However, this process was not needed in the interviews since all informants are literate.

In order to facilitate the researcher meeting the research aim and objectives and to derive in-depth information from the interviewees, in-depth interview questions were used (see Appendix A). Each interview took 45 to 60 minutes, and in order to facilitate data analysis, all interviews were recorded by a digital voice recorder and making notes.

### **3.7 The process of data collection**

The researcher initially contacted all the relevant authorities concerned with tourism activities in the region for their administrative cooperation. The Ministry of Information, Culture and Tourism (MICT) issued an official letter requesting the cooperation of the Department of Information, Culture and Tourism (DICT) in Vientiane Province, which is responsible for tourism development in the study site.

After receiving the response from the DICT, the researcher travelled directly to Nduang Village in order to commence the interviews with key informants.

Moderate participant observation data collection occurred by the researcher walking around and talking informally with local people every day. At the same time, the researcher also took photographs of all important activities. In order to make them feel comfortable or feel willing to disclose their feelings, the researcher tried to not jot down notes while talking with them. However, the

researcher remembered the main points that local people expressed through conversations and then reflected on it.

### **3.7.1 Sampling process**

In terms of qualitative research, sampling is a crucial task for every researcher, as it involves a number of variations and difficulties (Coyne, 1997). According to Patton (1990), two main sampling strategies were identified: probability, and purposive sampling or non-probability. With respect to sampling approaches, a non-random or non-probability sample has been found to be the most popular sampling method for use in qualitative research (Ritchie & Lewis, 2003). In this sampling method, each individual in the population unit under study has an equal chance of being selected for an interview (Jennings, 2010; Ritchie & Lewis, 2003). This means the probability of any particular member of the population being selected is unknown (Zikmund, 2000). Jennings (2010) observes that various sampling approaches can be adopted in tourism research, depending upon the purpose of the research. She adds that when the researcher has no strong formal or informal connections with the potential informants, snowball sampling is employed to gain access to difficult issues or circumstances and to reach the required number of participants (Jennings, 2010).

In this study, the researcher began by interviewing the community leaders suggested by the officers of DICT. These key informants were asked to recommend other potential participants to the researcher. The researcher continued to approach the potential participants suggested by previous participants repeatedly, thus using snowball sampling until reaching the expected number of interviewees.

However, the purposive sampling approach was used because the researcher had very limited field work time available, and wanted to meet only those involved in CBT. Some were suggested by the village headman and some were introduced by the interviewees who were in the same CBT groups.

In this study, it was difficult to approach all the potential respondents in the study site, because the researcher did not know them and had no prior relationships with any of them. According to Bryman (2012), with snowball sampling, the

researcher initially chooses a small group of individuals who are relevant to the research questions, and then these respondents introduce others who have had similar experiences or those who have characteristics that are relevant to the research. Then, these participants propose other potential participants, and so on (Bryman, 2012 ). The snowball sampling technique, therefore, was used as a tool for the in-depth interviews in the current research. The resulting sample was drawn from the informal economy, since tourism suppliers in formal tourism economy make visits to the village but do not live in the village. The age ranges of proportions of males and females interviewed are shown below and generally represent profile of each group. For example, the Waterfall management group had both genders and the Security group is exclusively male. The Baci ceremony group is olders because elders perform this activity. Information was gained from the spread of groups about the implicit power structures and distributional effects/outcomes of tourism.

Table 3.8 Village sample presentation by group activities, genders, and ages.

<b>CBT group</b>	<b>Formal activity</b>	<b>Informal activity</b>	<b>Gender</b>	<b>Age</b>
Homestay and cooking		✓	Male: 1; Female: 3	38-55
Waterfall management		✓	Male: 3; Female: 1	35-59
Handicraft		✓	Male: 0; Female: 3	37-55
Organic vegetables		✓	Male: 3; Female: 0	35-70
Security		✓	Male: 3; Female: 0	42-46
Baci ceremony		✓	Male: 2; Female 0	60-64

### **3.7.2 Qualitative data analysis**

Qualitative data analysis is also known as interpretive analysis, as researchers need to be able to explain, interpret and understand what people experience as they disclose individual, and social-cultural meanings (Hennink et al., 2011). In this research, therefore, the data collected by the in-depth interviews and

participant observation was analysed through thematic analysis coupled with grounded theory analysis.

There is a wide range of techniques for analysing qualitative data, including interactive reading, developing coding categories, writing case summaries, typologising and computer analysis (Minichiello, Aroni, & Hays, 2008). Braun and Clarke (2006) state that thematic analysis is a fundamental method for qualitative analysis, as a method for identifying, analysing and reporting themes with data. The authors add that researchers can conduct the thematic analysis through six steps: becoming familiar with the data; generating initial codes; searching for themes; reviewing themes; defining and naming themes; and producing the report.

In relation to thematic analysis, the technique of coding is perceived as an important tool in identifying, labelling and classifying the features of the data (Braun & Clarke, 2013), and form an integral part of the analysis (Wahyuni, 2012). Furthermore, coding is commonly used to replace the name of participants in order to ensure their confidentiality and anonymity (Wahyuni, 2012). In this respect, codes such as “CBT1” to “CBT20” were used as codes for the 20 participants.

According to Tracy (2013), two main steps of coding -primary cycle coding and secondary cycle coding are used for data analysis. The former step basically facilitates the researcher in getting the meaning of data as descriptive codes. On the other hand, the latter step enables the researcher to double check the codes that have been already identified in the early step, thus the data can be coded twice. Additionally, this step then allows the researcher to begin to categorise and synthesise the codes into the theme groups and overarching interpretive concepts. Therefore, coding is a critical method for data analysis in this research as it enables the researcher to obtain precise information and deepens understanding of the researcher regarding the study area.

Participant observation was used as a supplementary tool, and analysed by the grounded theory approach. Matthews and Ross (2010) assert that the two most important techniques for grounded theory analysis are coding and memoing. In

relation to the coding, there are three types of grounded theory analysis: open coding is the first stage of coding data, identifying and describing research phenomena, and assigning them appropriate names; the second stage of coding is axial coding, which joins related codes to each other; and the last stage of coding is selecting coding, whereby choosing a core category and relating all the other codes, themes and categories to it.

Memoing is a necessary reflective analytical technique for both in-depth interviews and participant observation methods. Memoing, basically refers to a piece of written work. According to Groenewald (2008), memoing is the way of writing down as reflective notes, including meanings of data and the relationships among all themes of the data, to enable the researcher to visualise the concept and the meanings of data. Furthermore, it helps researchers to identify goals, feelings and assumptions relating to a research project (Maxwell, 2005).

The memoing involves two levels, which are textual and conceptual. The textual level is the process of jotting down critical ideas in the form of memos of researchers while reading the data. On the other hand, the conceptual level involves producing theories in respect to concepts and themes of the data collected (Groenewald, 2008).

In addition, Hennink et al. (2011) argue that transcription involves making a written record of an interview or group discussion (transcript), and the ways of transcription depend upon the purpose of the research. Every recorded interview or discussion needs to be changed into a verbatim transcript which captures both the words spoken by the participants and the interviewer. Then, interviewers can make their own decision on what should be included in the details regarding the purpose of the research.

As a consequence, the verbatim transcripts are employed as data analysis tool in this research, as they help the researcher to understand the views of participants from an emic perspective as well as to interpret their meanings, leading to conclusions that are embedded in the data (Hennink et al., 2011). Even though computer programs enable the researcher to analyse large amounts of textual data (Ritchie & Lewis, 2003), the data of this research was analysed manually because

the researcher wanted to be fully immersed in the data and interpret it from “within” and ensure it was valid and reliable.

### **3.8 Validity, reliability and positionality**

*Validity* in research is concerned with the extent to which the obtained results reflect the real meaning of the concept under consideration or the issues being studied, such that the results are said to be truthful and accurate (Bryman, 2012 ). In this case, the researcher wanted to study the dynamic and internally constructed issues related to community-based tourism, supply-chain networks and their benefits, as well as to question the long-term effectiveness of the aid programme. The researcher, therefore, created interview questions that were relevant to the concept (see Figure 2.3) and reflected the issues of interest. Further, only those who were directly involved in CBT in Naduang were selected as interviewees. This ensured that the results of the study are accurate and match what the researcher is intending to measure.

*Reliability* refers to how consistent the results are when the experiment or measurement is repeated several times under same or similar technique (Bryman, 2012 ; Ritchie & Lewis, 2003). The extent to which replication can occur in a qualitative approach is a concern and hard to capture due to the complexity of the phenomena being studied and the unavoidable impact of the researcher and the act of questioning (Ritchie & Lewis, 2003). However, the researcher can ensure that qualitative research is reliable by using appropriate processes such as selecting a relevant sample group, providing sufficient opportunities for the respondents to show their views or opinions, and making sure that interpretation is well supported by the evidence (Ritchie & Lewis, 2003).

*Positionality* refers to aspects of identity in terms of race, class, gender, and other attributes that are markers of rational positions in society. It is used to explore and understand issues of identify and the differences (Chacko, 2004). Specifically, positionality is the power relations between interviewer and interviewee, and how the interviewer presents him/herself in terms of their role or title. The appearance, gender, attitude of the former will determine how she/he is perceived by the latter,

and therefore influence the information that interviewee is willing to share (Hennink et al., 2011). Chacko (2004) asserted that recognising positionality as a significant element in formulating, conducting, and reporting fieldwork can make the researcher more aware of power relations and their impacts on the exchange and production of information and knowledge. Therefore, positionality is determined by where one stands in relation to the others (Merriam et al., 2001).

The researcher who conducted this research had been working for the Ministry of Information, Culture, and Tourism for more than six years and was involved in the Sustainable Tourism Development Project from 2009 to 2011 as a trainer. The researcher worked in nine targeted provinces of the project including the case study village, for implementing the tourism development process: survey, consultative meeting, creating awareness, and organising trainings. In this regard, the researcher knew about features of the case study village, which was classified as a poor village and tourism management in the village was of a low standard.

Even though the researcher did not have a strong relationship with the village headman or anyone else in the village, the participants realised that the researcher works for the tourism authority which helped them to develop tourism in their village. As a result, on the one hand, it enabled the researcher to work successfully despite time constraints. On the other hand, some participants were unwilling to reveal actual issues regarding tourism development in their village.

### **3.9 Limitations of the study**

This study has certain limitations in the data collection process, data analysis and data interpretation. However, the main limitation of this study was because of weather conditions: planning was delayed, and when this study was conducted, villagers just began planting rice so it took a long time to achieve the number of interviewees.

Due to the fact that all villagers were busy with their rice planting, the researcher was constrained to observe the tourism supply chain, especially, the network of

informal economy which was reported to be the main source of the local residents' income.

Another limitation of this study was that the participants did not clearly understand some of the interview questions, especially those about their perspectives on tourism activities and those about their real practices, and this caused them to provide unrelated answers. Therefore, it also took time for the researcher to explain and distinguish those questions in order to draw them back to the topic.

### **3.10 Summary**

This chapter provides a discussion of the methodology and methods used in this research study.

To understand the context of the research area, the chapter was designed to provide contextual background of Lao tourism; in particular, the number of tourist arrivals in Laos in the last decade and its markets were also identified. Further, the situation of tourism in Vang Vieng District, which is adjacent to a case study village, was also discussed, and then the chapter briefly explained about tourism in Naduang Village.

The chapter discussed the methodology and research design supporting this research study. The former employed a qualitative methodology and used social constructionism as a theoretical approach. The latter used an interpretivism for a research paradigm, because it involves studying the subjective, which is the reality of people's views rather than focusing on facts, and it aims to understand experience and social activities in people's real-life context. Thus, the researcher needs to be a part of the research circumstance in order to deepen insight of the subject being observed. This paradigm leads to selection of the rationale for choosing a case study. In this respect, a single case study was chosen as a pertinent design for this research.

After identifying the methodology, research design, and providing reasons for choosing a single case study, the research methods were discussed. To obtain detailed data from participants and to become involved in the real-lives of people

in the research area, the research used moderate participant observation and an in-depth interview with 20 participants who are involved in CBT activities in Naduang Village.

Additionally, this research was based on purposive sampling and snowball sampling approaches, which are widely used in qualitative research. The chapter concluded a discussion on the quality of the research in two respects which are validity and reliability.

In the next chapter, the analysis of the findings was undertaken and the results are outlined based on five research questions.

## **CHAPTER FOUR: FINDINGS**

### **4.1 Introduction**

The previous chapter discussed the methods used for data collection to meet the aim and objectives of this research. This chapter examines the research findings with the aim of investigating the extent to which tourism development is beneficial to local communities, by concentrating on community-based tourism in Naduang Village, Laos. Furthermore, this study also looks at the framework of social networks within the village especially regarding how they work together, in relation to tourism activities.

This chapter presents a summary of the qualitative data collected from 20 key informants who are involved in tourism activities in Naduang Village using semi-structured interviews and participant observation.

The findings begin to reveal the understanding of the nature of the supply chain for CBT and how it affects the success of tourism as a long-term development tool with benefits for the community. This is specifically in relation to the nature of participation in CBT in the case study village, the role of supply chain and direct benefits, as well as the question of whether CBT remains after the aid programme has gone. To conclude, a summary of this chapter is presented.

### **4.2 Interview results and findings**

Ensuring the confidentiality of participants' information is a main concern of this research. According to Braun and Clarke (2013), coding is an important instrument in identifying, labelling and classifying the structure of the data. This is reaffirmed by Wahyuni (2012); in a large amount of research, coding is used as a replacement of case organisations with specific figures since it accommodates the role of a peer who is going to check the consistency of coding in the later stage of data analysis.

Thus, code letters and numbers are used in this research as reference to the interviewees and their background information. For example, all 20 participants, residing in Naduang Village, Laos, were identified by coding as CBT1, CBT2, CBT3 through to CBT20 respectively. CBT is the acronym for Community-Based

Tourism. The participants are villagers involved Community-Based Tourism activities in Naduang Village. The participants were divided into six groups in relation to their roles in tourism activities: “HC” represented the group of Homestay and cooking, “WM” represented the Waterfall management group, “HD” represented the group of Handicraft makers, “BC” represented the Baci ceremony group, “OR” represented the Organic vegetables group, and “SE” represented the Security group. There is also the Village Authority, a group made up of the headman and his committee, who govern the village. In addition, “LL” referred to Lao Loum or lowland people, who are mostly living along the Mekong River and cover the majority of Lao people, and LT referred to Lao Theung or midland people, who are largely of Mon-Khmer stock. The profile for all respondents is summarised in Appendix E.

### **4.3 The nature of community participation in CBT**

#### **4.3.1 The ideal CBT process**

This question of what is the ideal CBT process was deliberately chosen by the researcher as the initial, “scene setting” interview question. It basically is aimed at gaining the understanding and knowledge of local people about CBT in the Naduang Village context. In addition, four sub-questions were also asked in order to facilitate obtaining in-depth information about the locals’ perspectives on CBT.

##### **a) Main reasons for developing CBT in Naduang Village**

In terms of their engagement in CBT, this study found that the majority of the informants understand the nature of this type of tourism quite well and they believe that the involvement of the host community is an integral part of its development. When the participants were asked about the reason why CBT happens in this case study village, the responses were grouped into three themes: economic development and poverty reduction, abundance of tourism resources, and natural and cultural preservation.

### ***Theme one: Economic development and poverty reduction***

The research findings reveal that a large number of interviewees perceived that the economic development is one main reason for community-based tourism development in Naduang Village, because they believed that tourism can bring money to their community. As well, they stated that the Village Authority, governance group, acknowledges the importance of tourism; especially noted the power of CBT in eradicating poverty from the community. A participant showed his thoughts about this issue:

*In my opinion, the Village Authority was aware of the importance of tourism playing an important role in improving economic status and alleviating poverty in this village. Due to the fact that some villagers don't have even a piece of land to grow their rice they had to do slash and burn farming. Therefore, the Village Authority had to take the CBT as a means to reduce poverty [CBT13, 45years, high school, security group, Lao Loum].*

*The second thing is creating income of local people by allowing them to participate in tourism development activities such as homestay, guiding, food service and etc...and our main goal is to alleviate poverty in our village [CBT1, 48 years, high school, homestay and cooking group]*

Fourteen other participants agreed with this comment across different CBT groups (see Table 4.1).

### ***Theme two: Abundance of tourism resources***

Many respondents asserted that Vang Vieng City, which is only 4 kilometres from Naduang, is a tourism city and it is very popular for not only local tourists but also international tourists especially those who are passionate about nature tourism. Naduang Village is one of many places near the city that has great potential for tourism development due to its richness of natural resources such as waterfalls, streams and untouched forest. The following comment presented what the participant thought:

*Previously, even though we have great potential to develop tourist attractions such as Kaeng Nyui Waterfall, thick forest and etc..., we had not started developing them yet. Lately, we know the importance of tourism, the Village Authority therefore proposed the development plan to the City Authority and finally it was approved coupled with our village was the target village of the Sustainable Tourism Development Project, so our village was taken into consideration by related authorities [CBT12, 64 years, primary school, Baci ceremony group].*

This comment was agreed on by another seven participants across different CBT groups (see Table 4.1).

### ***Theme three: Natural and cultural preservation***

A small number of informants expressed the view that natural and cultural preservation and a united promotion of the village are the main reasons for establishing CBT in Naduang Village. The following comment illustrates the perception of a Lao Loum man which is representative of all ethnicities of Naduang Village:

*Ah ... we wanted to raise awareness among villagers about how to protect the environment especially the importance of natural resources, and how to preserve traditions and culture for each minority group [CBT1, 48 years, high school, Homestay and cooking group].*

This is reaffirmed by one other participant (see Table 4.1).

#### **b) Local residents' views on who should be involved in CBT**

According to the responses, two themes regarding the involvement of stakeholders in CBT were mainly mentioned by the respondents: participation of all villagers and the involvement of the government.

### ***Theme one: Participation of all villagers***

Almost all respondents believed that everyone in Naduang Village should get involved in CBT activities and also get benefits from their participation. They further commented that CBT is a type of tourism that requires the involvement of

local residents in planning and operating CBT activities. Some respondents who are Lao Loum men and representative of all ethnicities in the village case study reported that:

*As its name is called, “community-based tourism” so everyone should be involved in the process of tourism development. More importantly, we [local people] are the owners of the properties including cultural and natural resources so we have our own rights to take part in planning, managing tourism in their locality and the most important is they should get benefits from tourism activities [CBT1, 48 years, high school, homestay and cooking].*

*As I know, the main purpose of tourism development in Nduang Village is to foster the local economy or simply said that to improve income of the villagers. Thus, to achieve its goal, everyone should be engaged in CBT activities and importantly they should get benefit from their participation [CBT3, 43 years, primary school, Security group].*

Nineteen out of 20 respondents agreed with these comments (see Table 4.1).

### ***Theme two: The involvement of the government***

To the contrary, there was one participant who said that the government at different levels should be involved in CBT activities from the start-up process until implementation and in the management process, since he felt the governments are able to supervise the locals to work effectively. Here is a comment of the respondent on the involvement of stakeholders in CBT:

*In my opinion, the government should be involved in CBT instead of a private company as it is able to guide and supervise the local residents to work in a proper manner*

*[CBT20, man, 59 years, high school, Waterfall management group, Lao Loum].*

**c) Local residents views on CBT responsibilities of stakeholders**

As mentioned previously, local residents feel that all villagers should be involved in CBT in Naduang Village. The main responsibilities that local stakeholders should have in CBT can be categorised into two main themes: protection, and compliance.

***Theme one: Protection***

More than half of interviewees stated that all villagers should take up responsibilities to protect the environment and natural tourism assets. Furthermore, maintaining their properties and keeping their surroundings clean are the responsibilities of all villagers, since these four things are main motivators for visitors to come to their village. An older woman from the Waterfall management group said:

*Everyone should take responsibility for maintaining tourism resources and protecting them in a sustainable way in order to make them the most useful to the village, and also the Village Authority should be a key player in leading and guiding the villagers to take their responsibilities [CBT2, 52 years, Primary school, Lao Loum].*

***Theme two: Compliance***

Some respondents mentioned that everyone should strictly follow the instructions of the Village Authority relative to tourism development activities, particularly for the implementation of respective CBT groups. Here is the comment of a Lao Theung man from the Security group:

*I think that everyone in this village should be responsible for whatever the Village Authority assign to do as we have limited knowledge in terms of tourism development activities. For me, I have no idea about homestay services, but I could have some comments on how to ensure the security in this village [CBT13, 46 years, secondary school].*

**d) Local residents views on planning, creating, and operating CBT**

This study finds that there were three themes: villagers, local authority and central government. Some participants noted that villagers, who have background in

tourism services, should be involved in tourism planning processes. However, a large number of interviewees commented that all tourism activities should be planned and operated by the Village Authority. However, only one participant said that the central government should be involved in the tourism planning process in order to direct local residents to conduct tourism activities.

### ***Theme one: Villagers***

Some participants argued that villagers should be involved in the tourism planning process, especially those who have a background or knowledge of the industry such as the homestay services. The following account highlights the perception of a woman from the Homestay and cooking group on tourism development planning:

*In my opinion, tourism resources like waterfalls belong to everyone in this village. Thus, when tourism planning is being planned, people in this village should be part of the tourism planning process. Also, we have different groups in our village so those who have knowledge regarding respective groups should be involved in the planning process as well [CBT7, 43 years, high school, Lao Loum].*

### ***Theme two: Local authority***

A majority of interviewees agreed that all community-based tourism activities should be planned by the Village Authority, led by the village headman. Furthermore, a few interviewees said that even though the Village Authority is the key planner of tourism, questions regarding tourism development should be put to villagers in a referendum. On this issue, two Lao Loum men from the organic vegetable group and the Security group respectively demonstrated that:

*Well ... I think that the headman should be a key planner as he has experience and also other villagers who have knowledge about tourism development activities like homestay service [CBT15, 70 years, High school].*

*I think that the headman and his committee should plan CBT activities and then propose it to the city or provincial authority to get approval. After it*

*is approved, we, Nduang Village should operate the activities together [CTB8, 42 years, Primary school].*

***Theme three: Central government***

Nonetheless, there was one participant who stated the central government should be involved in tourism planning process at the village level in order to supervise whether villagers implement tourism activities in accordance with the village's characteristics and its potential, but most importantly to secure transparent financial management. A middle-aged man from the Waterfall management group had a comment on this issue:

*It is true that all resources belong to us [villagers in Nduang Village] but most of us have limited knowledge in terms of administration and management of those resources; therefore, I think the central government like the Ministry of Information, Culture and Tourism has to take close attention in tourism planning. Moreover I would like to see tourism activities' implementation is regularly monitored by the central government [CBT19, 35 years, high school, Lao Loum].*

**e) Local residents' views on who should get benefits from CBT**

Generally speaking, CBT development is promoted as an instrument that enables the equal distribution of economic benefits from tourism (Tosun, 2000). In this research therefore the participants were asked about their perceptions on who should get benefits from CBT. The findings of this study reveal that all participants believe that the villagers in Nduang Village should be the main stakeholder obtaining benefits from tourism. They reported that they all own the tourism resources, both tangible and intangible assets and as the name suggests, every household in the community should benefit from tourism.

Moreover, some of participants mentioned that if CBT activities are operated by private companies, all revenues would go to the pockets of outsiders, which means that tourism development would not be a sustainable tourism development anymore. Some interviewees from the Handicrafts group, Homestay and cooking

group, and the Waterfall management group in the current study respectively commented:

*A CBT is a form of tourism in Naduang Village so everyone in the village should participate and everyone should get benefits from their participation as the goal of the tourism development is generating income for local people meanwhile preserving their traditions and culture within the village [CBT11, Woman, 37 years, Primary school, Lao Loum].*

*[laughs] it should benefit everyone in this village because we own the tourism resources such as waterfalls and other natural tourism resources. I know however tourism is not the main source of income, it is an additional source that we can get apart from our main jobs like agricultural production, and it will contribute to the national poverty reduction's goals since the Lao government has set to achieve by the next five years [CBT4, Woman, 54 years, primary school, Lao Loum].*

*Uhm ... in my opinion, regarding the benefits of tourism, every family should get benefits because as we have agreed in village's meetings. Obviously, the CBT is for everyone so everyone should get benefits. [CBT16, Man, 52 years, primary school, Lao Theung].*

To conclude, three main themes were generated from this question: the economic development and poverty alleviation, an abundance of tourism resources, and natural and cultural preservation. These themes are important to the question as they are reasons driving CBT happening in Naduang Village. However, the question not only attempted to find out the reasons, but also the understanding of local people regarding the concept of CBT in general terms. Almost all participants believed that all villagers should get involved in CBT activities and also benefit from their participation. In relation to this, Okazaki (2008) asserted that the involvement of a community in tourism development is an approach to increasing a community's carrying capacity in maximising the interests as well as minimising the costs of tourism activities.

Regarding the responsibilities that should be taken by stakeholders, the findings revealed that many respondents saw the protection of natural resources and the

environment is their main task. Further, some participants believed that villagers should comply with instructions of the Village Authority. Moreover, a large number of respondents concurred that the local authority should be the key player in planning, operating and managing tourism activities, although a few felt that villagers should be directly involved in tourism development processes. According to ASEAN (2014), the activities of CBT are commonly owned, operated and managed by a community, which leads to improvement of a community's standards of living through enhancing the sustainability as well as protecting the tangible and intangible assets of a community.

Only one respondent asserted that in the aforementioned processes, the central government should be a leader in planning and supervising the locals to conduct tourism activities in appropriate areas. The government plays a key role in managing human resources in tourism and has a role in controlling other stakeholders and also formulating the policies in order to direct and address the needs of all involving stakeholders in tourism (Timur & Getz, 2008).

Table 4.1: The understanding of local people about the ideal CBT process

#	Themes	Frequency
1	All villagers in Naduang Village should be involved in CBT activities and get benefits from their participation	19
2	The economic development is the main reason for organising CBT activities in Naduang Village, and also the Village Authority acknowledges tourism, as it can reduce poverty	15
3	All CBT activities should be planned, created and operated by the Village Authority led by the village headman	12
4	The villagers should take responsibility in protecting the environment and natural tourism resources such as waterfalls, forests and streams, and they should keep their dwellings clean	9
5	Naduang Village has great potential for development as a tourist attraction because of things like the Kaeng Nyui Waterfall	8
6	Everyone should follow the instructions of the Village Authority regarding tourism development	5
8	Villagers who have knowledge of tourism services such as homestay service can be planners	3
9	If tourism activities are operated by private companies, tourism will not be developed in a sustainable way, because all revenues will go into their pockets	3
10	The natural and cultural conservation is other reason for developing CBT	2
11	The central government should play a crucial role in planning and supervising the locals in order to secure the transparency of the financial returns	1
12	The governments at different levels should be involved in CBT activities from the start-up phase to implementation and management phases.	1

## **4.4 Community-based tourism supply chain**

A reasonable level of participants' understanding regarding the nature of CBT was identified in the previous section.

### **4.4.1 Tourism supply chain stakeholders**

This research question aimed to identify community stakeholders involved in CBT activities in Naduang Village and the structure of the network of stakeholders in relation to their work. Tourism in Naduang Village has been developed into a form of CBT, where in terms of the implementation and management of tourism activities, all tourism activities have been divided into several groups, although some groups are inactive due to lack of personnel. The groups are called *Community-Based Tourism groups*: (1) the Homestay and cooking group, (2) Waterfall management group, (3) Handicrafts maker group, (4) Baci ceremony group, (5) Organic vegetables group, and (6) Security group. Thus, each CBT group has to work together as a network within the village.

#### **a) Relationships among CBT stakeholders**

The findings for this question reveal that the CBT groups have been clustered into two basic themes: Homestay and cooking group and other CBT groups (other than Waterfall management group), and the waterfall management group and the Security groups. It can be clearly seen that most of the participants said that they have been working with the Homestay and cooking group, while all interviewees of the Waterfall management group work directly with the Village Authority and the Security group.

#### ***Theme one: Homestay and cooking group, and other CBT groups***

It is observed that a majority of interviewees, who are members of the Handicrafts group, Baci ceremony group, Organic vegetables group and Security group, work closely with the Homestay and cooking group. Hence, it could be said that the Homestay and cooking group plays a central role in the networks of CBT activities in Naduang Village. The following statements present the comments of participants on the relationship of their work regarding the CBT activities:

*As I work for cooking group so I usually work with an Organic vegetables group. For my cooking group, we are supplied by organic farm group especially vegetables and we are also supplied by other families those who have raised animals, fishes as well as vegetables [CBT7, woman, 43 years, high school, Homestay and cooking group, Lao Loum].*

*I am one of nine members in Handicrafts group. I and other members usually work with the Homestay and cooking group. For instance, when there are tourists staying at the homestay we take our products such as Lao skirts (Sinh), scarfs, shirts and tablecloths to show them [CBT10, woman, 55 years, primary school, Handicrafts group, Lao Loum].*

*Uhm ... I am a member of Baci ceremony group and I usually work with Homestay and cooking group. For instance, whenever tourists want to experience our traditions -the Baci ceremony [this ceremony is held to welcome guests or visitors to the village, or wish guests a safe journey], the tour leader will call to the village headman and then the headman will tell my group to prepare our stuffs for the ceremony. The Baci ceremony will be held at the village headman's house [CBT14, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

Eight other participants agreed with these comments across different CBT groups (see Table 4.2).

### ***Theme two: Waterfall management group and Security group***

It can be clearly seen that the Homestay and cooking group is a central component of the CBT activities in Naduang Village. However, the findings under this theme revealed that respondents, who work for Waterfall management group, have not worked directly with the Homestay and cooking group, but work directly with the Village Authority and the Security group. The former plays a role in guiding this group while the latter works with the group on the waterfall site, particularly in order to ensure the safety of tourists when they are visiting the waterfall. These comments from the members of the Waterfall management group, who are Lao Loum, said:

*As I am a member of Waterfall management group, I have worked with all villagers who take turn as ticket sellers. Basically, my group is responsible for managing the waterfall site so we or all members of my group often work and contact with the Security group in order to secure the safety of visitors during their visit [CBT2, woman, 52 years, primary school].*

*Eh ... actually, I am a member of the Waterfall management group so I always work with villagers those who take turn in ticket selling task. This means that I don't work with a specific CBT group. However, sometimes I sell vegetables and poultry to Homestay and cooking group but all in all, as a member of the Waterfall management group I do not work with other CBT groups [CBT19, man, 35 years, high school].*

In addition, it can be observed that some of interviewees were assigned to be responsible for various CBT activities by the Village Authority in which they are actually responsible for more than one role, owing to the small size of the community. Here is an older woman who works in the Homestay and cooking group commenting on her role:

*Actually, I am a member of Homestay and cooking group and due to my expertise, I also work for the Handicrafts groups. This means that I have to work for two CBT groups [CBT6, 55 years, primary school, Lao Loum].*

Six other participants agreed with this comment across different CBT groups (see Table 4.2).

#### **b) The network of CBT goods and services in the tourism supply chain**

After identifying the networks of the CBT groups in Naduang Village, the research study also further looked at how the CBT groups support and work together. However, there are six active CBT groups undertaking their activities, through some of them are not involved in supply of goods and services linkage of CBT processes. According to the findings, a majority of respondents asserted that they are involved in the process of supplying goods and services in relation to tourism activities in Naduang Village, while the rest mentioned that they are only involved in service activities. Therefore, two themes were classified as follows:

CBT groups involved in supplying goods and services, and CBT groups involved only in service activities.

***Theme one: CBT groups involved in supplying goods and services***

A large number of the informants who are members of the Homestay and cooking, Handicrafts, and Organic vegetables groups recognised that they are involved in the network that supplies goods and services. It can be seen that the Homestay and cooking group basically offers food and accommodation for visitors. In order to satisfy guests, therefore, the group needs to purchase raw materials from the Organic vegetables group, and other villagers who are able to supply agricultural products to them, as well as some Western food from city markets to offer to tourists/visitors. One informant reported that:

*Uhm ... most of raw materials such as vegetables, fishes and poultry are supplied by all villagers, especially those who are members of the Organic vegetables group. However, there is some stuff that we cannot produce by ourselves such as bread, cheese and potatoes, so we have to buy them from a market in the city [CBT1, man, 48 years, high school, Homestay and cooking group, Lao Loum].*

Furthermore, the findings revealed that the Handicrafts and Organic vegetables groups have similar networks. The former started their production from purchasing raw materials like silk and cotton from outside traders (city markets). Once they have finished producing, their products will be sold to tourists in homestays, sold to villagers, and sold at the city markets. The latter group plant various types of organic vegetables, which depend upon the seasons. The seasonal organic vegetables are always supplied to homestays and other families in the village. Additionally, the members of this group sell their vegetables at the city markets and produce sufficient quantity to supply restaurants in the city (4 km away). Some respondents of the current research study explained that:

*Actually, I and other members bought the raw materials from the market in the city especially silk and cotton, which are our main materials. Our finished products will be displayed and sold at homestays, at our homes, as well as we*

*can sell our products at the market in the city [CBT11, woman, 37years, primary school, waterfall management group, Lao Loum].*

*I am a head of the organic vegetables group. I and other members have planted vegetables before tourism development started in this village but we used chemical fertiliser. In respect to this, we were selected to form the Organic vegetables group since the tourism has been developed. Then, we planted organic vegetables to supply the Homestay and cooking group, villagers in the village, restaurants, and a market in the city [CBT13, man, 45years, high school, Organic vegetables group, Lao Loum].*

### ***Theme two: CBT groups involved only in service activities***

The findings for this study's research suggest that even though the CBT groups work together, the Waterfall management group actually works quite independently. It can be observed that it works directly with the Village Authority, since the main roles of this group are to organise and inspect a daily ticket selling operation at the waterfall. However, all respondents of the Waterfall management group agreed that they and the Security group always work together in order to provide good service and to secure the safety of visitors. This study also finds that the other two CBT groups (Security and Baci ceremony) have contributed their work to tourism service in Naduang Village by collaborating with the Homestay and cooking group. The following accounts demonstrate comments of three Lao Loum men, who work for the Waterfall management, security and Baci ceremony group on their tourism service's network in Naduang Village:

*Well, I was assigned by the Village Authority to be a member of the Waterfall management group and my main role is to inspect the work of two villagers who are in charge of ticket selling task. I and other members of the group also instruct visitors to dress properly when they [foreign visitors] are playing in water as well as encourage them to keep the site clean [CBT19, 35 years, high school].*

*In fact, I am a member of village militias so I was selected to be a member of security group since the tourism has been developed in Naduang Village. In relation to my role, I have worked with the homestay and*

*cooking especially when they have their guests staying at their houses. Apart from that, I and other members work with the waterfall management group. This means that my work only contributes to the tourism service; I do not supply any goods to the other CBT groups as a network. However, my family sometimes sells our agricultural products to the Homestay and cooking group when we need some money [CBT8, 42 years, primary school].*

*Well, I don't have specific products to support the Homestay and cooking group or other CBT groups. I only sometimes sell my chickens or vegetables to the Homestay and cooking group [CBT12, 64 years, primary school].*

**c) Support for and hindrances to CBT stakeholders' roles in the supply chain**

The findings for this research reveal that the networks of CBT groups involving goods and services linkage in Naduang Village are classified into two main networked circles: a goods and services circle, and a service circle. In addition, this research also explored how CBT groups work together. The final part of this research question is to identify what encourages and impedes the participants' roles in implementing the CBT activities.

Given the fact that the CBT activities in Naduang Village are varied, the local stakeholders also take on different roles. A majority of the respondents commented that their duties were clearly delineated by the Village Authority; furthermore, most members of respective groups are quite active in doing their jobs and in coordinating with other groups' members. These factors really help them to conduct their own tasks easily and more systematically. Nonetheless, they have been facing some problems. A few interviewees stated that some villagers and members are not responsible enough to pay attention to their tasks. The study further finds that some interviewees, working in accommodation provision, are constrained by limitations of knowledge. Here is what the respondents in the current study indicated:

*In my opinion, every CBT group has been given their tasks by the Village Authority which really facilitates me and other members to perform our tasks efficiently [CBT5, Woman, 38 years, high school, Homestay and cooking group, Lao Loum]*

*Well, I would say that my group and other groups are working pretty well in relation to respective group's work but I found that some members of my group are reluctant to participate in my group's task. This caused difficulties in doing our group work; for instance, somebody did not appear taking their role in ticket selling task in their turn so I or others have to find someone else to cover him or her [CBT2, woman, 52 years, primary school, Waterfall management group, Lao Loum].*

*It is true that we have been trained in relation to homestay services, but we still need to acquire wide knowledge in terms of sanitation, because I think that this issue really affects the satisfaction of visitors [CBT13, man, 45 years, high school, Security group, Lao Loum].*

In conclusion to this question, the networks of CBT, otherwise known as tourism supply chains, were identified as the Homestay and cooking group, the Waterfall management group, the Handicrafts group, the Organic vegetables group, the Security group, and the Baci ceremony group. These CBT groups basically work in two circles. First, the majority work closely with the Homestay and cooking group. In other words, the homestay and cooking is one of main activities of CBT in this case study village, and the goods and services linkages have been found in this regards. Second, participants from the Waterfall management group claimed that they only work with the Security group and vice versa. Hence, according to the characteristics of goods and services networks identified here, a majority of participants are involved in the supply of both goods and services, especially those who work for the Homestay and cooking group, Handicrafts and Organic vegetables groups. The remainder who work for Waterfall management, Security, and Baci ceremony groups are involved in service activities only.

In relation to tourism supply chains, it is a sequence that “comprises of the suppliers of all the goods and services that go into the delivery of tourism

products to consumers” (Song, 2012, p. 5). Finally, all respondents agreed that by being given specific tasks as group work, this really facilitates the villagers in practicing their roles, but some participants reported that some of their group members did not deliberately work at their specific task. This would be a hindrance to implementing activities of the CBT groups. To sum up, the tourism networks in the case of Naduang are different from those described in prior research. Therefore, these findings will be new knowledge for the researcher as well as those who are interested in the tourism supply chains or tourism networks in developing countries, particularly Laos.

Table 4.2: The stakeholders in CBT development process in Naduang Village

#	Themes	Frequency
1	CBT groups work (the Security, Baci ceremony, Handicrafts and Organic vegetables group) closely with the Homestay and cooking group	11
2	Every household takes several roles (family members of Waterfall management groups are members of the Homestay and cooking group)	7
3	Homestay and cooking group work with every household	5
4	The Waterfall management group has 18 members and its role is to inspect and organise the daily ticket selling activity	4
6	Members of Security group are active even though they do not get salary	3
7	The collection of waterfall entrance fees has become more transparent since this group has been established	3
8	Some villagers are not satisfied with the financial returns of their role in selling tickets as they believe that they can get more money from other work	3
9	The Handcraft group purchases raw materials from the city markets	3
10	The Organic vegetables group supplies agricultural products to homestays and city markets	3
11	The safety issue has been controlled well so far because Naduang Village is relatively small in size	2
12	The Waterfall management group works independently	1
13	The Village Authority acts as a leader and marketer for the Handicrafts group	1

#### 4.4.2 Supply chain roles

The purpose of this question was to find out the roles of the local community stakeholders, including the advantages and disadvantages of their roles. Additionally, the question reinforced an earlier question about participant

stakeholders in the tourism planning process. It also identified the stakeholders making decisions about tourism activities. The findings demonstrate that all interviewees are part of the CBT activities of Naduang Village, by consequence of their membership of CBT groups. Thus, the participants' roles are relatively varied. More than half of interviewees said that they were part of the tourism planning process; furthermore, the majority of them agreed that the Village Authority is a main player in deciding whether or not tourism activities should happen in Naduang Village.

**a) The roles of local stakeholders in the tourism supply chain**

According to the findings, the respondents reported that they have different roles as they were assigned by the Village Authority to work for CBT groups in the supply chain process. In relation to this, they work for the Homestay and cooking group, the Waterfall management group, the Handicrafts group, the Security group, the Baci ceremony group, and the Organic vegetables group. This sub-question was classified into six themes according to the CBT groups' roles.

***Theme one: The Homestay and cooking group***

All five respondents of this group commented that they all are responsible for providing food, accommodation, and organising cultural performance. Some of them mentioned that they usually cook not only for tourists staying at homestays but also for government delegates from city, provincial and central levels when they come to work with the village. Some interviewees also added that they provide homestay services for international tourists from the Americas, Europe, and East Asia. An older woman from this CBT group said:

*Initially, we have two separate groups: Homestay and cooking groups, but lately two groups work as one group because our work is really connected with each other. For instance, when tourists come to stay at my house, I have to join with other members of the cooking group in cooking at the village headman's house. For the homestay, I have two bed-rooms with three single beds for each. In the high season last year, my homestay was occupied three days a week [CBT6, 55years, primary school, Lao Loum].*

The other four members of this group also concurred with this comment (See Table 3).

***Theme two: The Waterfall management group***

According to the interviewees, the main duty of this group is to collect money from visitors visiting the waterfall. All respondents reported that every member of this group has to take turns in organising and inspecting the villagers during the everyday ticket selling task. Some of the informants commented that they are also responsible for maintaining the waterfall site, including the parking area, bridges, and access to the waterfall site. Here is a comment of an older Lao Theung man who is a member of the Waterfall management group and a representative of the group:

*I and 17 other members of the group are responsible for organising and inspecting villagers in their daily ticket selling task. Every day, two villagers and one member of the group take a role in ticket selling at the waterfall. Sometimes, I fix the road and bridges along the way to the waterfall [CBT16, 52 years, primary school].*

This was reaffirmed by three other members of the group (See Table 3).

***Theme three: the Handicrafts maker group***

Three respondents of this group agreed that their role is to preserve the local culture through textile weaving. The informants added that their products, including Lao skirts, scarves and shirts, are usually sold to villagers, and tourists, both those who are staying at homestays or those who are day-trippers. The following comment is from an older Lao Loum woman who is a member of this group:

*Well, the role of my group is slightly different from other CBT groups as our activities are part of our daily lives and we are quite independent in doing our tasks. We can do our activities whenever we are free. When the rainy season arrives, we can start our planting rice activity without worrying about CBT activities since we are able to show our products to tourists during the nighttime. I think that our activity is an additional*

*activity attaching to other CBT activities [CBT10, 55 years, primary school].*

This idea was reiterated by two other members of this group, especially the point that their role is to rejuvenate and preserve the local culture (See Table 3).

#### ***Theme four: The Baci ceremony group***

In relation to the role of the Baci ceremony group, two respondents of this group asserted that this activity is basically held when it is needed by tourists. The purpose of this activity is to welcome the guests to the village or wish them to have a good trip. The respondents further explained that their role is to organise the ceremony at the headman's house. This is not only for tourists but also for villagers, to help them retain and support their culture. The following comment explains the role of two older Lao Loum men:

*My main role is preparing and organising the Baci ceremony when I have been told by the headman of the village. Not every tourist group wants us to organise the ceremony, but there have been some tourist groups. Usually, I and other members organise the ceremony at the house of the headman at about 5-6 p.m., and after the ceremony we have dinner together [CBT12, 64 years, primary school].*

This comment was reaffirmed by the other respondent (See Table 3).

*In my opinion, my role is to preserve our culture since every day my task is blessing the tourists visiting the waterfall. I think that this can help the services to satisfy them and appeal to them so they will revisit us again [CBT14, 60 years, secondary school].*

#### ***Theme five: The Security group***

Three respondents of this group concurred that they are village militias. When tourism development occurred in this village in 2009, the group was set up and clustered as part of the CBT groups. Thus, their role is to secure the safety of the villagers as well as tourists in the area of the village. A Lao Theung man who works for this group, representative of all the Security group's members, said:

*Even though there was nothing happening in our village, the safety is still our priority matter. Especially, when we have visitors visiting our village, we have to make sure that our guests and their properties are saved. We usually patrol over the village at night and sometimes over the waterfall site. Usually, we were informed by the headman of the village when there will be tourists staying at the village [CT3, 46 years, secondary school].*

This comment was affirmed by two other respondents representing this (See Table 3).

### ***Theme six: The Organic vegetables group***

In relation to the role of this group, all three respondents asserted that they play a key role as a food production unit, because they grow organic vegetables to supply the Homestay and cooking group when the homestays have tourist visitors. Besides this, the group also supplies villagers and city markets, since recently the organic vegetables have been needed by consumers, both tourists and local people. A young Lao Loum man, whose comments are representative of all members of this group said:

*The task of my group is to produce organic vegetables for the Homestay and cooking group. Previously, we (villagers of Naduang) used chemical fertilisers for our vegetables; since we have been assigned as a CBT group, we are using non-chemical methods instead. I think that recently my group is a main vegetable producer for the Homestay and cooking group [CBT18, 35 years, high school].*

The other two respondents also concurred (See Table 3).

#### **b) Advantages and disadvantages of the supply chain roles**

Despite the roles of respective CBT groups having been explained in the aforementioned section, it is important for this research that a deeper understanding of respondents about their roles in CBT activities is illuminated. Therefore, a sub-question was asked about what were good and not good features of their roles. The findings note that each CBT group has advantages and disadvantages in connection to their respective roles that are distinctive to each

group. According to the differentiation of CBT groups, they were classified into six themes, as follows:

***Theme one: The Homestay and cooking group***

All respondents of this group agreed that their roles were really important to the degree of tourist satisfaction, because they had direct contact with visitors by providing accommodation and food. Three out of five interviewees of this group said that their role involves not only providing food and accommodation but also demonstrating their culture through their food, as well as generating some financial returns. Furthermore, this group organises the cultural performances in which tourists can participate. The following comment demonstrates the thoughts of a Lao Loum woman and is representative of all members of the group about her role:

*Well, I became a member of this group in the first phase since we have three phases in total and now we have eight members. I would say that the role of my group is really important, because we could make tourists happy by providing good services in terms of accommodation and food, and more importantly, I could earn some money [CBT5, 38 years, high school].*

Three out of five interviewees agreed with this comment but the following set of ideas shows another role of the group:

*We have also organised the cultural performance after dinner, performed by school kids, so I think it is a good thing that tourists can experience our culture. As I observed, most tourists really enjoyed this activity, as can be seen in their willingness to support our children for either their educational materials or funds. [CBT6, Woman, 55 years, high school, Lao Loum].*

However, most of the respondents of this group stated that these ideas are not about bad things about their role but things that needed to be improved. It was observed that they have limited knowledge about food and accommodation services. Moreover, sanitation is the main issue for this group, as their tasks are

directly related to the tourists' health. The following comment of a Lao Loum woman represents this group:

*[Laugh]...actually, it was not a bad thing to me but it is about what we should do to improve our service to satisfy tourists. Obviously, I and other members do not have any background in tourism service, so it is pretty difficult for us to deal with this (sanitation) issue, especially in the early stage of the development [CBT7, 43 years, high school].*

### ***Theme two: The Waterfall management group***

All respondents of this group asserted that this group plays a crucial role in contributing money to the village development funds, due to the fact that its role is to collect money from the waterfall. Obviously, since the group has been established, the system of money collection has become more transparent. An older Lao Loum man respondent commented that:

*Since the group has been established, the entrance fee of the waterfall has been managed systematically and more transparently. Every day, one member of the group will work with two villagers for ticket selling tasks so the leakage of the fee has been eliminated [CTB20, 59 years, high school].*

This comment was agreed with by two other participants of the Waterfall management group (see Table 3).

On the other hand, three out of four interviewees of this group stated that some villagers were not satisfied with their personal financial returns from their ticket selling task. They claimed that they have to spend many hours at the waterfall for little financial return. In contrast, they can earn far more money from activities outside tourism such as collecting and selling non-timber forest products (NTFPs) that are able to be collected using subsistence techniques such as bamboo shoots, fern, and rattan. This is a comment of a Lao Loum woman who is a member of this group:

*Honestly, money is the most wanted for villagers here, so some people were not willing to participate in the ticket selling task since they received very minimal money if compared to other work, such as collecting and*

*selling bamboo shoots, rattan, and wild vegetable, and they regarded this as a boring work [CBT2, 52 years, primary school].*

This was supported by the other two members of this group (See Table 3).

### ***Theme three: The Handicrafts group***

The findings show that all participants in this group have played important roles in revitalising and preserving the traditions and culture through demonstrating their activities to tourists as well as their own successors. All three respondents of this group agreed that the actual market for their handicrafts is pretty large, as they can sell their products in the village and also in the city markets. Therefore, they can earn some income from this activity, but the amount of money is varied; for example, those who have a sewing machine can earn more money than others. Some respondents of this group reported that:

*I and other members have our own standing looms so I can weave whenever I was free from other work. For me, mostly I spent my time on weaving after I finished planting rice and then harvesting rice respectively, so it does not affect my main job. I felt happy every time when I taught tourists how to weave; it seemed very hard for them [laughs] and I also taught my daughter but she is not as skilled as me [CBT10, woman, 55 years, primary school, Lao Loum].*

*I think that our market is pretty large and I would say that we can sell whatever we can produce [CBT11, woman, 37 years, primary school, Lao Loum].*

On the other hand, this group is facing some problems which may affect the continuity of the group's activity. The research finds that there are very few members of the Handicrafts group and there is an inter-generational gap in succession of expertise between them and their children. In addition, this group still needs some money for recurring investment in weaving materials and replacement of equipment. On this issue, a Lao Loum woman of this group said that:

*I am the only weaver in my family and it will be very difficult for me to teach my daughter, as she is very young, so I am afraid that this activity would be affected by lack of successors. I and other members borrowed money from the bank through the microfinance system because we had insufficient funds to invest even if we got some money from tourism [CBT9, 49 years, secondary school].*

This comment was supported by two other members of this (See Table 3).

#### ***Theme four: The Baci ceremony group***

These findings suggest that the good and not good things about this group were similar to those of the Handicrafts group. Two respondents of this group reported that their task is related to cultural revitalisation. The respondents further explained that a Baci ceremony is a very important tradition in their daily lives, so practice of this activity will help the locals preserve their culture. Two older Lao Loum men from this group commented:

*Usually, I am a person who recites prayers in the Baci ceremony in the village; since this group has been established I was assigned to be a head of this group. I think that my group's activities help the village to preserve our culture and more importantly tourists can experience and learn our culture [CBT14, 60 years, secondary school].*

*I think what is good about my role is preserving our culture. My working place is at the waterfall, to give good wishes to visitors who come to pray at the shrine, and I found that most of tourists are quite happy with our service. Thus, some of them gave donations to us and that money had been allocated to the village development funds [CBT12, 64 years, primary school].*

Nonetheless, the study finds that membership of this group is limited because the group requires elders. They believed that whoever takes this role must be an elder, so there will be a gap between the current generation and their successors. The respondent of this group reported that:

*We believed that elderly people are always respected by others, especially in our task (Baci ceremony). Even though the practices are being seen by the young, they still need time to gain their experience so this will be our challenge [CBT14, 60 years, secondary school].*

#### ***Theme five: The Security group***

Another CBT group is Security; this has been practised since the early stage of tourism development processes. All three participants of the group reported that they have performed their duty very well, evidenced by their ability to completely secure the safety in Naduang Village, especially lives and properties of tourists. Furthermore, the members of the group work very actively, even though they get very minimal financial returns when compared to other CBT groups. Here is what one of participants of this group said:

*I have been a security guard for more than 10 years, so I know well the characteristics of the village and my team is very united; thus, it is pretty easy to deal with our task and we all are willing to do that [CBT8, man, 42 years, primary school, Lao Loum].*

This comment was agreed on by the two other participants of this group (See Table 3).

However, the research finds that this group still needs some urgent funding for its daily work. Some interviewees said that previously they did not have their own budget for using when they were on duty, especially during the nighttime. Therefore, this was a problem for this group in performing their work. The following account demonstrates a comment of a Lao Loum male respondent who works for this group:

*Honestly, my group lacks specific budgets for conducting our work. Previously, we had to go to and asked the village headman at night to give us some money from a village develop fund for buying some snacks, tea and coffee (usually village militias patrol the village during the nighttime so they need some coffee and tea but they have to ask the headman for*

*some money to buy those things) so it was difficult for us in implementing our work [CBT13, 45 years, high school].*

This comment was agreed with by the other two participants of this group (See Table 3).

***Theme six: The Organic vegetables group***

The findings for this research find that all respondents regarded their role as important. They asserted that they have motivated the villagers and tourists to eat more organic vegetables, and interestingly, one out of the three interviewees said that his family was recognised by the Village Authority as a role model family regarding organic farming within the village. Two out of the three respondents stated that the market for the Organic vegetables group is quite large as the group can supply the Homestay and cooking group, villagers, as well as the city markets. This means that the development of tourism has both direct and indirect benefits for this group. One of interviewees of this group had commented on this issue:

*I am very satisfied with what I have done so far. I can supply vegetables to both homestay and the market in the city and sometimes to other villagers. Thus, I can earn more income from this activity [CBT18, man, 35 years, high school, Lao Loum].*

This comment was supported by two other respondents (See Table 3). Regarding this issue, CBT 15 added that:

*Two years ago, I was recognised by the Village Authority as a role model in the village just because I had started planting organic vegetables before tourism development in Naduang Village [CBT15, man, 70 years, high school, Lao Loum].*

Nonetheless, despite the additional income, the study finds that this group is facing the same problem as the Handicrafts group, since both of them lack sufficient funds to invest in equipment and materials to conduct their work. This is a particular need for the Organic vegetables group. According to a respondent, this group needs glasshouses for their planting, because previously they could not grow some types of vegetables in the rainy season. As a consequence, they could

not supply their products to the Homestay and cooking group all year round. Here is a comment of a participant:

*Well, I think that I need some money to construct a glasshouse for my garden because in the last two years the demand was increasing but some time I could not supply which means I lost my income [laughs] [CBT17, man, 41 years, secondary school, Lao Loum].*

These findings are important to the study, since they indicate the development and income opportunities that the organic farmers have experienced, beyond specific tourism supply activities, which exceed the income norms for the village. However, the income is not sufficient to keep the activity strongly viable, because there is insufficient income to be able to reinvest in new seed or expansion to overcome the constraints of season-specific cultivation.

### **c) Role in tourism supply chain planning**

The participants were further asked about their specific participation in tourism supply chain planning processes. The findings illustrate that while a small majority of respondents were part of the tourism planning process, many were not part of the process. A very small number of respondents said that even though the overall plan for tourism was created by the Village Authority, most villagers still had a voice in the development planning process. In relation to this, the findings for this research were grouped into two themes: taking part in tourism planning, and not taking part.

#### ***Theme one: Taking part***

Eleven out of the 20 study participants explained that they were part of the tourism planning process, and they believed that their participation was important to development, especially for their particular task, with the outcome of making tourism development in their village more sustainable. One informant, who works in the Homestay and cooking group, highlighted that:

*Well, tourism in this village is a CBT so I personally think that it is necessary for the locals to have some comments when tourism is being planned. Also, I am a member of the Village Authority so I had comments*

*on how to classify different CBT groups that can be conducted in this village [CBT1, man, 48, high school, Lao Loum].*

Similarly, CBT 3, who works in the Security group, also stated that:

*I am a head of the head of the village militias, so I had a part in the planning tourism process, as we know that the security is important and necessary for tourism services. When we have tourists staying in our village or visiting the waterfall, we have to ensure the safety of their lives and properties. Therefore, I had comments on how to protect tourists and to organise members to take daily responsibility [CBT3, man, 46 years, secondary school, Lao Loum].*

### ***Theme two: Not taking part***

On the other hand, nine out of the 20 interviewees asserted that they were not part of the tourism supply chain planning process because of their limited knowledge regarding tourism development; interestingly, most of them are women, who believed that they should just follow the Village Authority's instructions. The following statements demonstrate comments of two Lao Loum women from the Handicrafts group:

*Eh ... I did not participate in the tourism planning process because I don't have knowledge about this and I am too old so I think that I could not do this kind of thing. Thus, I just followed the instructions of the Village Authority when tourism activities were already designed [CBT10, 55 years, primary school].*

*I don't think I was a part of the tourism planning process. I was asked to join the Homestay and cooking group after the Village Authority had already designed it. Then, I decided to join the group as I knew that it is additional work and I can keep doing my main work like agricultural work [CBT11, 37 years, primary school].*

These comments were supported by another seven participants across different groups (See Table 3).

#### **d) Role in tourism supply chain decisions**

After understanding the participants' perspectives on the subject of whether or not they were part of the tourism planning process, the participants were then asked about who determines which tourism activities are undertaken in Naduang Village and how they are delivered. All of the respondents (20) reported that the Village Authority is a key player in decision making about which tourism activities will happen and which ones will not happen in Naduang Village. Three out of the 20 respondents added that the decision making of the Village Authority was actually under supervision of the City Authority (Vang Vieng District, 4 km away). This is because it is the norm of Lao governance, which is a relatively top-down approach. Some interviewees in the current study from different CBT groups commented that:

*Well, I know that all tourism activities were decided by the Village Authority, since they used to participate in several study tours so they definitely have more experience and know which activities should be created in our village [CBT14, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

Nineteen participants agreed with this comment (See Table 3). However, three of the respondents said that:

*Eh ... all tourism activities were decided by the headman and his committee [the Village Authority]. And, I know that the village was supervised by the City Authority in order to ensure that each activity is practised in viable manner [CBT15 man, 70 years, high school, Organic vegetables, Lao Loum].*

In summary of this section, all respondents take part in CBT activities of Naduang Village because all of them are members of CBT groups. Therefore, the roles of respondents or local stakeholders are quite varied due to their groups' responsibilities Homestay and cooking, Waterfall management, Handicrafts, Organic vegetables, Security and Baci ceremony. It can be observed that the CBT activities in Naduang Village are mainly conducted by local stakeholders. This is consistent with Aref et al. (2010), who suggested that, local communities have a

crucial role in tourism development since they can establish a good environmental condition for tourists, and, importantly they act as providers in supplying accommodation, catering, information, transport, facilities and services for tourism development.

In addition, the advantages and disadvantages of the host community stakeholders' roles were also revealed under this question. These are believed to be new findings, since there is no existing literature discussing these matters. The results also find that the majority of the respondents were taking part in the tourism planning process, while some participants were not. It was observed that the findings are really important to the research question, because it raised the point that the host community stakeholders were taking part and not taking part in the tourism planning process. Specifically, participants who were not part of the tourism planning process are from the Handicraft group and some from the Organic vegetables group.

The degree of involvement of the local community as stakeholders in the tourism planning process is a significant element of CBT. Gupta and Bhatt (2009) highlight that community members act as the real protectors of any destination, so they must be entitled to have the decisive role in the decision- making process as regards tourism development, and provide for better solutions to the impacts of tourism upon the community. When the respondents were asked about who decides about tourism activities in their community, all participants completely agreed that the Village Authority was the key player in deciding which tourism activities will happen in Naduang Village. Some, however, added that the decision- making process of the Village Authority was supervised by the City Authority. The results demonstrate that the local residents were part of the tourism development process to some degree, but crucial decisions were made by the Village Authority.

Table 4.3: The responsibilities of the host community stakeholders in CBT supply chain activities

#	Themes	Frequency
	Villagers play different roles due to their responsibilities in CTB groups (HC group, HD group, BC group, OR group, SE group, and WM group). E.g., food and accommodation is provided by the Homestay and cooking group	20
2	The Village Authority decided on all tourism activities that will/will not happen in Naduang Village	16
3	The members of respective CBT groups were part of the tourism planning process	11
4	Members of the Homestay, Handicrafts and Baci ceremony groups are satisfied with their roles because they can earn some additional income while they are preserving their culture	10
5	The members of respective CBT groups were not part of the tourism planning process	9
6	Lack of funds to invest for the Handicrafts and Organic vegetables groups	6
7	The market for Handicrafts and Organic vegetables groups is relatively large since they can sell their products in their houses, homestays and city markets	4
8	The members of Waterfall management group see the importance of their role in collecting money for their village development fund	4
9	All tourism activities were decided by the Village Authority and supervised by the city authority	2
10	The Baci group plays an important role in preserving the culture while facing a challenge due to a small number of its members	2
11	The Handicrafts group has a relatively large market as they can sell their products in their houses, the homestays and also the city markets	2
12	Tourism activities slow down the seasonal rice plantation	1
13	One member of the Organic vegetables group is recognised by the Village Authority as a model for other families regarding organic vegetable plantation	1
14	The limited number of members of the Baci ceremony group is challenging	1
15	The Baci ceremony group shows visitors warm hospitality (preserves culture) and members can get some additional income	1

#### **4.4.3 Local supply chain stakeholders' income**

According to the nature of CBT, the participation and roles of community stakeholders in the tourism development process has direct bearing on the income earned by the community. This research question deliberately drills down into the specific income of community stakeholders, including sources of income, forms of businesses, income status, and facilitators and obstacles to stakeholders' income-earning activities.

##### **a) Sources of income of the host community stakeholders**

The first sub-question reveals that two major aspects were mostly reported as the sources of income from the tourism supply chain. Two themes were generated for the research results: primary sources of income and supplementary sources of income.

##### ***Theme one: Primary sources of income***

All participants across CBT groups openly admitted that they are subsistence farmers, so they rely heavily on natural resources. The respondents reported that they have a piece of land used for annually planting rice (May to November), and additionally, they have been raising some cows and buffalos. Hence, all interviewees asserted that their primary source of income is derived from agricultural production such as rice, and livestock or animal husbandry. Some respondents of the current research explained that:

*Eh ... I think that my household's primary source of income is pretty similar to other families in this village. Due to the fact that we rely heavily on the agriculture production, my income is from the rice plantation [CBT12, man, 64 years, primary school, Baci ceremony, Lao Loum].*

*[laughs]... I have so many sources of income but they are not big money and I would say that my primary source of income is rice planting and other sources are considered to be my additional sources [CTB8, man, 42 years, primary school, Security, Lao Loum].*

Another 18 participants also concurred with these comments (See Table 4).

### *Theme two: Supplementary sources of income*

Additional sources of income were also found. All interviewees recognised tourism as their supplementary source of income, while some of them stated that construction contracts and running a stall are other sources of additional income. In addition, a few interviewees said that their additional source is collection of subsistence non-timber forest products, remittances from their children, and spousal support. On this issue, some of interviewees of this study explained that:

*As I mentioned before, my main income is from farming [planting rice]. For my additional sources, I got from selling vegetables and poultry and I do a beauty service at home since I don't have a shop for this. Besides, my husband is a construction contractor he is able to work throughout the year. These are my sources of income; it seems that I have many sources but only a minimal amount for each one [CBT5, woman, 38 years, high school, Homestay and cooking, Lao Loum].*

*My additional sources of income I received from handicrafts; my husband is a construction contractor. And, tourism is my family's additional income, since we are given a share and we can sell agricultural products including poultry, vegetables to other CBT groups and directly to tourists. Also, selling NTFPs is another source of income for my family and other families as well [CBT10, woman, 55 years, primary school, Handicrafts, Lao Loum].*

These comments were agreed upon by all respondents, which can be seen in Table 4. This is important since CBT assumes that tourism is a primary income source.

#### **b) Forms of income earning activity**

The income earning activities of all participants in the tourism supply chain at Nduang Village can be categorised into a form of *internal family business*, which they can manage and organise by themselves. According to the findings, all participants are helping their families in agricultural production, while some of them do a micro business such as stalls (selling dry goods). Other respondents have waged employment outside the village, for example, as a construction worker and a teacher. Some respondents reported:

*As you know, my family are the same as other families in this village, rely heavily on agricultural production, which we can only plant [rice] once a year. This means that I don't have any business to do except selling what I have in my families, such as poultry, vegetables, NTFPs. Sometimes, I get some money from my daughter who is living in the capital [CBT12, man, 64 years, primary school, Baci ceremony, Lao Loum].*

*For me, I don't have a specific business to do. I am too old now so I and other members of my family only help each other to do our agricultural production. Anyway, my husband is a primary school teacher, so my family's income is derived from his salary as additional income [CBT2, woman, 52 years, primary school, Waterfall management group, Lao Loum].*

These comments were agreed with by several participants, who made the point that their income earning activities were organised internally as a family business (See Table 4). This is significant because it indicates tightly networked family-based enterprises.

### **c) Past, present and future income status**

Respondents were asked to reflect on the past five years, and to project forward for another five to give a sense of how circumstances have, and might, change for the future in terms of the flow of income through the supply chain. CBT development was instigated in 2009 so has had 6 years to develop and for impacts to be revealed. According to the findings, the annual income per capita in the study village was USD 1000. In relation to this, the majority of the respondents who were involved in CBT reported that their family's annual income was higher than the village average, while some of them mentioned that their income was lower than the village average. However, all respondents agreed that over the last five years, their household income has gradually increased and they expect that it will increase in the future. The increase in average household income compared to 2009 was USD540 which appears to be due to the development intervention as well as an improvements in infrastructure/organisation made by the village after the aid was gone. Some of the participants reported that:

*Well, if the annual income of the village is USD 1000 per person, I would say that my household income is more than that. And, if it is compared to the last few years, it has increased considerably and it seems to increase in the future as well [CBT14, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

*In recent years, my household income was approximately USD 500 per year, which is lower than the village average but if it's compared to the last few years it has slightly increased. It is expected to increase in the future if I can sell my rice, animal husbandry and have more tourists come to visit my village [CBT2, woman, 52 years, primary school, Waterfall management, Lao Loum].*

*If I can sell more goods at my stall coupled with earning additional income from tourism services, I think that we can earn more than what we have now [CBT7, woman, 43 years, high school, Homestay and cooking, Lao Loum].*

#### **d) Factors influencing an increase in income**

Furthermore, all participants agreed that the increasing income of their families was driven by good yield of agricultural production, as well as an increase in the number of tourists. Besides, few respondents from different groups gave various reasons for their increasing income. The factors given for this were categorised into two themes: main income and additional sources of incomes.

##### ***Theme one: Main income***

It was observed that all participants are subsistence farmers, so their main income was from agricultural production. Obviously, the respondents reported that the increase of cattle every year and good harvest of their rice were the main factors influencing their income. One informant from the Security group said that:

*The reason why my income is increasing was that I could sell more cows, of which I have some of my own, and I also raise cows of others [CBT12, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

*In recent years, my family do our own rice planting and we also do it for another family because they are too old to do this work; thus, we can get more produce. This really helped us to earn more income [CBT3, man, 46 years, secondary school, Lao Theung].*

All respondents concurred with these comments (See Table 4).

### ***Theme two: Income driven by additional sources***

Many respondents identified different factors that induce an increase in their income. All participants acknowledged that tourism is an additional source of income that stimulates their financial status, quality of life and family wellbeing. Some participants reported an increase of their income as a result of their construction work, family support, and sale of NTFPs. Some of the interviewees in the current study commented that:

*Tourism is another source of income, due to the fact that I work for the Baci ceremony group and also work for the Waterfall management group; thus, I got money from these services [CBT12, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

*I knew that the increasing income of my household has resulted from selling more vegetables. Recently, people have a tendency to eat more organic vegetables. For example, I can sell vegetables to homestays as well as the city markets and I would say that the more tourists come to stay at this village, the more I can sell my vegetables. So, I think that tourism is a driving force for my household's income [CBT18, man, 35 years, high school, Organic vegetable group, Lao Loum].*

#### **e) Factors constraining the income**

Nevertheless, those participants who have income lower than the village average explained that some obstacles constrained their financial capability. Some of them commented that they are too old for doing agricultural work; some have limited land for plantation, which is usually the main source of their income. Even though tourism activities have been created in the village, some participants lack the

capability to take part in tourism services due to limitations of tangible and intangible assets such as knowledge in specific tourism service activities, and houses. Besides, a few respondents explained that they have a large number of family members to support, or many children in school. These are other constraints on their income status. The following statement explains how a respondent is facing difficulty in generating income:

*My annual household income was less than the village average because my family is an extended family. We have ten people, so the average income was lower than for other families [CBT8, man, 43 years, primary school, Security, Lao Loum].*

From this question, it can be concluded that the sources of the respondents' income were from two main categories: primary and supplementary sources. The former is mainly related to agricultural production, while the latter is involved in tourism, waged employment, family business, and NTFPs. These two themes are really important to the research question, since they indicate how the participants generate income. Most importantly, the research finds that tourism is categorised as a supplementary source of income for the host stakeholders. Further, all income earning activities were organised in the form of an internal family business. These results were consistent with the study of Gibson-Graham (2006) and Jhabvala (2013), whose work shows that the informal economy usually comprises of market and nonmarket economic activities that involve numbers of people who are self-employed, wage workers, or engaged in unprotected and insecure work. These are new findings in the tourism literature, where few researchers have tracked the supporting role of the informal economy for the formal industry (Cave, 2009, 2013).

Furthermore, it was found that the majority of the participants in this study have supplementary incomes and so enjoy a level of annual household income higher than the village average, although a few are lower than the village average. However, all respondents said that their income is likely to increase in the future if their main sources as well as the additional sources of income can continue to improve. However, the level of supplement through tourism at least is not sufficient to enable purchase of materials and equipment to expand supply for

activities such as handicraft and organic vegetables growing. On the other hand, the study finds that some participants have limitations to their earning income capacity for social factors. All in all, the income of local residents depends upon several factors, including agricultural production as well as other forms of informal economic activities.

Table 4.4: The sources of income of the host community stakeholders

#	Themes	Frequency
1	The primary source of income is agricultural production like rice plantation, livestock/animal husbandry	20
2	Tourism activities are a supplemental source of income	20
3	Internal family business	20
4	The household income is increasing year by year over the last five years, and it is expected to increase in the future	20
5	The increasing income is the result of good harvests from agricultural production and an increasing number of tourists	20
6	The annual household income is higher than the village average	13
7	Construction contractor	7
8	The annual household income is lower than the village average	7
9	The supplementary sources are opening a stall in front of their dwellings	6
10	Collection of Non-Timber Forest Products (NTFP)	4
11	Increased income from more construction work	3
12	Increased income from selling food at the waterfall (received food concession)	2
13	Increased income from remittances from their children in the city	2
14	Increased income from a tobacco plantation	1
15	Increased income from husband's support as a teacher	1
16	Increased income from husband's support as security guard in the city	1
17	The Handicrafts group needs a community shop and more promotion	1

#### 4.5 Benefits of CBT

The third research question for this study aimed to examine whether or not the participants get benefits from CBT activities.

### 4.5.1 Types of benefit

The question began by looking at the benefits of tourism in the case study village and identifying stakeholders who benefit from tourism. The question also further investigated the tourism situation after aid funding ended and then finally identified some issues that need to be improved. The responses to the question were discussed under the following topic areas:

#### a) Identification of tourism's benefits/drawbacks in Naduang Village

Four main aspects of tourism were reported as benefits for the host community stakeholders, generating four themes: economic improvement, cultural preservation, environmental protection, and forms of assistance.

##### *Theme one: Economic improvement*

The majority of interviewees stated that tourism development leads to economic improvement, since local people have additional income through their participation in tourism activities as well as from other income-earning activities in the supply chain related to tourism. Besides, tourism has brought about infrastructure improvement, which has facilitated the locals in their income earning activities. Therefore, a number of stalls (11 shops), where local people can get dry goods, drinks and even clothes, have been set up in front of their dwellings. The following accounts demonstrate some of the participants' comments:

*I would say that tourism really brings benefits to this village, and what we can obviously see is the economic benefits. For example, previously every household had to contribute their own money for upgrading roads, organising the village meetings, annual festival and so forth. But now we don't need to do that again because we have village development funds deriving from tourism activities to cover those contributions [CBT13, man, 45years, high school, Security group, Lao Loum].*

*Ah ... [laughs] tourism has brought about substantial benefits to our village. I can see that if there have been more tourists coming to visit our village, we can generate more income, which can support our families in*

*our daily lives [CBT6, woman, 55 years, primary school, Homestay and cooking, Lao Loum].*

Fifteen participants also agreed with these comments (See Table 5).

### ***Theme two: Cultural preservation***

Almost all respondents commented that tourism is essential for cultural preservation and also for cultural revitalisation. The participants explained that before tourism happened in Naduang Village, several cultural activities had been fading. Since the tourism has been developed, many cultural practices have been revitalised, such as traditional dances, through including them in tourism activities as well as supporting the other tourism activities. It was observed that villagers have paid more attention in preservation of their traditions and culture such as the Baci ceremony and textile weaving. One respondent commented that:

*In my opinion, what I and other members of the Handicrafts group are doing now is a part of cultural preservation and it is true that a weaving activity is our daily lives. I believed that our roles do not only benefit visitors who would like to experience our local lifestyle but also allow the elders to pass on their knowledge to their young generation in terms of cultural preservation [CBT9, woman, 49 years, secondary school, Handicrafts group, Lao Loum].*

This comment was agreed upon by numerous participants, especially those who work for the Handicrafts, the Baci ceremony, and the Homestay and cooking groups (See Table 5).

### ***Theme three: The environmental protection***

When the participants were asked about the benefits of tourism, the majority of the respondents reported that environmental protection is another benefit as a result of tourism development. To clarify, villagers have now completely stopped their practice of slash and burn farming. They also keep their dwellings organised, cleaner, and more importantly the villagers are more aware of the need for waste management. Some interviewees in the current study commented that:

*Since tourism has been developed in this village, we have been told by tourism officers to keep the environment clean. Obviously, we have kept our animals such as pigs, ducks and chickens in their cages so I think it was much better now in terms of cleanliness. And, what I see the most improvement is that we stopped doing swidden agriculture and moreover we plant trees on some special occasions [CBT16, man, 53 years, primary school, Waterfall management, Lao Theung].*

*Lastly, the cleanliness within the village is much better than the past. The Village Authority, especially the Women's Union, always mobilise the villagers to keep their dwellings clean but it is not practised well yet due to their limited knowledge [CBT14, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

Fifteen participants also agreed with these comments (See Table 5).

#### ***Theme four: Forms of assistance***

Apart from those aforementioned benefits, more than a half of the respondents asserted that since the development project ended in 2013, the village has continued to receive different forms of assistance for both financial and technical purposes. Notably, donations from tourists helped the village to build a primary school, and rooms for reading. Besides, children in the village are always supported by tourists for either educational materials or cash. One participant of the Waterfall management group reported that:

*Obviously, villagers have more income and their dwellings have been improved in better conditions. Besides, tourism helps to improve educational infrastructure such as school buildings, room for reading and educational materials such as books, pencils, pens, files, and some sport equipment like footballs, volleyballs etc [CBT20, man, 59 years, high school, Lao Loum].*

Thirteen interviewees from different CBT groups concurred with this comment (See Table 5).

Even though many respondents said that tourism has brought a lot of benefits to their community, it was observed that one prominent issue that comes along with tourism is an economic effect. Some participants stated that the living costs are getting high while the income from tourism is lower than other work. Additionally, they believed that they get fewer financial returns from tourism than from other activities available to them, especially for those who are not involved directly with CBT groups, and this causes unwillingness on the part of villagers to get involved in tourism activities' implementation. One informant reported that:

*In my opinion, tourism brings high costs of living, since we have to buy everything that we need for our daily lives and I saw that some villagers are reluctant to participate in tourism activities such as a ticket selling tasks, because they believed that they can earn more income from other work. So, I think this is a drawback of tourism [CBT8, man, 42 years, primary school, Security group, Lao Loum]*

The lower level of earnings from tourism as only a secondary source, amongst other earnings is a new finding for the CBT literature. An underpinning assumption for CBT is that it provides additional income to lift people from poverty where there are few alternatives, but here, alternatives are available. The overall standard of living is raised by the presence of CBT, but it is not the core activity; it is supplementary, thus raising questions about its efficacy as a sole focus in community development and suggesting that it can be one source of revenue income diversification in which people engage, as highlighted in this study.

#### **4.5.2 Stakeholder benefits**

##### **a) Identification of stakeholders who benefit from tourism in Naduang Village**

The majority of respondents stated that all local stakeholders get benefits from tourism, not only those who are directly involved in tourism activities, but also

those who are indirectly involved. Some of the other participants asserted that all stakeholders who are involved in tourism activities get benefits. Therefore, two main themes were generated regarding this aspect: host community stakeholders get benefits, and uninvolved stakeholders or external stakeholders get benefits.

***Theme one: Host community stakeholders***

It was found that almost all interviewees said that everyone or every household in Nduang Village got benefits from tourism. However, the proportion of the returns available, especially the financial return, might vary depending upon each household's capability and their readiness to engage in tourism activities. In this regard, some respondents said that:

*I think that all households gain from tourism development in this village. Obviously, we get a dividend from the village development funds (money accumulated from homestay and waterfall) evenly. Moreover, we can sell our products to tourists or to homestays such as poultry and vegetables and even everyone has the right to use public properties like roads [CBT8, man, 42 primary school, Security group, Lao Loum].*

*Every household receives a dividend, though some of the villagers do not have anything in tourism services while other villagers have taken part in tourism services activities, so the benefits to local residents are diverse. For example, I basically am a member of the Homestay and cooking group and my husband is a member of the Waterfall management group, so my family gets more income compared to those who are not members of CBT groups [CBT5, woman, 38 years, Homestay and cooking group, Lao Loum].*

These comments were agreed with by 18 other interviewees (See Table 4.5).

***Theme two: Benefits for external stakeholders***

A few informants stated that all stakeholders, apart from villagers, the Lao government and even private companies also receive advantages from tourism activities undertaken at Nduang Village. The Lao government is also a stakeholder, which receives a tariff of 20 per cent of all revenue of the waterfall

(ticket sale) monthly. Additionally, private companies who operate tourism at and near the village also get benefits from tourism in Naduang Village. The private sector includes the zip-line company and a tour company that bring guests to the homestay. The following account demonstrates a comment of a participant from the Baci ceremony group:

*I think all stakeholders are beneficial, since the government gets 20 per cent of total revenue from the waterfall, two tour companies (a zip-lining company operating its activities in the area of the waterfall and a tour company that has a contract with the Homestay group) also benefit, and definitely the locals benefit from tourism in either direct or indirect ways [CBT12, man, 64 years, primary school, Lao Loum].*

This was concurred with by two other respondents (See Table 4.5).

Overall, this question for this research attempted to find out the benefits and disadvantages of tourism in Naduang Village. The responses for this question were grouped into four main categories economic improvement, cultural preservation, the environmental protection, and different forms of assistance. These findings were consistent with existing literature. Furthermore, the stakeholder beneficiaries have been categorised into two themes host community stakeholders, and all external stakeholders including the government, and the private companies.

These results are really important because the researcher will gain more understanding about not only the benefits accrued in the village but also know who else gets benefits from tourism beyond the village.

#### **4.6 Does CBT remain, after the aid programme has finished?**

Tourism development in Naduang Village was initially supported by the Asian Development Bank (ADB) from the year 2009 to 2013, under the theme of Sustainable Tourism Development. The author who conducted this research was assigned to Naduang Village to facilitate that project, which took place from 2009 to 2013.

#### **4.6.1 Does CBT remain today?**

With regard to this, all of the informants agreed that CBT activities are continuously growing, even though the aid funding (ADB) has stopped. The respondents explained that they have gained experience from their real practices, and they have learned from training and study tours. Thus, the tourism activities in Naduang Village are going to be continued in the future. Some respondents of the current research explained that:

*In my opinion, we are doing well in terms of operating and managing tourism activities in this village, since we have some experience from our real practices during the last five years. More importantly, the related authorities always come to monitor and help us to improve our services; for example, last two months the Department of Tourism Development gave some of the bedding sets and utensils to my group. Thus, I believed that tourism is going to grow in the future [CBT1, man, 48 years, high school, Homestay and cooking group, Lao Loum].*

*Well, it does not matter to the tourism in Naduang Village even if the aid funding has stopped, because now we have some experience and are aware of the importance of tourism. Specifically, I and other members of my group have been to Thailand for a study visit, and also went to an organic farm for gaining some lessons, so I think that methods of planting organic vegetables will be more professional [CBT17, man, 41 years, secondary school, Organic vegetable group, Lao Loum].*

The two above comments were agreed with by 18 other respondents (See Table 5).

#### **4.6.2 Areas to be improved in the future**

The findings for this research reveal that the benefits of tourism in Naduang Village far outweigh the drawbacks. However, there are a number of problems that need to be solved regarding tourism development. All respondents reported that a central issue of tourism development in Naduang Village is an amalgam of destination factors while some of the CBT groups' members have different issues, which depend on their tasks. Only one respondent claimed that financial

management should be more transparent. According to the responses, three main themes have been generated: infrastructure improvement, CBT groups' improvement, and management improvement.

*Theme one: Improvement of destination infrastructure factors*

According to the findings, all interviewees stressed that tourism attraction and tourism amenities are the major problem of tourism development in the case study village. More specifically, it is really difficult to use the road from city to village, as well as to the waterfall, in the rainy season, while in the dry season the waterfall site is quite easy to access. However, the waterfall runs dry in the summer because its water base is used as a gravity water system to supply the city and Nduang Village.

Some respondents asserted that even though the Village Authority has organised activities and mobilised villagers to keep dwellings clean, some of them are just reluctant to do what they have been told to do. As a result, the homestay accommodation is well kept, but other houses nearby are not, producing an uneven look and appeal for the village. Additionally, a few participants reported that cultural activities are included in tourism activities but some activities have not been revitalised yet. The respondents added that some cultural practices have to be promoted more in the locals' daily life so that the wider community knows and understands them, and then they can be used to make tourism activities in the village more diverse. Some respondents of the current research reported that:

*In my opinion, the first thing that I would like to improve is upgrading the road, because it is very difficult for us to travel to the city especially in the rainy season. I knew that last year, some tourists had accidents due to bumpy roads, which caused them injury. The second thing is stopping using the waterfall as a gravity water system because it affects the water flow during the dry season and this really affects tourists' satisfaction [CBT10, woman, 55years, primary school, Handicrafts group, Lao Loum].*

This comment was totally agreed with by all participants (See Table 4.5).

*Villagers should pay attention to organising their houses, especially keeping their animals in specific areas for specific types of animals and managing their waste, since I have seen that some people just throw away their rubbish, which is not good for the tourism image of our village [CBT13, man, 45 years, high school, Security group, Lao Loum].*

Five other participants also concurred with the comment (See Table 4.5).

*I have seen that tourists would like to see and take part in our life style activities so it is important for us to present more of our cultural activities in order to attract more tourists. For example, we (women) used to do a hand-milling method for our rice early every morning, but now we are using milling machines instead, so I think this one example that we need to revitalise [CBT4, woman, 54 years, primary school, Homestay and cooking, Lao Loum].*

This comment was agreed upon by three other respondents from different CBT groups (See Table 4.5).

These findings are significant to the success of tourism in terms of its amenity and attraction values. The waterfall is the key attraction but does not have year-round flow, a particular issue since the tourist season tends to correspond with the dry season when water is scarce. Amenities such as roads, water, waste and infrastructure are also essential for visitor comfort, the aesthetic appeal of the village and ability to reach the attractions without distraction caused by access issues, as well as for hygiene. These things can be borne once, but repeat visits are unlikely to occur unless the village is clean, tidy, hygienic and accessible.

### ***Theme two: CBT groups' improvement***

The findings for this research presented that respective CBT groups have their own issues that need to be improved in order to make their services better. As noted earlier, some of the participants from the Handicrafts and Organic vegetables groups said that they still need some funds for investing in their businesses. For example, the handicrafts group needs a shop for exhibiting their products. One participant from the Security group stressed that some members of

this group should be more voluntary and should understand the importance of safety issues to tourism activities. Some of the respondents of the current research explained that:

*Recently, I and other members of the group sold our products at our own houses or in the homestays, so it would be great if we could have a shop like a community shop where we can show our products and it would promote our activities and attract more tourists [CBT10, woman, 55 years primary school, Handicrafts, Lao Loum].*

*I am a head of the Security group, I always talk with members to take the safety issue as an important issue, but some of them just ignored it. Anyway, nothing has happened since we have developed tourism in our village [CBT8, 42years, primary school, Lao Loum].*

This is important to the study because it indicates issues of each CBT group. Some issues need to be improved in the future in order to make tourism more sustainable, such as volunteers who are not expecting to get more income from tourism while some need financial support to expand their work such as a glasshouse for the Organic vegetables group. It can be said that a circle of tourism activities was affected by these factors.

### ***Theme three: Management improvement***

One interviewee highlighted that in order to get more benefits for the village, the Village Authority should renegotiate with the zip-line company that uses the forest adjacent to the waterfall to conduct its operation. Recently it seems that the terms of the use have changed and the village no longer gets an appropriate proportion of money from the company. Moreover, the respondent added that the financial management of the waterfall attraction ticket sales should be more transparent to build a greater degree of trustworthiness among villagers. Here is what he commented:

*In my opinion, a financial management is very important work for our village's development. Even though we have done pretty well in terms of managing revenues and expenses, it would be better if we could manage it*

*more transparently. Consequently, it is not only good for the system itself but also for the willingness of the villagers in participating in tourism activities [CBT14, man, 60 years, secondary school, Baci ceremony, Lao Loum].*

This comment hints at disquiet in the financial arrangement with outside bodies, as well as internal practices in the village, perhaps reflecting inequities in the way that CBT operates in the village.

For this last research question, all of the respondents agreed that the CBT activities in their village are certainly growing as they now have acquired more experience in terms of the implementation of tourism activities, even though the aid funding stopped two years ago. Nonetheless, there are some difficulties needing to be overcome in order to make improvements in the tourism experience. In this regard, all participants asserted that improvement of destination amenities such as roads and water are priorities. Also, the capacity of respective CBT groups should be improved, particularly supporting funds to Handicrafts and Organic vegetables groups. More importantly, the management system should be improved to use proper procedures, especially in financial management.

Table 4.5: The benefits that host community stakeholders receive and future development needs

#	Themes	Frequency
1	The improvement of road and waterfall site	<b>20</b>
2	Tourism is beneficial to cultural revitalisation	17
3	Tourism is beneficial to the environmental protection	17
4	Tourism activities in Naduang are continuously growing even though the aid funding[ADB] has stopped	15
5	All households get benefit from tourism activities, but the proportion varies due the degree of their participation	17
6	Tourism is beneficial to economic improvement	14
7	Tourism brings various forms of assistance to the village	11
8	Some members of CBT groups (Handicrafts and Organic vegetables groups) need some funds to carry on their businesses/work	4
9	The environmental protection is not really practiced well so villagers should pay more attention to keeping their houses and their surroundings clean	4
10	All stakeholders including villagers, the government and a private company get benefit from tourism in Naduang Village	3
11	Need a new negotiation with the tour company	1
12	The cultural activities should be more revitalised	1
13	Tourism encourages the development of infrastructure	1
14	Tourism brings unity to the village	1
15	Some members of the Security group should be more aware of the importance of their role to tourism activities in Naduang	1

## 4.7 Summary

Chapter 4 presented the analytical findings for the research. The results were reported regarding four main questions, which were deployed as a tool to fulfil the objectives of this research. A summary of some important points of the results for respective research questions is summarised as follows

### ***Research question one: What is the nature of community-based tourism in Naduang Village?***

It was found that three main reasons have been derived from the responses the economic development and poverty reduction, the abundance of tourism resources, and the natural and cultural preservation. Regarding the involvement in CBT, almost all participants stated that all villagers should be involved as well as get benefits from their involvement, while one respondent said that the governments at different levels should get involved in CBT development. It was also found that two responsibilities have to be taken by the host stakeholders: protection of natural resources and the environment, and compliance with the authority's instructions. Furthermore, three main stakeholders who should plan, create, and operate CBT activities-villagers, the local authority, and the central government were mainly reported by the respondents.

### ***Research question two: What is the nature of tourism supply chain for the CBT development process in Naduang Village?***

This question looked at identifying the stakeholders, their roles, and the income-generating process.

It was found that six CTB groups-the Homestay and cooking group, the Waterfall management group, the Handicrafts group, the Organic vegetables group, the Security group, and the Baci ceremony group have been included as the host community stakeholders. According to the findings, some groups work together while some groups work with different combinations of other groups; particularly, the Homestay and cooking group works with other CBT groups other than the Waterfall management group, while the Waterfall management group works with the Security group only. As a consequence of each CBT group's role, some groups, which are the Homestay and cooking group, the Handicrafts group, and

the Organic vegetables group, are involved in supplying goods and services. Besides that, three other groups-Waterfall management, Baci ceremony, and Security group are involved in service activities only.

It was found that all respondents are part of the tourism supply chain for CBT activities of Naduang Village, due to the fact that all of the participants are members of CBT groups but that these span the informal and formal economies. Each CBT group has different roles, so it has its own advantages and disadvantages. The majority of the participants (11 people) were part of the tourism planning process, but some participants said that they were not. Interestingly, all respondents agreed that all CBT activities were decided by the Villager Authority, particularly in terms of which activities will happen and not happen in the case study village.

It was also found that the sources of income of participants in the tourism supply chain were categorised into two main sources primary sources and the supplementary sources. All respondents said that informal activities such as agricultural production (growing rice and raising animals) is their primary source, while tourism, wage employment, and family business were regarded as supplementary sources, falling mainly within an informal, exchange-based economy. However, not even the primary activities of homestays and the waterfall admission, or the village shop providing goods to tourists/visitors were formal enterprises. The zip-line and the tour company were all operated by external entrepreneurs. The villagers felt however that use of village resources by the tourism activities was inequitable and a fairer system should be developed.

The majority of the respondents (13 people) reported that their household incomes are higher than the village average, and some participants mentioned that their annual household income is lower than the village average. However, all respondents agreed that their incomes are increasing year by year, even if their incomes are less than the village average. It is interesting to note that the factors affecting the participants' income are driven by their primary source and additional sources of income.

***Research question three: What are the benefits of CBT for Naduang Village?***

It was found that four main benefits of tourism were identified by the respondents -the economic improvement, the cultural preservation, the environmental preservation, and various forms of assistance. According to the responses, almost all of the interviewees realised that everyone in the village gets benefits from tourism, and interestingly, only one participant commented that tourism is beneficial to all involved stakeholders including villagers, the government, and the private companies in the formal economy. Nonetheless, there are three main areas that need to be improved: destination infrastructure, CBT groups, and management system.

***Research question four: Does CBT remain after the aid programme has gone?***

The research found that CBT remained in place, but perhaps not in the way that had been intended. It was not a primary source of income, but rather a secondary source but nonetheless the activity is growing in strength because the villages have acquired more experience. Nonetheless, there are three main areas that need to be improved: destination infrastructure, the linkages and effort of the CBT groups, and the management system.

Chapter 5 discusses the key findings revealed in Chapter 4 with synthesis of the related literature.

## **CHAPTER FIVE: DISCUSSION OF THE FINDINGS**

### **5.1 Introduction**

The previous chapter demonstrated the results of interviews with 20 participants who reside in Naduang Village, Vang Vieng District, Vientiane Province, Laos. Chapter 5 discusses those findings by comparing and contrasting them with theories and the literature reviewed in Chapter 2. The discussion of this chapter is based on various important themes of the five main research questions.

### **5.2 The nature of community participation in CBT**

#### **5.2.1 The ideal CBT process**

The concept of Community-Based Tourism (CBT) is broadly employed as an alternative to mass tourism development; it is defined as tourism based on negotiation and participation with important stakeholders in the destination (Saarinen, 2006). As Stone and Rogerson (2011) suggest, CBT, specifically in developing countries, is not only a viable solution to poverty reduction and conservation improvement by reinforcing and empowering local residents but is also a means of natural resource management, seeking to achieve long-term economic, sociocultural and environmental benefits. According to Saarinen (2010), CBT has two key goals: firstly, it has to respect local cultures, identities, traditions and heritage and secondly, it has to be socially sustainable. The former refers directly to the tourism products or supply side but indirectly to the demand side while the latter refers to socioeconomic returns, participation in tourism operations, and the control of local communities over tourism development (Jamal & Stronza, 2009). To answer this research question and deepen understanding of local perspectives on CBT, the study has purposively focused on five aspects: the main reasons for promoting CBT; the perspectives of local residents on who should be involved in CBT, the responsibilities that stakeholders have in CBT; the perspectives of local residents on who should plan, create and operate CBT activities; and the perspectives of local residents on who should get benefits from CBT. Most importantly, it has looked behind the interface of tourism businesses

to the informal networks and supply chains which support ventures and influence nature.

**a) Main reasons for developing CBT in Naduang Village**

According to the findings, there were three main reasons for establishing CBT: economic development and poverty reduction, abundance of tourism resources, and natural and cultural preservation. It was found that the majority of the participants perceived economic development and poverty reduction to be the main reason for tourism development in their village, due to the fact that most of the villagers are subsistence rice farmers, but many of them do not have a piece of land for their rice planting so they are living far below the poverty line. Participation in tourism development activities related to subsistence and cultural activities, such as homestay, guiding, food service, textile weaving, is one of the ways to generate income.

Jamal and Stronza (2009) suggest that the primary goals of CBT are to secure social sustainability, which includes sharing the socioeconomic returns, participation in tourism development, and the control of tourism development. In the case of Naduang Village, the predominant responses were economic development and poverty reduction. This is because the respondents believed that tourism can bring additional income to their families. Fortunately, the village is located adjacent to a popular tourist destination for local and foreign visitors, so as a result, the locals are able to generate supplementary income through direct and indirect involvement in tourism activities. This finding was consistent with the study of Manyara and Jones (2007), for whom the core strength of CBT is its ability to empower rural communities and to contribute considerable support to development and the poverty alleviation. However, even though CBT is probably not a means to complete poverty reduction in all rural areas, it can contribute to economic modification and to the integration of small-scale agriculture exploitation by providing complementary returns (Zapata et al., 2011).

Further, the findings also illustrated that eight participants believed that the reason why CBT happens at Naduang Village was the abundance of adjacent tourism resources, including natural and cultural resources; in particular, they mention the

richness of natural assets such as waterfalls, streams, and untouched forest. Notably, the results find that the Kaeng Nyui waterfall was the main tourist attraction. There had been some tourists who had visited by themselves every year without a tour guide, but tourism at the waterfall had not been developed and organised yet. This result has not been found in the tourism literature, but intuitively, is a common sense finding.

It is interesting to note that only two respondents appeared to perceive natural and cultural preservation as a reason for establishing CBT. In the past, swidden farming was practised in the village, in this process, land is cleared by slashing and burning the forest with subsequent cultivation of rice and paddy rice but this resulted in destruction of natural habitats. CBT development, therefore, was chosen by village residents as a way to address negative changes of the natural and cultural assets. Additionally, they said that some cultural practises have been forgotten so that the practice could not be done as had happened before. These results were consistent with the study of Novelli and Gebhardt (2007), which established that CBT is a significant approach for the conservation and protection of the fragile environment, which characterises the community and cultural diversity.

#### **b) Local residents views on who should be involved in CBT**

Almost all participants considered everyone in the village to be involved in CBT. This is because local residents are the most affected stakeholders in terms of tourism and they consider themselves to all be the owners of the tourism resources, including traditional norms as well as the natural and cultural settings in which tourism activities take place. Therefore, the villagers feel that they have to be involved in CBT in its entirety: from the planning phase until the operating and managing phase and to the extent of receiving direct benefits from tourism. This finding was in line with the study of Salazar (2012), in which CBT activities brought about fewer negative consequences and interruption of the local cultures if they were planned and implemented with and through the agreement of community members. The involvement of local communities in tourism does not benefit only themselves but also benefits the entire tourism system (Smith & Richards, 2013).

Nevertheless, only one participant claimed that the government at different levels, such as city, provincial, and central levels, should be involved in CBT rather than the private sector. Their view was that the government should be the policy maker and planner for tourism, and in this way, it is believed that it would be able to supervise and guide the locals to conduct and manage CBT activities successfully. This result was consistent with the study of Baum and Szivas (2008), where all governments should have a tourism policy because of government's theoretical and empirical significance. This is supported by Kerr (2003), who finds that wherever tourism is a very significant part of a country's economy, a high degree of government involvement at all levels is likely to happen.

#### **c) Local residents views on CBT responsibilities of stakeholders**

The majority of the respondents stated that villagers should take responsibility for protecting the environment and natural tourism resources within the village as well as adjacent areas, including villagers' houses and their surroundings, the streams, the forests, and the waterfalls.

According to the study of Stem, Lassoie, Lee, Deshler, and Schelhas (2003), local people in Costa Rica, who reside in an area with plentiful tourism resources, have taken part in the protection of those resources since a tourism project was started there. This finding is also supported by Scherl and Edwards (2007), who found that local communities often have a spiritual relationship with their locality and thus have the right to be fully involved in the protection of their local resources, and this is believed to be an important component of sustainable tourism development. An additional factor for Naduang, however, was that whilst specific boundaries were not mentioned, the areas which they talked about encompass 6 km around the village. So their claims and rights might extend, in their view, much more widely than just the village or the specific resource. Also, in Naduang Village, the active encouragement of villagers in tourism activities is one of the main factors that residents believe influences tourists to visit their village in preference to others.

Nonetheless, some of the respondents (eight people) asserted that all villagers should practise tourism activities under direction of the Village Authority

particularly, when those activities that the Village Authority has been involved in have been implemented. Further, they believed that having limited knowledge in terms of tourism services, such as homestay services and handicraft marketing, is a key reason for them to just follow the authority's instructions. However, they also emphasised that the involvement and support from local communities should not be neglected, as these are essential to success of tourism development, but the attitude and involvement was lacking from some village individuals. Thus, it could be said that some villagers need to have increased awareness about the importance of their responsibilities within CBT activities. This finding contrasts with the study of MacDonald (2003), which notes that sustainable tourism development can be achieved through community participation including sharing knowledge, gaining commitment and participation in decision-making processes, but this study did not find differences in the levels of participation by individuals.

#### **d) Local residents views on planning, creating, and operating CBT**

The majority of respondents regarded the Village Authority as a key actor in planning and operating the CBT activities, since it is believed to be the most knowledgeable and experienced body in terms of tourism development. Additionally, the Village Authority is believed to have good relationships with government organisations. This result contradicts with the study of Blackstock (2005), in which CBT focuses on the involvement of the host community in planning and maintaining tourism development in order to make industry more sustainable and does not find the hierarchy to be a critical factor. Thus, this finding shows that even though the villagers understand the nature of CBT to some extent, they are still familiar with the hierarchical system, so undoubtedly the majority of the respondents have predominantly similar views on the tourism development process.

Nonetheless, some participants claimed that villagers who have knowledge about tourism, especially those who have a background in services such as homestay services, should be part of tourism development planning, and that sole reliance should not be placed on the Village Authority. This is because they want to contribute to decision-making because of their experience in the day-to-day running of the operations and their knowledge of what works well and does not;

they also have ambitions for its future development. This finding was in line with the literature. Poverty levels can be reduced if local residents are knowledgeable about tourism development processes and actions (Zapata et al., 2011). This means that the level of understanding of local communities about tourism will enable them to identify the advantages and disadvantages that they will gain from tourism (Fong & Lo, 2015).

It is interesting to note that only one respondent has asserted that the central government should intervene in tourism planning and operating CBT activities in the case study village, due to the fact that the central government, the Ministry of Information, Culture and Tourism, is the organisation with the ultimate responsibility for formulating policy and regulation regarding tourism development. Therefore, it actively directs villagers to perform tourism activities in line with the village's potential as well as monitoring financial management deriving from tourism activities. The finding was consistent with the study of Timur and Getz (2008), whereby the government plays a key role in managing the human resources in tourism and has a role to control other stakeholders, and also in formulating the policies in order to direct and address the needs of all stakeholders involved in tourism.

#### **e) Local residents' views on who should get benefit from CBT**

All of the respondents concurred that all villagers in Naduang Village, including those who are indirectly and directly involved in CBT activities, should benefit from tourism. Interestingly, they regarded themselves as the main stakeholders, because they are the owners of tourism resources in their location. They also believed that if tourism activities are conducted by private companies, all incomes would go to the pockets of outsiders and that the villagers would not benefit. In this sense, local residents are aware of the importance of the returns of tourism through their involvement. These findings were supported by Saarinen (2010), whose findings are that tourism should be beneficial to the local communities at the tourist destinations. From the policy-maker's perspective, CBT aims to ensure the local residents take a high degree of control over tourism activities and, therefore, the locals receive a considerable portion of benefits (Okazaki, 2008).

According to the results, internal (host community) and external stakeholders were the beneficiaries of tourism development in Naduang Village. Internal stakeholders comprise all villagers indirectly and directly involved in CBT activities (CBT groups), but the proportion of every household's returns might differ because they have different levels of capabilities and readiness to participate in tourism activities. For instance, villagers who provide homestays get higher financial returns than other villagers, since the homestay service is the main CBT activity in Naduang Village. On the other hand, villagers who are indirectly involved in tourism activities receive the smallest financial returns, since they can get income only from selling agricultural products, wages from selling tickets to tourists and the village dividends apportioned from the waterfall.

External stakeholders such as the government and private companies also get benefits from tourism development in Naduang Village. Revenues from the waterfall are allocated to the district government every month in order to contribute to the national budget.

In addition, private companies who operate tourism activities at and near the village also benefit from the tourism developed in Naduang Village. These include the zip-line company, which operates its activities at the waterfall site, and a tour company which bring guests or tourists to the homestay. It also benefits external stakeholders, especially food providers and handicraft materials providers.

## **5.3 Community-based tourism supply chain**

### **5.3.1 Tourism supply chain stakeholders**

Tourism in Naduang Village was initially developed with the support of the Asia Development Bank from 2009 to 2013, in the form of an intervention to develop CBT. With regard to this, villagers were identified and assigned by the Village Authority to practise CBT activities in different tasks or groups, based on the capacity and readiness of each family. Initially, villagers were classified into several groups, but some of them were inactive due to lack of personnel. Due to the fact that when the project began, different CBT groups were identified, but until recently, there was no village tour guide group because in the village there

was no one could communicate in English. Thus, a guide from the tour company had to take this role. At the time this research was conducted, there were six active groups comprising the local stakeholders: the Homestay and cooking group, Waterfall management group, Handicrafts group, Organic vegetables group, Baci ceremony group, and the Security group. In this research, these groups were called CBT groups, and they work as a tourism network, which will be discussed as follows:

**a) Relationships among CBT stakeholders**

According to the results, two main internal tourism networks or circles were found in the case study village: the first network includes the Homestay and cooking group, Handicrafts group, Organic vegetables group, Baci ceremony group, and the Security group. The second circle is comprised of the Waterfall management group and the Security group (see Figure 5.1). Each network depends most closely on the other members of the network for human and tangible resources, and carrying out and regulating the linked activities.

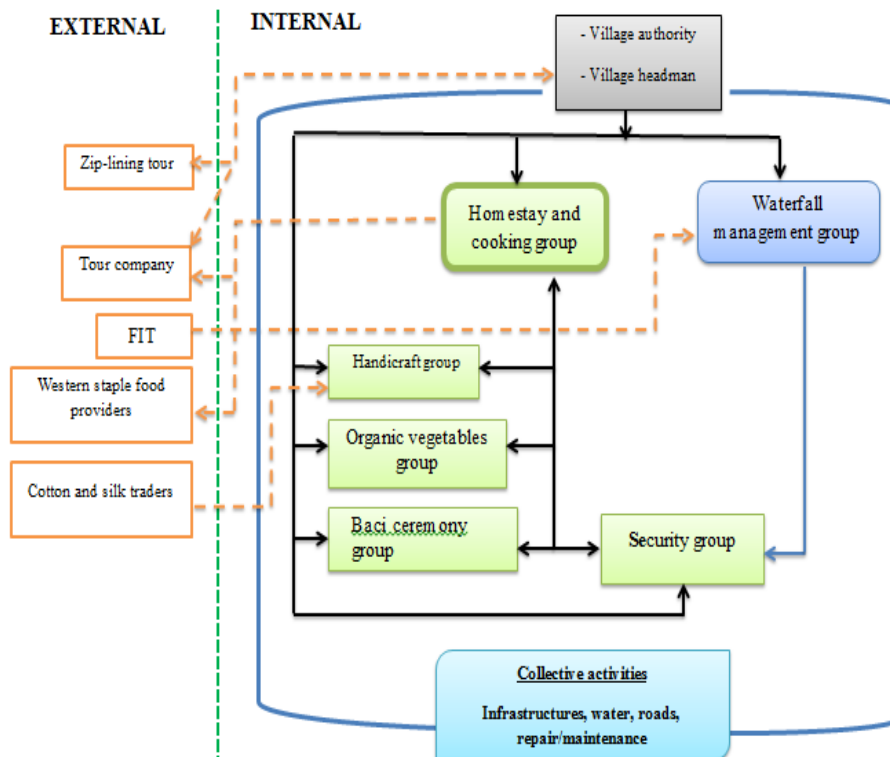


Figure 5.1: Framework for Lao CBT supply networks

The respective activities of circles are, however, interdependent in terms of the planning (Village Authority) and the safety/security of the village at all times, which is carried out day and night by the Security group. Both circles depend on the provision of collective activities such as infrastructure, and roading. External groups are private sector tourism enterprises, the visitors themselves, as well traders and suppliers whose activities play a part in CBT in Naduang Village.

It is interesting to note that in the first circle, the Homestay and cooking group plays an essential role in a tourism network in the case study village. Almost all of the groups have to work with the Homestay and cooking group regarding tourism activities, except for the Waterfall management group. The majority of the respondents are members of the first circle and work most closely with the Homestay and cooking group; for instance, the Baci ceremony is usually held for tourists who are staying at homestays. The handicraft products and organic vegetables are often delivered to the homestays. It can be said that the Homestay and cooking group is the hub of the CBT activities in Naduang Village.

For the second circle, the Waterfall management group is also important to tourism development but for different reasons. Its contribution is the considerable income it brings to the village, when it is compared to other groups, through charging admission to the waterfall. The Waterfall management group works with the Security group as well as working directly with the Village Authority. The findings revealed that the Waterfall management group works with the Security group at the waterfall site in order to maintain and keep the site safe. Further, because of the importance to village revenue, the Waterfall management group is supervised directly by the Village Authority.

However, the results showed that some families were assigned by the Village Authority to do more than one task. In other words, they were classified to be members of several CBT groups. This is because of the size of the village; it is rather small, with 832 residents and 144 households. For example, one respondent who works for Homestay and cooking group also works for the Handicrafts group due to her expertise in weaving, and her house is ready to be used for homestay.

According to the literature, a tourism supply chain can be defined as a network of tourism bodies involved in various activities including different components as well as marketing activities of tourism products and services at the tourist destination, by involving numerous stakeholders from both private and public sectors (2009). In this regard, the nature of an internal tourism supply chain in the context of the case study village of Naduang is relatively small; thus, it is different from the prior research studies, but it is nonetheless as complex as a larger entity.

**b) The network of CBT goods and services in the tourism supply chain**

In the prior section, the network of internal tourism supply chain was discussed. This section will discuss the workings of how the CBT groups work and the nature of the supply of goods and services amongst the tourism networks. According to the results, the supply chain of goods and services in CBT can be divided into two networks regarding their tasks. Firstly, a network that comprises the CBT groups which are involved in the supply of goods and services to those engaged in tourism. Secondly, a network includes CBT groups who are involved in tourism services only (see Figure 5.2).

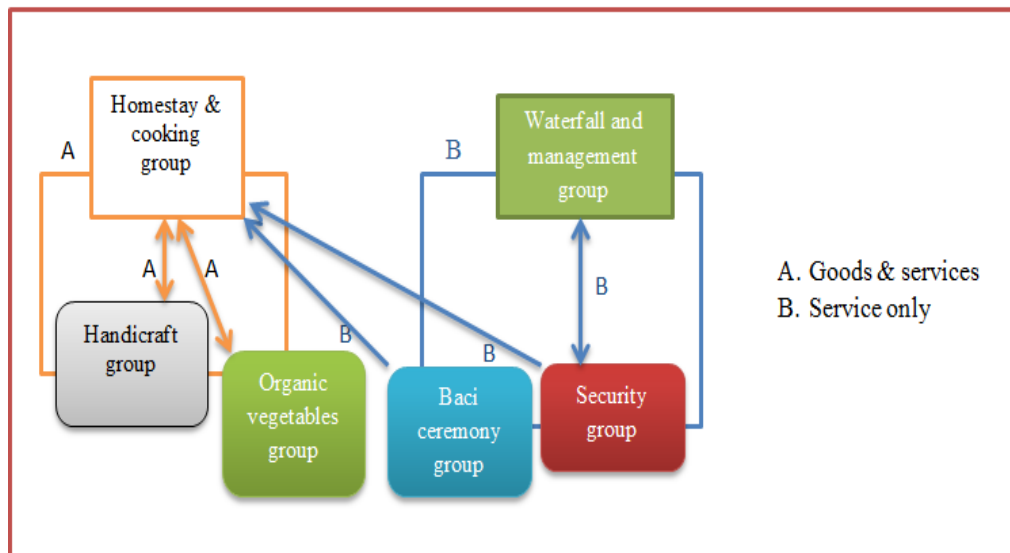


Figure 5.2: Goods and service linkages in Naduang Village’s CBT

The majority of the participants specified that their work is involved in goods and services linkage in the informal economy, in support of the formal tourism

activities, especially those who are members of the Homestay and cooking, Handicrafts, and the Organic vegetables groups. As mentioned earlier, the Homestay and cooking group is the centre of CBT activities; thus, the network of goods and services is also focused on providing homestay services.

Specifically, the Organic vegetables group supplies their vegetables to the homestays, while the Handicrafts group also takes their products to homestays. Further, all villagers can supply food resources to the homestays as well when they are required to service visitors. This shows that the internal tourism supply chain in Naduang Village is comprised of not only those who are directly involved in CBT activities but also those who are indirectly involved, such as other villagers (who are not members of CBT groups).

Nonetheless, the internal tourism supply chain has links with external stakeholders. This is especially important for the Handicrafts and Organic vegetables groups. The Handicrafts group needs to purchase raw materials such as silk and cotton from the city markets, because these resources cannot be grown by the locals. The local people of Laos often employ traditional methods for planting cotton, such as slash and burn farming, but this method contradicts the concept of sustainable tourism development, which the Lao government employs as a policy, aiming to reduce poverty by shifting subsistence farming to alternative economic methods. Thus, cotton and silk are grown in specifically designated areas, distant from Naduang Village.

The Organic vegetables group grows different types of vegetables depending upon the season. When the vegetables are harvested or the weaving handicraft products are completed, they will be sent either to village homestay houses for the visitors to buy or consume, or to the city market.

Some of the respondents stated that they are involved in tourism service activities only. These are the ones who are working for the Waterfall management, Baci ceremony, and the Security groups. Interestingly, the Waterfall management group works quite independently from the other groups in protecting and managing the waterfall site in order to facilitate tourists/visitors. However, it also works with the Village Authority and the Security group.

Additionally, the Baci ceremony and Security groups also work with the Homestay and cooking group to organise the Baci ceremony display and to protect the village. The findings demonstrated that even though the CBT groups work collaboratively as goods and services links, they were differentiated by their specific tasks. As such, these results are new knowledge for tourism development as well as for the tourism literature in the context of CBT in the developing world, since it documents the informal sociocultural and economic linkages in support of tourism.

**c) Support for and hindrances to CBT stakeholders' roles in the supply chain**

According to the results, it can be said that CBT groups have different advantages and disadvantages in their respective roles. Obviously, the majority of the participants admitted that their roles and tasks were clearly assigned by the Village Authority, which is then the key facilitator for them to perform their work effectively and systematically. Additionally, active members are the main drivers, inducing the work of each group to be accomplished; for instance, all members of the Waterfall management group are independently responsible for the ticket selling task, so the group can control and manage the revenue quite well. However, some members of each group were thought by others to not be dedicated enough to their allocated tasks, while others have limited knowledge about tourism services. For example, the Homestay and cooking group is facing difficulty in preparing food for tourists/visitors since members have limited knowledge in terms of hygiene and sanitation, as well as how to create a variety of food to offer to different types of tourists (The food preferences of tourists are very varied. Some are vegetarian but others not, some prefer spicy food, others prefer to eat primarily Western foods and yet others wish to experiment with local dishes). Further training then in basic hygiene and food handling, cooking techniques, water and waste treatment would be helpful for villagers, as would more familiarity with ways to cook for multiple tastes.

### **5.3.2 Supply chain roles**

This research centred on local residents who are involved in CBT activities in Naduang Village; thus, it was not surprising the findings showed that all participants are part of the CBT activities as a result of all of them being members of CBT groups. However, the roles of participations within CBT and within each group are relatively varied and had their respective advantages and disadvantages. These are discussed as follows:

#### **a) The roles of local stakeholders in the tourism supply chain**

##### ***Homestay and cooking group***

All respondents from this group are responsible for providing food and accommodation for tourists/visitors and also organising cultural performances. The Village Authority and this group have a contract with a private enterprise tour company who brings tourists to come to stay at the village homestays. Usually, tourists stay only one night (arrive in the evening and leave the next day in the morning). This means that the group has to cook two meals for tourists including dinner and breakfast. In addition to this, after dinner this group also organises cultural dancing, which is performed by school children. Tourists can also participate in this activity (see Figure 5.3).

As discussed in previous sections, homestay is the core of CBT activities. Thus, all respondents of this group agreed that their group not only accommodates tourists but also helps other villagers, including those who are indirectly and directly involved in CBT activities, to generate more income through particularly supplying food resources to homestays.

Further, the respondents reported that every member should get an equal share when some of them have tourists staying at the homestay; for instance, if three homestay houses are occupied by tourists, all revenue will be divided equally amongst the eight members of the Homestay and cooking group. Additionally, the HC group plays a part of cultural revitalisation through organising cultural dances and offering traditional dishes.



Figure 5.3: **Clockwise:** homestay, bedroom, tourists dressing in Sinh (Lao skirts) which is part of the Homestay and cooking group's activities, and one member of Homestay and cooking group demonstrating how to cook food for tourists.

Nonetheless, the group still has some limitations that need to be improved, the most important of which is food hygiene and accommodation sanitation. These connect directly with tourists' health. The researcher observed that cooking materials as well as cooking utensils, preparation areas and stoves were not clean enough, according to basic standards of accommodation hygiene. This is believed by the researcher to be a factor that affects tourists' satisfaction and also decision to re-visit.

### *Waterfall management group*

All participants of this group reported that their work is mostly related to the management of the waterfall site including maintenance of the parking area, bridges and the access to the site. Further, the main task of this 18-member group is collecting money from visitors to the waterfall, which is a main source of tourism income for Naduang Village. In this regard, all participants stated that on a daily basis, the Waterfall management group organises, oversees and inspects the activities of the other villagers who are responsible for the ticket selling task at the waterfall. One member of the group, who is in charge, and two other villagers have to be on duty at any one time (the total group of 18 plus other villagers have to take a turn, as directed by the Village Authority (see Figure 5.4).



Figure 5.4: **Clockwise:** a ticket seller, a member of the group receiving money from the other member and two villagers gathered at the waterfall, and Kaeng Nyui Waterfall.

It is interesting to note that all respondents asserted that the Waterfall management group plays a pivotal role in driving tourism development in this village, since the group collects the money, but it is possible to improve the money collection system to make it more systematic. An issue was noted in the data about the need for more transparency in the collection of funds. Obviously, as financial management becomes more transparent, the village can be assured of more funds to enable its development (see Figure 5.5, the money flows of Naduang tourism).

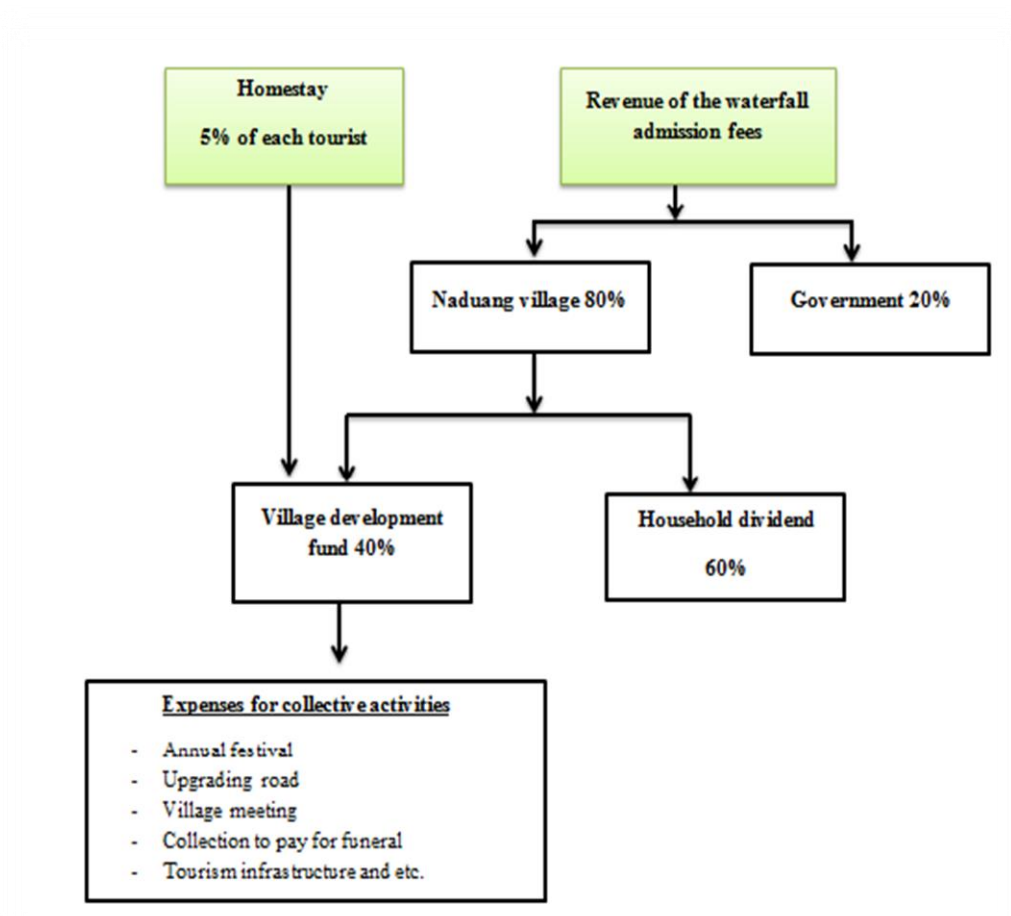


Figure 5.5: The money flows in Naduang tourism development

According to the findings and participant observation, the Waterfall management group is the only CBT group that all villagers, who are not in CBT groups, can participate in, apart from contributing to the common tasks which facilitate the functioning of the village as whole. It is the responsibility of each villager to take part, at some time, in ticket selling. However, the amount of money gathered overall from this task is a fairly small return, compared to the investment of the

long working hours required to stay at the waterfall and the need to distribute the funds amongst all who collected them. Thus, some of the villagers were not satisfied with the results and so were reluctant to do this work. On the other hand, from their perspective, they can earn more money from activities that do not involve tourism, with short working hours; an example of this is collecting non-timber forest products such as bamboo shoots, rattan and ferns, sold in the village but also more profitably at the city markets.

These findings showed that even though the Waterfall management group is pivotal to bringing about some advantages to the village, some villagers prefer to engage in other tasks and perhaps are not aware of the importance of tourism to the socio-economic benefits of their entire community.

On the other hand, the Homestay group was found to be the most profitable group in Naduang Village because this group can offer their services throughout the year due to its seasoning-independence. Moreover, it plays a crucial role in distributing money to the village development fund.

### ***Handicrafts group***

Three participants of this group reported that actually their role was part of their daily activities, since they had to produce cloth from the raw materials. Unfortunately since the markets have been taken over by manufactured products, the weaving activity has been fading in profitability and demand. However, after starting tourism development in this village, the weaving activity was classified as a CBT activity, and the Handicrafts group now aims to revitalise and preserve traditional activities. They weave textiles such as Sinh (Lao skirts), scarves, tablecloths and shirts (see Figure 5.6).

Apart from preserving the culture through demonstrating their activity to tourists as well as to their successors within the village, all respondents regarded their activity as a supplementary source of income for their families. It was observed by the researcher that the actual market for products made by this group is fairly large, because they can sell products to tourists/visitors, local residents and also to city markets.



Figure 5.6: (left) A weaver and (right) woven products: Sinh, tablecloths, shirts, Lao loin cloths.

Thus, it can be said that they can sell their products within the internal tourism supply chain and outside the tourism network. Moreover, and perhaps more importantly, the Handicrafts group is independent of vagaries in the weather since unlike other weather-dependent CBT activities, they can work whenever they are free from their main job such as agriculture production.

Also, even though the Handicrafts group is one of the CBT groups, it is independent from financial matters of the village. Recently the group borrowed money from the bank via a microfinance system, though this is still not sufficient funding, and the members still need further funds to reinvest in their business for equipment, raw materials and furniture upon which to display their goods for sale.

The group has only a small number of members. They anticipate a gap in succession of expertise are other challenges facing the group, owing to the fact that most the members are getting old or their children have moved to live in other places (Cave & Koloto, 2015), and some who could learn are still too young to undertake the work. Thus, continuity is the main issue for this group, in the continuity of their work.

### *Baci ceremony group*

The Baci ceremony is one of the most significant rituals of Lao culture so is widely practised throughout the country. This activity is organised for several purposes, such as a wedding ceremony, welcoming someone who has been away from home for a long time, as a well-wishing occasion for someone who is going to be away for an extended period, and welcoming a person back into village life after a serious illness. In this sense, because of its relationship to significant events in village life, the Baci ceremony was classified as a CBT activity in Naduang Village. In terms of its tourism role, the main purpose of this group is to welcome the tourists/visitors to the village and also wishing them to have an enjoyable trip. This activity is usually only organised at the Headman's house and when tourists want to experience it only (see Figure 5.7)



Figure 5.7: The Baci ceremony welcoming guests

The Baci group appreciated that their activity is an important component of tourism activities in Naduang Village, because it helps the village to preserve culture, offers a sense of welcome, integrates the outsiders into the village and demonstrates some of the customs and values of village life. This is good for not

only tourists but also the young generation, since it reinforces and passes on the values of rituals.

Two participants in the group have slightly different roles. One is responsible for organising the Baci ceremony at the Headman's house, while the other is responsible for expressing a welcome wish to visitors/tourists at the waterfall site. However, they have the same task of preserving the culture through their activities. Apart from cultural preservation, this group also plays a role in receiving donations over and above the admission price from tourists who visit the waterfall. This money is allocated directly to the village development funds.

Nevertheless, this is a role for village elders, especially men, who can recite prayers in the Baci ceremony, and who used to be ordained monks 40 years to 50 years ago. As such, recently the Baci ceremony is also facing the fact that there is now only a small pool for possible members and a gap in succession is looming. Further, the successors need some time to gain knowledge regarding the task of the group.

### *Security group*

All respondents from this group reported that they are the village militia or militiamen who dress in military fatigues and have the right to bear arms. Village militia are a level of civil enforcement and control between the police and populace that are present throughout Laos. Usually, the primary role of village militia is to protect the village and report issues to the army at the district levels. After being given the choice to promote tourism development in the village, the Village Authority tasked the militia with forming the Security group. In this regard, the main role of this group is to ensure the safety of all villagers and tourists/visitors within the village area. The participants asserted that they actually patrol the village during the nighttime and the waterfall site during daylight hours. Consequently, they regard their task as important work for the CBT activities, because the safety issue is one of many factors influencing tourists' decisions to travel to and visit their village and the waterfall.

Based on the findings, the small size of the village and active members of this group are the reasons for achieving high safety levels in the village. The

respondents stated that their village is relatively small, so it is not difficult to control. Furthermore, all members feel a strong responsibility for their task, even though they do have salaries and get minimal income from tourism activities if compared to other groups such as the Homestay and cooking group. Yet, it too needs a greater budget to function well. Due to the fact that mostly this group works during the nighttime hours, they need some money to buy coffee, tea and snacks to enable them to work in their tasks. In the past, they have had to ask the headman for money when they have something to buy. They would prefer an allocation from village funds, for stability. The results showed that the Security group had undertaken this role for many years before tourism occurred in the village.

### ***Organic vegetables group***

Three respondents of this group stated that the group basically has a role in supplying vegetables to the Homestay and cooking group when they have tourists staying at their houses. Additionally, the Organic vegetables group also supplies their products to other villagers in Naduang Village, to the city markets, and to permanent customers such as restaurants. Thus it can be said that the Organic vegetables group is the main vegetable supplier in the village.

According to the findings, eating organic vegetables is recognised as an importance not only by tourists but also by local residents; therefore, the number of people who prefer to eat organic vegetables is increasing. More importantly, the market for this group is quite large, since it can supply products for both inside and outside village tourism networks, which means that all members have several opportunities to earn more income, potentially the greatest capacity of all the village groups involved in CBT. Interestingly, one respondent reported that his family was recognised by the Village Authority as a role model family in terms of organic vegetable plantation practices. Nonetheless, this group also has insufficient funds to invest in the development of year-round capacity. This issue of viability of village economies and tourism in particular is a recurring theme. Previously, members of this group have grown organic vegetables seasonally because some types of vegetables cannot be planted in the rainy season, while

some types cannot be planted in the dry season. Therefore, they need a glasshouse to bridge the seasons and be able to grow crops continuously.

### **b) Role in tourism supply chain planning**

The majority of the respondents acknowledged that their participation in tourism development and planning was important to the sustainability of tourism in their community. Particularly important were the contributions that they made through their cultural knowledge of specific tourism activities, such as the Baci ceremony, or through their long experience with operations such as security. In contrast, some of the study participants had noted that they did not take part in the tourism planning process because they believed they were not knowledgeable enough to participate; interestingly, most of these are women.

The active participation of local communities in the tourism planning and development process is essential to the sustainability of the tourism development (Marzuki et al., 2012; Simpson, 2001b). Timothy and Tosun (2003) asserted that local people have more knowledge about characteristics of their locality such as history, culture and other local settings than outsiders; therefore, their involvement is essential for reaching rational decision-making in tourism planning and development (Hitchcock, King, & Parnwell, 1993).

### **c) Role in tourism supply chain decision**

There was consensus that the Village Authority is the main player who decides which tourism activities should or should not be created. Yet, some noted that the Village Authority made decisions under the supervision of relevant tourism authorities such as the office of Information, Culture and Tourism of Vang Vieng District, the department of provincial Information, Culture and Tourism of Vientiane Province, and the Ministry of Information, Culture and Tourism. Thus, despite knowing that these issues are directly related to their interests, local residents must rely on the decisions of external local authorities and/or tourism bodies. This is accepted, however, as normal practice, because the local people are used to a hierarchical system in which all decisions are made from the top. This result, however, contradicts the study of Aas et al. (2005), which suggests that the involvement of local residents in the management and decision-making process

allows them to be aware of the benefits that they can derive from tourism, and the costs of tourism (Fong & Lo, 2015). It can be concluded that successful and sustainable tourism is driven by an active involvement of local communities and, further, that the participation of local residents in decision-making in the tourism planning process is vital, because it will increase the effectiveness and profit of the particular tourist destination (Fong & Lo, 2015). However, in the Laotian context, local stakeholders have very little control over decisions or actions.

### **5.3.3 Local supply chain stakeholders' income**

#### **a) Sources of income of the host community stakeholders**

Two main sources of income for the participants were reported: primary and supplementary sources. All respondents reported that they are subsistence farmers, which means that they heavily rely on natural resources. Agricultural production including annual rice plantation and animal husbandry (cattle, pigs and poultry) are the participants' main sources of income (see Figure 5.8).



Figure 5.8: Primary sources of local residents' income (left: rice field, right: livestock).

It was observed by the researcher that every household has a piece of land which is used for agricultural production, although these differ in size. The annual rice production is the primary driver for their household income, since it is

fundamental to their economy and it is used in many ways. For instance, the local residents sell their rice whenever they want money to renovate their houses, pay school fees and even buy motorbikes.

Supplementary sources were also reported: for instance, construction work, running market and handicraft stalls, and direct and indirect involvement with tourism activities. Further, some respondents stated that non-timber forest products, remittances from children, and family support from a spouse living at a distance are other sources of income. Tourism featured in every respondent's comments as an additional source of income. This finding was consistent with the purpose of the sustainable tourism development project, which aimed at introducing tourism as an additional source of income through the use of local resources as tourism products without disturbing locals' lifestyles and identity (Lao National Tourism Administration (LNTA), 2013).

Income-earning activities were categorised as a form of family enterprise, organised and managed by themselves within their family network. Examples are agricultural production, running stalls and construction work. Thus, Naduang Village is invigorated by an informal economy which supports the formal. The informal economy commonly refers to any economic activities, including market and non-market activities. These activities consist of people who are self-employed, wageworkers or those who are involved in unprotected and insecure work (Gibson-Graham, 2006; Jhabvala, 2013). In the tourism arena, the informal economy involves people who are drivers, guides, souvenir sellers, food sellers and budget accommodation providers. However, their unregistered business status limits their ability to agree to contracts and negotiate terms (Henderson & Smith, 2009).

#### **b) Past, present and future income status**

As illustrated in the Chapter 3, the case village study was one of the target villages of the sustainable tourism development project, which initially commenced in 2009. Thus, a question was developed to track the participants' income during the last five years and to estimate their income in the next five years. Results showed that the annual income per capita was approximately US\$1000. In the main, the household income for those directly involved in tourism was higher than the

village average: however, for some, usually those not directly involved in tourism, their household income was less than the village average.

Interestingly, all participants agreed that over the last five years, their household income had, however, gradually increased, and they expected that their income would increase in the future. This is because the income was driven by both the primary and supplementary sources of income activities. All respondents reported that the increased family income was a direct result of a good yield of agricultural production such as rice, and livestock sales such as cows. However, the participants acknowledged that overall the increase in their income was propelled by additional income activities, particularly tourism. There was a wide range of supplementary income-earning activities, but tourism played a central role in supporting the local people's economy, including those who are indirectly and directly involved in tourism. For instance, direct income came from their participation in CBT activities, whereas indirect income came from the informal economy, specifically, in Naduang, the sale of NTFP agricultural products to the tourism income-earning groups, as well as food to tourists at the waterfall and dry goods to villagers and visitors/tourists through the village shop.

Nonetheless, some participants, especially those who have lower income than the village average, commented that they have been facing some constraints on income creation for their families. Some respondents reported that they have low income because of limitations in the allocation of agricultural land, and type of soil coupled with the fact that they are too old to do manual work. However, agricultural cultivation and animal husbandry are the primary sources of their income; therefore, these were their main disadvantages.

The absence of extended family members and the need to support their children for schooling are other obstacles to generating income. Some participants commented that they lack tangible and intangible assets for use in tourism service activities. For instance, they do not have houses that can be used as homestays and do not have money to invest in some related tourism activities (e.g., a food concession at the waterfall). Thus, these factors limit the income generation for their families.

## **5.4 Benefits of CBT**

The Sustainable Tourism Development Project (STDP) that included Naduang Village as one of the development projects was run from 2009 to 2013. It was designed to contribute towards sustainable socio-economic development of Laos, focusing especially on poverty reduction, sustainable development and protection of natural and cultural heritage.

A total amount of US\$10 million was funded jointly by the Asian Development Bank (ADB) and the Government of the Lao PDR. The Lao National Tourism Administration (currently the Ministry of Information, Culture and Tourism) was the executing agency responsible for the coordination, management and implementation of the project in the nine target provinces of Champasack, Salavanh, Savannakhet, Houaphanh, Oudomxay, Sayabouli, Bokeo, Luang Namtha, and Vientiane Province, in which this case study village is located (Lao National Tourism Administration (LNTA), 2013).

In the early stages of this project, the author of this research was assigned to Naduang Village to facilitate that project. His task was specifically to raise awareness among local residents about the importance of tourism. Thus, this research also investigated what the enduring effects of the programme might be, by looking at the benefits or disadvantages of tourism to local residents after the STDP had ended.

Three years afterwards, in 2016, four main benefits were found to remain for local stakeholders: economic improvement, cultural preservation, environmental protection, and other forms of assistance.

### ***Economic improvement***

Economic improvement was regarded by the participants as one of the most substantial returns to their community. Fourteen out of the 20 respondents said that tourism development has brought about economic development through directly and indirectly taking part in the tourism supply chain. Villagers who are members of CBT groups can earn supplementary income from their participation in goods and tourism services such as homestay and cooking, waterfall management, handicrafts, and organic vegetable production.

However, those who are not members of CBT groups, in other words those who are indirectly involved in tourism activities, can also earn income from the supply of goods to CBT groups. For instance, villagers can supply their poultry, vegetables and NTFPs to the Homestay and cooking group. In addition, tourism plays a role in infrastructure improvement such as roads, bridges and other tourism facilities, which benefit all villagers and have directly facilitated the performance by locals of other income-earning activities, such as the improvement of access to the Buddha Statue where villagers perform local traditions, and stalls set up in front of dwellings to sell dry goods and other items to villagers and visitors/tourists (see Figure 5.9).



Figure 5.9: Economic benefits (left: stairs to Buddha statue at the waterfall, and right: a stall in front of dwellings)

It is interesting to note that all households in Nduang Village get an equal dividend from the revenue of the waterfall ticket take every month. More specifically, the total revenues from the waterfall each month are divided into two portions: the first 80 per cent is allocated for the village and the second 20 per cent for the government (the office of Information, Culture and Tourism of Vang Vieng District). The village portion is divided into two portions: the first section of 60 per cent is divided equally amongst all households as a dividend and the

second portion, 40 per cent, goes to the village's tourism development fund. Moreover, villagers do not need to make a collection of funds from each household to pay for collective work as occurred before the tourism development intervention, since the development fund now covers those expenses (see Figure 5.5).

Thus it can be said that the tourism development intervention has profoundly influenced the local economy of this case study village. These findings appear to be consistent with the study of Zapata et al. (2011), in which a CBT project brings about direct and indirect benefits to the host communities. In their study conducted in Nicaragua, they pointed out that local communities can gain a wide range of benefits from tourism such as the improvement of local public infrastructure, involvement in tourism activities and the local supply chain in terms of agriculture productions and handicrafts, as well as positive branding of the community image to outsiders as a result of further investment and the development project. Further, the other benefits were extending the weaving networks into local markets and other local tourism supply chains such as hotels and tourist attractions.

However, in the case of Naduang Village, the effects can be traced beyond the village to external networks to the city markets, restaurants, plus tourism activity providers such as the zip-line, kayaking, trekking, and free and independent travellers, as well as with tourism intermediaries such as tour companies and booking agents (see Figure 5.1). Further, the tourism supply chain links with traders in silk and cotton and provision of Western food staples, especially for the homestay visitors.

### ***Cultural preservation***

Almost all participants had reported that prior to the introduction to tourism, some cultural activities were becoming forgotten by villagers, because their lifestyle was slowly being replaced by a modern lifestyle. However, the respondents acknowledged that local culture is one of the tourism resources in Naduang Village, and consequently, some cultural activities were included in the CBT activities when tourism was being planned. After tourism happened in this village,

some of the cultural activities were rejuvenated, such as traditional dances and some children's activities, and some activities were also continuously preserved such as Baci ceremony and wearing of Lao costume (see Figure 5.10).



Figure 5.10: Children performing Lao tinkling dance

For instance, the participants from the Homestay and cooking group explained that every homestay provides Lao costume such as *Sinh* and *Salong* for tourists who stay at their houses, so the tourists can try them on during their stay. Moreover, the participants acknowledged that embracing cultural practices to be part of tourism activities is not only done to impress tourists but also to demonstrate the practice to their children, so that they can know and see the importance of their own culture.

In the study of Andereck et al. (2005), the majority of participants agreed that tourism brings added positive cultural benefits to the host community through improving the cultural activities, cultural heritage, public parks, and recreational sites. It is likely that tourism is now recognised by a number of tourism organisations as a saviour of local customs, arts and crafts, and traditions from vanishing (Collier, 2006).

### *Protection of the environment*

The majority of the respondents believed that tourism development has resulted in environmental protection in Naduang Village. Since most of the villagers are subsistence farmers, they rely on agricultural exploitation. However, slash and burn farming has completely stopped since tourism has been developed in the village and non-destructive techniques are now used that preserve the local ecology, because they can see the amenity benefits of reserving the natural habitat.

Moreover, the participants regarded environmental protection and appearance as a significant component of tourism development in their village. Thus, villagers were more aware of the importance of cleanliness. Villagers now pay more attention to keeping their houses tidy and clean. As observed by the researcher, many households now have rubbish baskets beside their houses which is not common practice for Laos's rural areas such this case study village (see Figure 5.11). They also keep their animals in cages, preventing them from roaming freely and defecating around the area. Thus it can be said environmental control initiatives are now in place. Andereck et al. (2005) also found that tourism has positive effects on the environment because of the process of raising awareness about the conservation of natural resources, as well as improvements in water and waste management.



Figure 5.11: Rubbish baskets (Left) steps to the top of Kaeng Nyui Waterfall and (Right) a homestay with rubbish basket.

### *Forms of assistance*

It can be also said that the village has also received different forms of assistance other than economic, cultural and environmental gains. Other benefits that have occurred in the last three years after the tourism development intervention ceased include additional investment funds from the private sector, technical assistance and educational materials. In 2012, the KB SEC bank from South Korea supported the construction of a primary school. Also, a group tour (organised by a tour company that has a contract with the Homestay and cooking group) always donates educational materials and sports, and even money to the village. This really benefits the villagers all year around, especially those who have children studying at primary school, since they do not need to buy materials such as books, pencils, and files for their children (see Figure 5.12).



Figure 5.12: (Left) Primary school funded by KB SEC bank from South Korea and (Right) tourists donating some educational materials to children.

Despite the numerous positive effects on the host community, some participants asserted that tourism has brought some negative consequences to their village. The economic effect is the most prominent evidence in this regard.

Since tourism was developed in this village, their living costs have become higher, because all products are set to sell to visitors/tourists rather than to use in their

households. This is not because of tourism alone but the entire economic system. Moreover, they now have to buy food and other stuff for their daily lives, including agricultural products and NTFPs, but in the past, these produce could be given by one to another without paying, which means that tourism has caused the local lifestyle to become more commercial.

From the perspective of study participants and the opinion of other villagers who are not members of CBT groups, despite the dream of higher prosperity, in reality they see only minimal financial returns from tourism. Further, they would need to also spend longer hours to achieve the financial returns which they require, compared to other activities available to them. These facts make them unwilling to participate in the tourism activity operations.

### **5.5 Does CBT remain after the aid programme has finished?**

Even though the aid funding (ADB) has stopped, CBT activities at Naduang Village are continuously growing, because villagers, especially those who are directly involved in CBT, now have more experience regarding tourism service delivery. Also, at the beginning of the STDP, villagers' awareness was raised by the tourism authority on the importance of tourism, especially of making tourism as their supplementary source of income. Additionally, some of them have had the opportunity to visit several CBT sites within the country and abroad. For instance, the Organic vegetables group took a study tour to the biggest organic vegetable farm in Laos. The Homestay and cooking group has been on several study tours to other CBT operations in Laos and also Thailand. Furthermore, CBT participants have been trained several times by related authorities regarding their service delivery, especially those who work in the Homestay and cooking and the Handicrafts groups. Importantly, the Lao government helped the village to promote tourism activities such as homestay village and waterfalls. As a result, the village achieved the expected number visitors to Kaeng Nyui Waterfall as it was stated in the Table 3.6.

As a result, tourism activities in Naduang Village have progressed positively due to the effectiveness of the village's internal organisation, coupled with close supervision by related authorities, especially the Ministry of Information, Culture and Tourism on intent of the Lao tourism policy, which is to utilise local

resources as tourism products without changing their original character. For these reasons, participants are confident and sure that tourism activities will be developed further in the future.

### **5.5.1 Areas to be improved in the future**

Despite the generally positive outcomes to the host community, inevitably there were some negative consequences. A number of problems were identified that need to be solved in order to make tourism more beneficial and more sustainable for the host community. The major obstacle to tourism development in Naduang Village is the development of destination infrastructure, which consists of the access, attraction development, amenities and other activities.

The road from the city to the waterfall is very difficult to use in the rainy season (May to October). Sometimes, tourists have accidents due to such poor road conditions, especially for those who travel by motorbike. This affects the number of tourists who can visit the waterfall, which is the main attraction and source of income for the village. On the other hand, in the dry season (November to April), the road to the waterfall is more accessible, but the waterfall runs dry because it is used as a gravity water feed for the village and is used to supply the city in times of short supply (see Figure 5.13).



Figure 5.13: (left) Road from city to the Kaeng Nyui Waterfall in rainy season, and (right) a reservoir using water from the waterfall.

Additionally, some villagers do not pay much attention to the cleanliness of their houses, which creates a negative image for the village, despite the fact that the Village Authority has mobilised them to keep their dwellings clean. Also, tourism activities related to cultural activities and other traditional practices could be further revitalised and promoted to make the range of tourism activities diverse and more attractive to visitors.

Further, each CBT group has specific issues to resolve, particularly, those who are involved in the goods and services networks (see Figure 5.2). For example, both the Handicrafts and the Organic vegetables groups require some investment funds to be able to operate more successfully as businesses. The Handicrafts group needs a community shop where they can display their products to tourists and other visitors. The Organic vegetables group needs a glasshouse for their planting to extend their seasonal production. Also, members of the Homestay and cooking group need to upgrade their knowledge in relation to accommodation services.

Also, some CBT such as the Waterfall management, the Security, and the Baci ceremony groups need to be more proactive and energetic in approaching their tasks, but are discouraged because they get lower financial returns, despite tourism having positive effects on the host community as a whole.

Only one participant sought improvement to the manner tourism is managed in the village. Also, there was a desire to renegotiate the terms of the relationship of the village with the private company operating zip-line activities in the area of the waterfall, to maximise the benefits for villagers who are the most affected stakeholders.

## **5.6 Summary**

This chapter has focused on discussing the study findings in the light of current literature, outlined in Chapter 2.

Overall, the findings of this study suggest that the main reasons for promoting CBT in Naduang Village were economic development, poverty reduction, rich tourism cultural and natural assets, and cultural and natural preservation.

Involvement of local residents was the most important aspect that needs to be considered when tourism development occurs, but the viability of tourism development is not thought to be dependent on government. The main responsibility of villagers is to protect the tangible assets, including the built environment and natural environment, operated under the supervision of the Village Authority. Interestingly, cultural preservation was not mentioned by any participants as one of their responsibilities, although it was one of the reasons for establishing tourism in the case study village. The Village Authority is a key player in planning, creating and operating CBT activities, rather than villagers themselves. The central government is also a key player, but their role as planner was not explicitly mentioned, except by one. Moreover, the local residents desired positive outcomes from tourism as joint owners of all tourism resources.

Host community stakeholders were found to play a central role in tourism development, classified into different CBT groups: the Homestay and cooking group, the Waterfall management group, the Handicrafts group, the Baci ceremony, the Security, and the Organic vegetables group.

These were organised into two networks of local stakeholders-one circle of direct involvement comprising of the Homestay and cooking, the Handicrafts, the Baci ceremony, the Organic vegetables, and the Security groups, and the second circle the Waterfall management and the Security groups.

Further, the study also found that the tourism supply chain network of goods and services was grouped into two networks. The first network involves links to goods and services: the Homestay and cooking group, the Handicrafts group and the Organic vegetables group; alternatively, the second group were service oriented only -the Waterfall management group, the Security group, and Baci ceremony group. It is interesting to note that the goods and services linkages work effectively due to the control of the Village Authority and the close direction of external government tourism authorities. However, limitation of knowledge regarding tourism services and lack of funds for investment in core infrastructure and equipment were identified as obstacles for villagers being able to implement their roles and realise greater revenue returns.

It also found that local stakeholders have different roles regarding CBT activities. Basically, the Homestay and cooking group provides accommodation and food, the Waterfall management group collects money from the visitors and maintains the waterfall site, the Handicrafts group produces Lao traditional costumes, the Baci ceremony group organises the ceremony, the Security group ensures the safety in the village, and the Organic vegetables group produces vegetables. This differentiation aids the coordination and cohesion of the CBT activities. In terms of the tourism planning, the majority of the study participants were part of the tourism planning processes, whether directly or indirectly, but some were not, by choice. All participants agreed that the Village Authority was the main decision maker on current and future prospective tourism activities. However, the Village Authority in turn, is controlled by the government authority of Laos, so that full autonomy is not possible.

In terms of the income earning of the host stakeholders, the villagers derived income from two main sources. The primary source is agricultural production. The supplementary sources come from a number of sources, such as construction work, running stalls, NTFPs, and tourism. Tourism has not proven to be the core income stream as had been hoped, but is at best supplementary, secondary income.

It might be said that local residents were rescued from poverty by the unintended effect of linkages to informal economies. The findings reveal that their income during the last five years is now higher than the village average as a result of tourism, but others note that their incomes are lower than the village average. However, generally, the income of all participants has increased over the last five years, because of improvement in agricultural practices, enhanced production capacity and supply opportunities within and external to the village, prompted by the investment in tourism and the need to supply goods and services to tourism operations. Thus, the formal industry is supported actively by the informal supply chain, and they both have a positive effect on each other and the whole, but not as had been expected.

Further earnings are expected to increase in the next five years if the primary and supplementary activities are invested in and improve, but not to the extent that tourism is expected to be the core revenue: it is expected still to remain as a

secondary source of livelihood. To conclude, the income of local residents has been driven by the agricultural production and by additional, external and internal sources, one of which is tourism.

Regarding the benefits or disadvantages of tourism for the case study village, the findings indicate that economic improvement, cultural preservation, and environmental protection were the main benefits. Additionally, other forms of assistance were found to be other gains from tourism for the host community, such as school construction and educational materials.

It is interesting to note that internal and external stakeholders in the extended view of the tourism supply chain were found to be beneficiaries. Internal stakeholders comprised all villagers who are directly and indirectly involved in tourism activities, and as such, the proportions of their returns from tourism varied due to their capacities and degree of involvement. External stakeholders include the Lao government and private tourism companies and businesses in the city.

Moreover, the findings reveal that tourism activities in Naduang Village are continuously growing, even though the aid funding has stopped.

With regard to obstacles of tourism development in the case study village, an amalgamation of destination issues such as cultural activities should be improved and promoted. The road and waterfall are the main factors influencing the number of tourists/visitors who can access the case study village.

Additionally, members of each CBT group have to pay more attention to their own duties, while some groups need funding to invest in their business. Interestingly, negotiation with the private company (zip-line company) and improving financial management are required in order to maximise the benefits of tourism to the host community.

Chapter 6 provides the conclusion and recommendations in relation to the main results of this research study.



## **CHAPTER 6: CONCLUSION**

### **6.1 Introduction**

The final chapter of this thesis summarises the key results of the overarching themes, and synthesises them into a new conceptual framework and provides recommendations based on the findings and discussion of its wider implications. The chapter provides a discussion about the initial conceptual framework regarding the CBT, developed from literature on CBT. The chapter then discusses the research findings by focusing on the three overarching themes which have guided the research since its inception: firstly, the participation of communities in CBT; secondly, the tourism supply chain that includes informal economy which supports the formal tourism industry; thirdly the benefits of tourism for the host community.

The initial concepts will be synthesised into a new conceptual framework derived from the data, which challenges the initial framework sourced from prior literature.

Additionally, the chapter discusses the issue of the extent to which CBT remains, or is modified by community processes after aid funding has ceased. Finally, the chapter also indicates limitations of this research, implications and recommendations for future research.

### **6.2 Synthesis of key research results**

This research has investigated the extent to which tourism development is beneficial to local communities by focusing on Community-Based Tourism, with specific reference to the case of Nduang Village, Vang Vieng District, Vientiane Province, Laos. To achieve this aim, four objectives were developed as outlined below:

1. To explore the extent of local understanding of the nature of community-based tourism.
2. To identify the nature of stakeholders in a community-based tourism supply chain.

3. To investigate the benefits that host community stakeholders receive from their participation in community-based tourism, especially when the project ends.
4. To assess CBT as a tool for sustainable development by investigating the aid intervention programme of the Ministry of Information, Culture and Tourism-the Asian Development Bank (2009-2013), which took place in Naduang Village.

In the light of the research aims and objectives, this study has attempted to find out the answer to the question, *Does Community-Based Tourism have long-term benefit for Naduang Village stakeholders?* In the process, it also explores the proposition that: The nature of the tourism supply chain affects the success of CBT as a long-term sustainable development tool.

This research study employed a qualitative research approach and semi-structured interviews, coupled with participant observation, as data collecting techniques. Twenty local residents who self-identified as being involved in CBT activities were the participants for this research study. The data derived from the interviews have been analysed (Chapter 4) and discussed (Chapter 5) based on four research questions. The next section discusses the initial research framework.

### **6.3 Initial concepts from literature**

The initial concepts from literature encompassed the concepts of sustainable tourism development, community participation in CBT, Community-Based Tourism, the tourism supply chain and informal/formal economies.

Tourism is recognised as a significant economic driver for many countries in the developing world, as it provides opportunities for creating jobs and generating incomes for local people at tourist destinations (Budeanu, 2005; Mbaiwa, 2011). However, it posts some negative impacts on the host communities, particularly in developing countries (Budeanu, 2005; Goodwin, 2008). As a consequence, the notion of sustainable tourism was introduced in order to minimise negative impacts and maximise the positive consequences of tourism, and to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable tourism development utilises the local resources in a sustainable manner and also minimises detriment to the local community and the environment (WTO, 2005). This development is usually implemented under the triple bottom line, or the three pillars, of sustainability. Additionally, it has become an integral part of the conservation of the natural heritages, traditional values of the host communities, and the development of local economies (Goodwin, 2011). Thus, sustainable tourism is regarded as being beneficial if all negative consequences of tourism are mitigated when it is put into practice (Tosun, 2001). In this regard, it is necessary to have an integrative approach in all tourism strategies, plans and actions, at all levels of governance and organisation in order to mitigate all negative impacts of tourism as well as to reach the goals of sustainable tourism (Budeanu, 2005).

The concept of community participation in tourism has been perceived as a means of increasing a community's carrying capacity in minimising tourism's negative effects, while in the meantime, maximising the positive impacts of tourism (Okazaki, 2008). In the field of tourism, community participation has gained increasing attention as a result of the success and sustainability of development initiatives. The local communities tend to receive greater socio-economic benefits if tourism development has active support from the locals (Eagles & Mitchell, 2001), and tourism development is by no mean beneficial if socio-economic and environmental benefits to the local communities do not trickle down (Muganda et al., 2013). Thus, community participation implemented through community-based tourism activities is a central component of sustainable tourism development.

Community participation in tourism development can be found in a form of community-based tourism, recognised as a solution to diminishing the negative consequences of mass tourism (Key & Pillai, 2006; Luloff et al., 2010; Trejos & Chiang, 2009). Therefore, CBT is widely used as an alternative to traditional tourism development. It is defined as tourism based on negotiation and participation with vital stakeholders in the destination (Saarinen, 2006). Further, in the developing world, CBT has been used not only to reduce poverty but also to preserve and manage natural and cultural resources (Stone & Rogerson, 2011). The purpose of CBT is to ensure that local communities have ownership of, and

their rights to control over, the tourism activities, and practices, and sociocultural and natural assets used in tourism development (Scheyvens, 2009).

The ideal is that community-based tourism is basically created and managed by local residents, so that local organisations can play a part and can influence the success of the tourism development. However, social networks are not about people but the structure of relationships within entire networks of the pattern (Prell et al., 2009). As a result, tourism networks are therefore recognised as multifaceted and unstable bodies that develop and evolve all the time in order to respond to environmental and organisational development and demands (March & Wilkinson, 2009), so that the intended outcome may not occur in the way in which it was intended.

The network of tourism organisations makes up a tourism supply chain, which involves numerous activities ranging from production process to the final tourism products or service, and a number of participants in both the private and public sectors (2009; Song, Liu, & Chen, 2013). These stakeholders share a common purpose, to create and deliver sustained value for tourists, and to generate income for themselves (Song et al., 2013). However, the notion of a tourism supply chain has not been extensively examined in the tourism literature (Song, 2012). Therefore, an in-depth understanding the nature of supply chain is a significant contribution made by this study, and this concept is central to understanding the dynamics of sustainable tourism development, since it spans the informal and the formal tourism economies (Cave, 2009).

In the context of tourism, the informal sector is defined as those individuals and businesses that engage with tourists and the tourism industry, yet they are not affiliated with any formal association (Slocum et al., 2011). In this respect, Henderson and Smith (2009) state that the informal economy is a labour-intensive sector, as it is relevant to those who work as drivers, guides, souvenir vendors, food sellers, beach masseurs, and budget accommodation providers, most of whom lack support in negotiating contracts and the enforcement of contractual terms. However, it acts as a source for formal labour recruitment, which leads to mutual economic benefits. Therefore, the informal economy is an

important source of income and employment for those who find it difficult to access the formal one.

A synthesis of these themes from literature produced the conceptual framework below (Figure 6.1). This diagram aided the formulation of the issue statement, research proposition and research questions. As indicated in the diagram, this author views sustainable tourism development as linked to four key elements, energised and held together by the social networks which underpin it via: community participation in tourism, the notion of community-based tourism, the concept of a supply chain for tourism and its presence in both informal/formal economies within the tourism system.

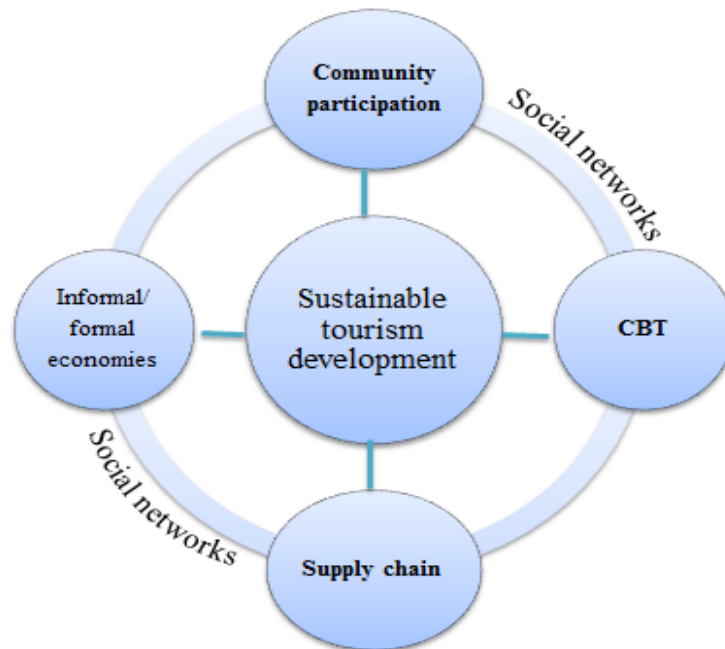


Figure 6.1: Conceptual framework prior to empirical research

## 6.4 Findings of the research

The data derived from the interviews were analysed and discussed based on five research questions in Chapters 4 and 5. However, this section presents the analytical results based on three overarching themes of this research.

### *Community participation in CBT*

The results of the research question revealed that the main reasons for establishing CBT in Naduang Village were economic development and poverty alleviation, the abundance of existing local tourism resources, and natural and cultural preservation. Interestingly, the majority of the participants viewed economic development and poverty reduction as a primary reason for CBT development. This is because the village is adjacent to a popular tourist destination which offers local residents the opportunity generate additional income. Tourism has definitely improved their financial capacity. Some participants appeared to perceive abundance of tourism resources as the major reason, since the village has some beautiful waterfalls such as Kaeng Nyui Waterfall, which had not been operated before as tourist destination in such a way that villagers could get benefit from them. Only few respondents believed that CBT development actually enables them to preserve their natural and cultural resources.

Regarding the involvement of stakeholders in CBT, almost all participants believed that all villagers were involved in CBT and get benefit from their involvement. This is because they believed that they are the owners of all tourism resources in their locality. In reality however, the benefits accrue indirectly to all, and directly to only a few. Only one respondent argued that all levels of governments should be involved in CBT. As such, these results indicate that participants understood the concept of CBT to some extent. Additionally, protecting tourism resources was reported as being their responsibility, but villagers were required to comply with the instruction of the Village Authority. Moreover, the majority of the participants asserted that the Village Authority should be the key actor in planning, creating and operating CBT activities. Yet, very few respondents thought that villagers who are experienced in tourism and hospitality, and the central government should take part in the tourism development process. It is interesting to note that while participants seemed to understand the nature of CBT, most of them still relied on the relevant authority decisions.

### *Community-based tourism supply chain*

The results of the second research question identified the roles of local stakeholders in CBT activities and explored their income. These findings directly addressed the research objective (2). The outcomes pointed out that the CBT development is focusing on the involvement of local residents; thus, the establishment of all CBT activities was based on the potential of the village as well as the capacity of villagers. As such, they have different roles to play regarding CBT activities. However, the CBT supply chain involves not only internal stakeholders but also external stakeholders and spans the informal and formal economies.

The results showed that there are six CBT activity groups: the Homestay and cooking group, the Waterfall management group, the Handicrafts group, the Baci ceremony group, the Security group, and the Organic vegetables group. These groups were classified due to their tasks in supplying goods and services. Interestingly, homestay and cooking is a core activity in this village since it works collaboratively with other groups except the Waterfall management group.

Regarding their tasks, they were formed into two internal networks: (1) a goods and service network: the Homestay and cooking, the Handicrafts and the Organic vegetable groups; (2) a service network: the Waterfall management, the Baci ceremony, and the Security groups. Notably, the Village Authority and the Security group carried out their tasks at all times. These activities were all micro enterprises, based in informal family networks of exchange.

Apart from that, there is an external network which includes private sector tourism enterprises, tourists, traders and suppliers whose activities operate in the formal economy and yet play a part in CBT in Naduang Village.

In the goods and service network, the Homestay and cooking group provides accommodation and food to tourists. On the other hand, it purchases agricultural products from other CBT groups, as well as from all villagers in the village to support its service. Also, the Handicrafts and the Organic vegetables groups supply their goods to the Homestay and cooking group, other villagers as well as outside markets. However, all CBT groups still need supplies from the external

stakeholders, especially the Homestay and the Handicrafts groups who need some Western cooking ingredients, and raw materials for weaving. Generally speaking, the service network includes all CBT groups, but these groups-the Waterfall management, the Baci ceremony, and the Security groups have roles that entail service only. Furthermore, these also have contact with outside stakeholders such as tourists and private tour companies (see Figure 5. 2).

### ***Benefits of Community-based tourism***

The third research question was developed to investigate the benefits of tourism for the host community stakeholders. The findings also addressed the research objective (3). The outcomes showed that four aspects were reported as the benefits that villagers derived from tourism activities: economic improvement, cultural conservation, environmental protection, and forms of assistance (donation). In this regard, all participants asserted that everyone either who is directly involved or indirectly involved in CBT activities benefits from tourism development but that the proportions of benefit received vary due to the degree of their involvement. External stakeholders also benefit from tourism, including the Lao government, the private tour companies, and traders whose activities play a part in CBT in Naduang Village.

The findings also showed that the benefits for local residents have steadily changed since the tourism development was launched in their village in 2009, especially, in respect of the financial returns. Even though some reported that their income is lower than the village average, it has nonetheless been increasing year by year as a result of tourism, their increased production capacity/need for goods and other related income earning activities.

In addition, the researcher developed research question 4 in order to find out the responses to address research objective 4. In relation to this, the results suggested that participants were confident about the continuity of CBT in their village, even though the aid programme has finished. This is because all villagers have more experience about tourism activities implementation as well as its management. Additionally, the Lao government has placed an emphasis on CBT as an important means to achieve its development goals. As such, the tourism in

Naduang Village has been regularly monitored, guided and rewarded by the government with awards and travel to study CBT best practice elsewhere.

The researcher, therefore, concludes that the CBT in the case study village is slightly different from prior studies. As the results suggested, CBT development processes in Naduang lack community participation in the tourism development processes to some degree, especially in the decision-making process. This is because of the cultural norms in Laos, where hierarchical decision processes are favoured. Nonetheless, CBT activities in this village are propelled by the supply chain oriented towards the informal exchange economy as well as by strong social networks. The initial conceptual framework (Figure 6.1), therefore, is not really appropriate as a result of these finding, so a new conceptual framework is presented in next section.

### 6.5 New conceptual framework generated from research findings

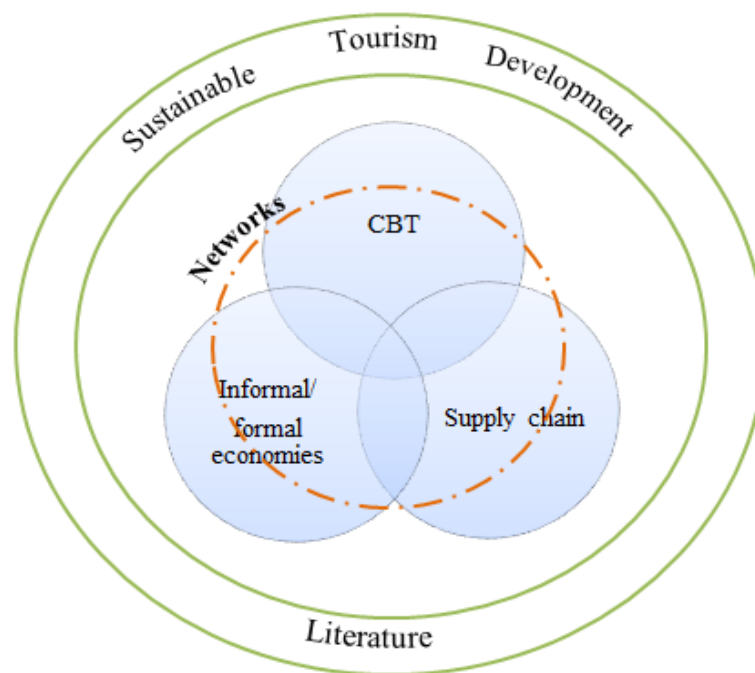


Figure 6.2: New conceptual framework

Figure 6.2 illustrates the relationships among different concepts that shape the notion of sustainable tourism development. It is obvious that even though CBT, tourism supply chain, and informal economy/formal economy are significant

pillars of sustainable tourism development in the case study village, social networks play the most important role in holding all elements together. It is interesting to note that the concept of community participation does not exist in Figure 6.2, as the author found that in practice, this idea applies within the hierarchy of the village, since the upper levels take part in the tourism development process, but the “community” lower levels participate in a very limited way, as directed players in the system.

Further, in the literature, the theory is that the network is very broad. But the supply chain in the case study village is a small network, since it mostly entails local stakeholders who are involved in CBT activities and a few external stakeholders. The village supply chain cannot be separated from CBT activities and it completely involves informal economic activities.

The village community is tightly integrated by the internal supply and service networks and adherence to social hierarchies but is nonetheless influenced by external opportunities which ironically, tourism has facilitated.

## **6.6 The role of the aid intervention**

The Ministry of Information, Culture, and Tourism (MICT) played a role as the project’s executing agency and had established the project supervisory, financial, and technical and personnel administration system. In this regard, the Lao government, especially the MICT provided both technical and financial assistance for targeted villages, from the beginning stage of the project. An example of this was raising awareness among local residents about the importance of tourism for their social-economic development, and also embracing tourism as a secondary source of income. This was to avoid overdependence on tourism and to keep villagers doing their main source of income, such as agricultural production. Additionally, a number of study tours and training sessions were organised by the tourism authority (DICT and MICT) regarding tourism activities, especially for those who were classified in the Homestay and cooking group for housekeeping, cooking, and the Handicrafts group for making souvenirs and modifying their woven products.

Furthermore, the project helped the village to improve infrastructure such as roads, a village meeting hall, materials for the Homestay and cooking (bedding sets, utensils), and tourism facilities (parking area, steps to the top of the waterfall and to the Buddha statue, and a restaurant at the waterfall).

In this respect, the researcher and also one of tourism officers who used to work in this area found that there was a significant improvement in this village when it is compared to the early stages of the project. Obviously, many villagers showed their willingness to participate in tourism and many of them were satisfied with what they gained from tourism development, not only for those who are directly involved in CBT groups, but also who are not. Particularly, the village development fund has been able to cover all collective distributions since the tourism development began. In the past, each household was required to contribute to the pool of funds for collective distribution. As a result, families have both the amount they used to be required to give, as well as the additional collective funds from tourism, making them much better off financially.

### **6.7 Does CBT survive after the aid funding has stopped?**

The previous section already drew a clue to answer to this question, so the answer is “YES.” The tourism development in Naduang Village is positively driven by internal and external factors. The strength of the village hierarchy as well as strong social networks are key element for the survival of tourism in this village, due to the fact that a top-down approach is not appropriate for CBT, even though in the Lao context, local residents are minority and uneducated, they need to follow instruction instead of making decisions by themselves. Besides, villagers understood the importance of tourism, as can be seen from an active participation, especially those who work in CBT groups, and this really induced the development. Also, they realised that tourism is an additional source of income so they are not dependent on tourism for generating their income.

Although the aid funding has stopped, the Lao government, especially the Lao tourism authority is still working with and keeps helping this village. More interestingly, the Lao government aimed to improve and promote Naduang homestay to be one of the homestay models for Laos and to meet the ASEAN homestay standard. In early 2016, the Naduang homestay was finally certified that

it has complied with the quality assurance requirements prescribed by the ASEAN Homestay Standard. Further, the Lao government helps to promote tourism activities in the case study village such as homestay and the Kaeng Nyui Waterfall through publications. This results in an increasing number of tourists to Naduang Village year by year.

## **6.8 Conclusion**

The successful sustainable tourism development in the context of Naduang Village relies on these factors: 1) understanding the informal/formal economy supply chain in the village for tourism; 2) strong social cohesion (hierarchy); 3) availability of markets for informal/formal economic activities due to tourism opportunities; 4) enhanced capacity outside the village to earn more income; and 5) stakeholder readiness for change and differential benefits. It is important to note that tourism development activities have helped people's capacity to engage the village to earn more income and whilst poverty has been alleviated, it has not yet been eliminated for all concerned.

These drivers may be applied to all communities where sustainable tourism development is launched, since each community has its own characteristics and different social-cultural, economic, and environmental structures.

Nonetheless, as a result of this research, the notion of community-based tourism has been reconceptualised in terms of a deeper understanding of the social networks and internal/external supply chain for tourism than had been identified before. This new theorisation places CBT as one part of a sustainable tourism development system which cannot be separated from the supply chain of goods and services and the informal economy, which interfaces with the external, formal tourism industry. All are held together by the strength and power relationships within social networks. This is the key contribution to literature of this research.

## **6.9 Limitations and recommendations for future research**

This study has some limitations in data collection, data analysis and data interpretation. However, the main limitation of this study was that the researcher could not follow the initial interview schedule due to unavailability of targeted participants, since at the time this study was conducted, the potential participants

had just begun planting rice; as a consequence, it took a long time to achieve a large number of interviewees.

Similarly, all villagers were busy with their rice planting, so the researcher was constrained to observe the tourism supply chain, especially the network of the informal economy which was reported to be the main source of the local residents' income. It was not possible in the time available to interview the tourism enterprise suppliers in the formal economy. Therefore, in order to cope with these constraints, it is recommended in the future that the data collection should be conducted during the most convenient time ensuring availability of all key informants. Nonetheless, an adequate range of interviewees was self-identified and the variability and range of opinion in the data indicated that a breadth of opinion was accomplished.

Another limitation of this study was that the participants did not understand some of the interview questions, especially, those are about their perspectives on tourism activities and their day-to day practices, and this caused them to provide unrelated answers. Therefore, it also took time for the researcher to explain and distinguish those questions in order to draw them back to the topic. For future research purposes, it is recommended that the researcher explain all interview questions to all informants, perhaps as a group, before conducting the individual interviews. Nonetheless, while these limitations impeded the ability of the researcher to carry out the study in the time frame, the researcher was finally able to obtain a targeted number of interviews.

The findings may not be generalised to other research areas since this study was carried out by a single case study. This limited the ability of the researcher to generalise the findings to the entire population. It is recommended that the next research study should consider a multiple case study approach in order to ensure greater generalisation, particularly where there are CBT programmes initiated by aid funding as well as existing supply chain tourism. However, as noted above, the new conceptualisation of sustainable tourism development (Figure 6.2) should have wider application.



## REFERENCES

- Zhang, X., Song, H., & Huang, G. Q. (2009). Tourism supply chain management: A new research agenda. *Tourism Management*, 30(3), 345-358. doi:10.1016/j.tourman.2008.12.010
- Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder collaboration and heritage management. *Annals of Tourism Research*, 32(1), 28-48. doi:10.1016/j.annals.2004.04.005
- Acharya, B. P., & Halpenny, E. A. (2013). Homestays as an Alternative Tourism Product for Sustainable Community Development: A Case Study of Women-Managed Tourism Product in Rural Nepal. *Tourism Planning & Development*, 10(4), 367-387. doi:10.1080/21568316.2013.779313
- Akama, J. S. (1996). Western environmental values and nature-based tourism in Kenya. *Tourism Management*, 17(8), 567-574. doi:10.1016/S0261-5177(96)00077-5
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056-1076. doi:10.1016/j.annals.2005.03.001
- Araujo, L. M. d., & Bramwell, B. (1999). Stakeholder assessment and collaborative tourism planning: The case of Brazil's Costa Dourada project. *Journal of Sustainable Tourism*, 7(3-4), 356-378. doi:10.1080/09669589908667344
- Aref, F., Gill, S. S., & Aref, F. (2010). Tourism development in local communities: As a community development approach. *Journal of American Science*, 6(2), 155-161.
- ASEAN. (2014). *ASEAN Community Based Tourism Standard: Audit Workbook*. Phnom Penh: Cambodian Ministry of Tourism
- Barrutia, J. M., & Echebarria, C. (2014). Factors affecting the attitude of tourism-destination local authorities towards sustainable planning tools in a networking context: The Balearic sustainability network. *Journal of Sustainable Tourism*, 23(2), 207-233. doi:10.1080/09669582.2014.934375
- Baum, T., & Szivas, E. (2008). HRD in tourism: A role for government? *Tourism Management*, 29(4), 783-794. doi:10.1016/j.tourman.2007.09.002
- Berry, R. (1999). Collecting data by in-depth interviewing. <http://www.leeds.ac.uk/educol/documents/000001172.htm>
- Bidwell, S. (2011). *The development impact of rural tourism in Peru's Colca valley: Linking grassroots and structuralist perspectives*. Victoria University of Wellington, Victoria University of Wellington.
- Blackstock, K. (2005). A critical look at community based tourism. *Community Development Journal*, 40(1), 39-49. doi:10.1093/cdj/bsi005
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. doi:10.1191/1478088706qp063oa
- Braun, V., & Clarke, V. (2013). *Successful qualitative research: A practical guide for beginners*. London: SAGE.
- Broadie, A. (2010). Aristotle, Adam Smith and the Virtue of Propriety. *Journal of Scottish Philosophy*, 8(1), 79-89. doi:10.3366/E1479665109000529
- Bryman, A. (2012 ). *Social research methods* (4th ed.). New York: Oxford University Press.

- Budeanu, A. (2005). Impacts and responsibilities for sustainable tourism: A tour operator's perspective. *Journal of Cleaner Production*, 13(2), 89-97. doi:10.1016/j.jclepro.2003.12.024
- Campana, M., Chatzidakis, A., & Laamanen, M. (2015). Special issue on alternative economies. *Journal of Macromarketing*, 35(1), 151-152. doi:10.1177/0276146715570455
- Cave, J. (2009). Embedded identity: Pacific Islanders, cultural economies, and migrant tourism product. *Tourism, Culture and Communication*, 9(1-2), 65-77. doi:10.3727/109830409787556657
- Cave, J., & Koloto, A. H. (2015). Short-term visits and tongan livelihoods: Enterprise and transnational exchange. *Population, Space and Place*, 21(7), 669-688. doi:10.1002/psp.1920
- Chacko, E. (2004). Positionality and praxis: Fieldwork experiences in rural India. *Singapore Journal of Tropical Geography*, 25(1), 51-63. doi:10.1111/j.0129-7619.2004.00172.x
- Cheer, J. M., & Peel, V. (2011). The tourism-foreign aid nexus in vanuatu: Future directions. *Tourism Planning & Development*, 8(3), 253-264. doi:10.1080/21568316.2011.591153
- Cloesen, U. (2006, 5-7 October 2007). *How does entrepreneurship within rural tourism diversify rural economies - Banks Peninsula - New Zealand?* Paper presented at the Geotour 2006, International Conference on "Perspectives of rural tourism in new Europe", KoSice, Slovakia.
- Coate, B., Handmer, J., & Choong, W. (2006). Taking care of people and communities: Rebuilding livelihoods through NGOs and the informal economy in Southern Thailand. *Disaster Prevention and Management*, 15(1), 135-145. doi:10.1108/09653560610654293
- Collier, A. (2006). *Principles of tourism: A New Zealand perspective* (7th ed.). Auckland, New Zealand: Pearson Hospitality Press.
- Coyne, I. T. (1997). Sampling in qualitative research. purposeful and theoretical sampling; merging or clear boundaries? *Journal of Advanced Nursing*, 26(3), 623-630. doi:10.1046/j.1365-2648.1997.t01-25-00999.x
- Creswell, J. W. (2013). *Qualitative inquiry & research design: Choosing among five approaches* (3rd ed.). Los Angeles, CA: SAGE.
- Davenport, J., & Switalski, T. (2006). Environmental impacts of transport, related to tourism and leisure activities. In J. Davenport & J. L. Davenport (Eds.), *The ecology of transportation: Managing mobility for the environment* (pp. 333-360). Dordrecht, Netherlands: Springer.
- Dorobantu, M. R., & Nistoreanu, P. (2012). Rural tourism and ecotourism: The main priorities in sustainable development orientations of rural local communities in Romania. *Economy Transdisciplinarity Cognition*, 15(1), 259-266.
- Eagles, P. F. J., & Mitchell, R. (2001). An integrative approach to tourism: Lessons from the Andes of Peru. *Journal of Sustainable Tourism*, 9(1), 4-28. doi:10.1080/09669580108667386
- Ellis, S., & Sheridan, L. (2014). A critical reflection on the role of stakeholders in sustainable tourism development in Least-Developed Countries. *Tourism Planning & Development*, 11(4), 467-471. doi:10.1080/21568316.2014.894558

- Ertuna, B., & Kırbaş, G. (2012). Local community involvement in rural tourism development: The case of Kastamonu, Turkey. *PASOS: Revista de Turismo y Patrimonio Cultural*, 10(2), 17-24.
- Fong, S. F., & Lo, M. C. (2015). Community involvement and sustainable rural tourism development: Perspectives from the local communities. *European Journal of Tourism Research*, 11, 125-146.
- Gibson-Graham, J. K. (2006). *The end of capitalism (as we knew it): A feminist critique of political economy*. Minneapolis; London University of Minnesota Press.
- Gibson-Graham, J. K., & Roelvink, G. (2011). The nitty gritty of creating alternative economies: The value of techniques. *Social Alternatives*, 30(1), 29-33.
- Gibson, D. (2012). Green tourism alleviating poverty: Community-based ecotourism in Fiji. In T. DeLacy, M. Jiang, G. Lipman & S. Vorster (Eds.), *Green growth and travelism: Concept, policy and practice for sustainable tourism* (pp. 159-172). London: Routledge.
- Gillham, B. (2000). *Case study research methods*. London: Continuum.
- Goodwin, H. (2011). *Taking responsibility for tourism: Responsible tourism management*. Oxford: Goodfellow Publishers, Ltd.
- Goodwin, J. (2008). Sustainable tourism development in the Caribbean island nation-states. *Michigan Journal of Public Affairs*, 5, 1-16.
- Göymen, K. (2000). Tourism and governance in Turkey. *Annals of Tourism Research*, 27(4), 1025-1048. doi:10.1016/S0160-7383(99)00127-9
- Gray, D. E. (2014). *Doing research in the real world* (3rd ed.). London: SAGE.
- Groenewald, T. (2008). Memos and memoing. In L. M. Given (Ed.), *The SAGE encyclopedia of qualitative research methods* (pp. 505-506). Los Angeles, CA: Sage.
- Gujadhur, T., Linphone, A., & Panyanouvong, O. (2008). *Nam Ha ecotourism project phase II: Final external evaluation*.
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases* (4th ed.). New York, NY: Routledge.
- Gupta, S. K., & Bhatt, V. P. (2009). Community-based tourism development: A case-study of eco village Sari in Kedarnath sanctuary region. *International Journal of Hospitality and Tourism Systems*, 2(1), 135.
- Hall, C. M. (2005). *Tourism: rethinking the social science of mobility*. Harlow: Pearson Education.
- Healy, S. (2009). Alternative-Economies. In N. Thrift & R. Kitchin (Eds.), *International encyclopedia of human geography* (pp. 338-344). 10.1016/B978-008044910-4.00132-2
- Henderson, J. C., & Smith, R. A. (2009). The informal tourism economy at beach resorts: A comparison of Cha-Am and Laguna Phuket in Thailand. *Tourism Recreation Research*, 34(1), 13-22. doi:10.1080/02508281.2009.11081571
- Hennink, M. M., Hutter, I., & Bailey, A. (2011). *Qualitative research methods*. Los Angeles: SAGE.
- Hitchcock, M., King, V. T., & Parnwell, M. (1993). *Tourism in South-East Asia*. New York;London;: Routledge.
- Hossain, B., Siwar, C., Ismail, S. M., & Islam, R. (2011). The role of government for ecotourism development: Focusing on east coast economic region. *Journal of Social Sciences*, 7(4), 557-564.

- Huang, P. C. C. (2009). China's Neglected Informal Economy: Reality and Theory. *Modern China*, 35(4), 405-438. doi:10.1177/0097700409333158
- Hwang, D., Stewart, W. P., & Ko, D. (2012). Community behavior and sustainable rural tourism development. *Journal of Travel Research*, 51(3), 328-341. doi:10.1177/0047287511410350
- International Labour Organisation (ILO). (2012). *Statistical update on employment in the informal economy*. Geneva: ILO Department of Statistics
- Jamal, T., & Stronza, A. (2009). Collaboration theory and tourism practice in protected areas: Stakeholders, structuring and sustainability. *Journal of Sustainable Tourism*, 17(2), 169-189.
- Jennings, G. (2010). *Tourism research* (2ed.). Milton, Qld: John Wiley & Sons.
- Jhabvala, R. (2013). Informal workers & the economy. *Indian Journal of Industrial Relations*, 48(3), 373.
- Kazdin, A. E. (2011). *Single-case design: Methods for clinical applied setting* (2nd ed.). Oxford: Oxford University Press.
- Kerr, W. R. (2003). *Tourism public policy, and the strategic management of failure*. Oxford: Pergamon.
- Key, C., & Pillai, V. (2006). Community participation and tourism attitudes in Belize. *Interamerican Journal of Environment and Tourism*, 2(2), 8-15.
- Lansing, P., & De Vries, P. (2007). Sustainable tourism: Ethical alternative or marketing ploy? *Journal of Business Ethics*, 72(1), 77-85. doi:10.1007/s10551-006-9157-7
- Lao National Tourism Administration (LNTA). (2010). *Kaeng Nyui Waterfall management and development plan 2010-2015*. Vientiane, Laos: Sustainable Tourism development Project- ADB.
- Lao National Tourism Administration (LNTA). (2013). *GMS Sustainable Tourism Development Project in Lao PDR* (PCU Quarterly Progress Report 15). Author. Retrieved from <http://www.stdplaos.com>
- LNTA. (2010). *Kaeng Nyui Water fall management and development plan 2010-2015*. Vientiane, Laos: Sustainable Tourism development Project- ADB.
- López-Guzmán, T., Borges, O., & Castillo-Canalejo, A. M. (2011). Community-based tourism in cape Verde. *Tourism and Hospitality Management*, 17(1), 35.
- Luloff, A., Matarrita-Cascante, D., & Brennan, M. (2010). Community agency and sustainable tourism development: The case of La Fortuna, Costa Rica. *Journal of Sustainable Tourism*, 18(6), 735-756. doi:10.1080/09669581003653526
- MacDonald, R. (2003). Cultural rural tourism evidence from Canada. *Annals of Tourism Research*, 30(2), 307-322. doi:10.1016/S0160-7383(02)00061-0
- Manyara, G., & Jones, E. (2007). Community-based Tourism Enterprises Development in Kenya: An Exploration of Their Potential as Avenues of Poverty Reduction. *Journal of Sustainable Tourism*, 15(6), 628-644. doi:10.2167/jost723.0
- March, R., & Wilkinson, I. (2009). Conceptual tools for evaluating tourism partnerships. *Tourism Management*, 30(3), 455-462.
- Marzuki, A., Hay, I., & James, J. (2012). Public participation shortcomings in tourism planning: The case of the Langkawi islands, Malaysia. *Journal of Sustainable Tourism*, 20(4), 585-602. doi:10.1080/09669582.2011.638384

- Matthews, B., & Ross, L. (2010). *Research methods: A practical guide for the social sciences*. New York, NY: Pearson Longman.
- Maxwell, J. A. (2005). *Qualitative research design: An interactive approach* (2nd ed.). Thousand Oaks, CA: Sage.
- Mbaiwa, J. (2011). The effects of tourism development on the sustainable utilisation of natural resources in the Okavango delta, Botswana. *Current Issues in Tourism*, 14(3), 251-273. doi:10.1080/13683500.2011.555525
- McIntosh, A. J., & Zahra, A. (2007). A Cultural Encounter through Volunteer Tourism: Towards the Ideals of Sustainable Tourism? *Journal of Sustainable Tourism*, 15(5), 541-556. doi:10.2167/jost701.0
- Merriam, S. B., Johnson-Bailey, J., Lee, M.-Y., Kee, Y., Ntseane, G., & Muhamad, M. (2001). Power and positionality: Negotiating insider/outsider status within and across cultures. *International Journal of Lifelong Education*, 20(5), 405-416. doi:10.1080/02601370120490
- Meyer, D. (2007). Pro-poor tourism: From leakages to linkages. A conceptual framework for creating linkages between the accommodation sector and 'poor' neighbouring communities. *Current Issues in Tourism*, 10(6), 558-583. doi:10.2167/cit313.0
- Minichiello, V., Aroni, R., & Hays, T. N. (2008). *In-depth interviewing: Principles, techniques, analysis* (3rd ed.). Sydney, Australia: Pearson Education Australia.
- Ministry of Information Culture and Tourism (MICT). (2013). *National tourism strategy of Lao PDR 2012-2020*. Vientiane, Laos: Ministry of Information, Culture and Tourism.
- Muganda, M., Sirima, A., & Ezra, P. M. (2013). The role of local communities in tourism development: Grassroots perspectives from from Tanzania. *Journal of Human Ecology*, 41(1), 53-66.
- Murphy, P. E. (1991). *Tourism: A community approach*. New York, NY: Routledge.
- Novelli, M., & Gebhardt, K. (2007). Community based tourism in Namibia: 'Reality show' or 'window dressing'? *Current Issues in Tourism*, 10(5), 443-479. doi:10.2167/cit332.0
- Nunkoo, R., & Ramkissoon, H. (2011). Developing a community support model for tourism. *Annals of Tourism Research*, 38(3), 964-988. doi:10.1016/j.annals.2011.01.017
- Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, 16(5), 511. doi:10.2167/jost782.0
- Oula, T., & Schipani, S. (n.d.). *An overview of local participation in pro-poor tourism in the Lao PDR: Lessons learned and key issues looking from the bottom up [Unpublished manuscript]*. Lao National Tourism Administration.
- Page, S. (2015). *Tourism management* (5th ed.). New York, NY: Routledge.
- Patton, M. Q. (1990). *Qualitative evaluation and research methods* (2nd ed.). London: Sage Publications.
- Patton, M. Q. (2015). *Qualitative research & evaluation methods: integrating theory and practice* (4th ed.). Thousand Oaks, CA: SAGE.
- Prell, C., Hubacek, K., & Reed, M. (2009). Stakeholder analysis and social network analysis in natural resource management. *Society & Natural Resources*, 22(6), 501-518. doi:10.1080/08941920802199202

- Prezenza, A., & Cipollina, M. (2010). Analysing tourism stakeholders networks. *Tourism Review*, 65(4), 17-30. doi:10.1108/16605371011093845
- Ritchie, J., & Lewis, J. (2003). *Qualitative research practice: A guide for social science students and researchers*. London: Sage Publications.
- Ritchie, J. R. B., & Zhao, W. (2007). Tourism and poverty alleviation: An integrative research framework. *Current Issues in Tourism*, 10(2), 119-143. doi:10.2167/cit296.0
- Romita, T. (2007). Sustainable tourism: The environmental impact of “undetected” tourism. *Tourismos: An International Multidisciplinary Journal of Tourism*, 2(1), 47-62.
- Saarinen, J. (2006). Traditions of sustainability in tourism studies. *Annals of Tourism Research*, 33(4), 1121-1140. doi:10.1016/j.annals.2006.06.007
- Saarinen, J. (2010). Local tourism awareness: Community views in Katutura and King Nehale Conservancy, Namibia. *Development Southern Africa*, 27(5), 713-724. doi:10.1080/0376835x.2010.522833
- Salazar, N. B. (2012). Community-based cultural tourism: issues, threats and opportunities. *Journal of Sustainable Tourism*, 20(1), 9-22. doi:10.1080/09669582.2011.596279
- Saliankham, K., Douangneune, B., & Bin, Z. (2013). Community’s benefits from the tourism growth and tourism site development in Vang Vieng District of Vientiane Province, Lao PDR. *Journal of US-China Public Administration*, 10(12), 1181-1189.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. New York; Harlow, England: FT/Prentice Hall.
- Scherl, L. M., & Edwards, S. (2007). Tourism, indigenous and local communities and protected areas in developing nations (pp. 71-88). Wallingford, UK: CABI.
- Scheyvens, R. (2009). Pro-poor tourism: Is there value beyond the rhetoric? *Tourism Recreation Research*, 34(2), 191-196. doi:10.1080/02508281.2009.11081590
- Scheyvens, R. (2011). *Tourism and poverty*. New York: Routledge.
- Seuring, S., & Müller, M. (2008). From a literature review to a conceptual framework for sustainable supply chain management. *Journal of Cleaner Production*, 16(15), 1699-1710. doi:10.1016/j.jclepro.2008.04.020
- Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable Tourism*, 8(1), 1-19. doi:10.1080/09669580008667346
- Sigala, M. (2008). A supply chain management approach for investigating the role of tour operators on sustainable tourism: The case of TUI. *Journal of Cleaner Production*, 16(15), 1589-1599. doi:10.1016/j.jclepro.2008.04.021
- Simpson, K. G. M. (2001a). *Community based strategic planning for sustainable regional tourism development in New Zealand* (Unpublished doctoral dissertation). Massey University, Albany, Auckland. Retrieved from <http://hdl.handle.net/10179/2118#sthash.MrZnv9Kt.dpuf>
- Simpson, K. G. M. (2001b). Strategic planning and community involvement as contributors to sustainable tourism development. *Current Issues in Tourism*, 4(1), 3-41. doi:10.1080/13683500108667880
- Sinclair, A. J., Diduck, A., & Kent, K. (2012). Stakeholder engagement in sustainable adventure tourism development in the Nanda Devi Biosphere

- Reserve, India. *International Journal of Sustainable Development & World Ecology*, 19(1), 89-12. doi:10.1080/13504509.2011.595544
- Slocum, S. L., Backman, K. F., & Robinson, K. L. (2011). Tourism pathways to prosperity: Perspectives on the informal economy in Tanzania. *Tourism analysis*, 16(1), 43-55. doi:10.3727/108354211X12988225900045
- Smith, M. K., & Richards, G. (Eds.). (2013). *The Routledge handbook of cultural tourism*. Abingdon, UK: Routledge.
- Song, H. (2012). *Tourism supply chain management*. New York: Routledge.
- Song, H., Liu, J., & Chen, G. (2013). Tourism value chain governance: review and prospects. *Journal of travel research*, 52(1), 15-28. doi:10.1177/0047287512457264
- Spenceley, A. (2008). *Responsible tourism: Critical issues for conservation and development*. Sterling, VA; London: EARTHSCAN.
- Spenceley, A., & Meyer, D. (2012). Tourism and poverty reduction: Theory and practice in less economically developed countries. *Journal of Sustainable Tourism*, 20(3), 297-317. doi:10.1080/09669582.2012.668909
- Sproule, K. W. (2000). *Community-based ecotourism development: Identifying partners in the process*. Retrieved from <http://environment.research.yale.edu/documents/downloads/09/99sproule.pdf>
- Stem, C. J., Lassoie, J. P., Lee, D. R., Deshler, D. D., & Schelhas, J. W. (2003). Community participation in ecotourism benefits: The link to conservation practices and perspectives. *Society & Natural Resources*, 16(5), 387-413. doi:10.1080/08941920309177
- Stone, M. T., & Rogerson, C. M. (2011). Community-based natural resource management and tourism: Nata bird sanctuary, Botswana. *Tourism Review International*, 15(1-2), 159-169.
- Taylor, M. C. (2005). Interviewing. In I. Holloway (Ed.), *Qualitative research in health care* (pp. 39-55). Maidenhead, UK: Open University Press.
- Thomas, F. (2014). Addressing the Measurement of Tourism in Terms of Poverty Reduction: Tourism Value Chain Analysis in Lao PDR and Mali. *International Journal of Tourism Research*, 16(4), 368-376. doi:10.1002/jtr.1930
- Timothy, D. J. (1998). Cooperative tourism planning in a developing destination. *Journal of Sustainable Tourism*, 6(1), 52-68. doi:10.1080/09669589808667301
- Timothy, D. J., & Tosun, C. (2003). Arguments for community participation in the tourism development process. *Journal of Tourism Studies*, 14(2), 2-15.
- Timur, S., & Getz, D. (2008). A network perspective on managing stakeholders for sustainable urban tourism. *International Journal of Contemporary Hospitality Management*, 20(4), 445-461. doi:10.1108/09596110810873543
- Tinsley, R., & Lynch, P. (2001). Small tourism business networks and destination development. *International Journal of Hospitality Management*, 20(4), 367-378. doi:10.1016/S0278-4319(01)00024-X
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Management*, 21(6), 613-633. doi:10.1016/S0261-5177(00)00009-1

- Tosun, C. (2001). Challenges of sustainable tourism development in the developing world: The case of Turkey. *Tourism Management*, 22(3), 289-303. doi:10.1016/S0261-5177(00)00060-1
- Tourism Development Department. (2014). *Statistical Report on Tourism in Lao PDR*. Vientiane, Laos: Ministry of Information, Culture and Tourism.
- Townsend, C. (2008). Community-based tourism (CBT). In M. Luck (Ed.), *The encyclopaedia of tourism and recreation in marine environments*. Oxford, UK: CABI.
- Tracy, S. J. (2013). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. Chichester, U.K: Wiley-Blackwell.
- Trejos, B., & Chiang, L. H. H. (2009). Local economic linkages to community-based tourism in rural Costa Rica. *Singapore Journal of Tropical Geography*, 30(3), 373-387. doi:10.1111/j.1467-9493.2009.00375.x
- Tyler, D., & Dinan, C. (2001). The role of interested groups in England's emerging tourism policy network. *Current Issues in Tourism*, 4(2-4), 210-252.
- Vachon, S., & Mao, Z. (2008). Linking supply chain strength to sustainable development: A country-level analysis. *Journal of Cleaner Production*, 16(15), 1552-1560. doi:10.1016/j.jclepro.2008.04.012
- Wahnschafft, R. (1982). Formal and informal tourism sectors. *Annals of Tourism Research*, 9(3), 429-451. doi:10.1016/0160-7383(82)90022-6
- Wahyuni, D. (2012). The research design maze: Understanding paradigms, cases, methods and methodologies. *Journal of Applied Management Accounting Research*, 10(1), 69.
- Walliman, N. (2011). *Research methods: The basics*. New York: Routledge.
- Weaver, D., & Oppermann, M. (2000). *Tourism management*. Australia: John Wiley & Sons.
- Wong, E. P. Y., Mistilis, N., & Dwyer, L. (2011). A framework for analyzing intergovernmental collaboration: The case of ASEAN tourism. *Tourism management*, 32(2), 367-376. doi:10.1016/j.tourman.2010.03.006
- WTO. (2005). *Indicators of sustainable development for tourism destinations: A guidebook*. Madrid, Spain: WTO.
- Yin, R. K. (2003). *Case study research design and methods* (3rd ed.). Thousand Oaks, California: Sage Publication.
- Yin, R. K. (2009). *Case study research: Design and methods* (4th ed.). Los Angeles, CA: Sage.
- Ying, T., & Zhou, Y. (2007). Community, governments and external capitals in China's rural cultural tourism: A comparative study of two adjacent villages. *Tourism Management*, 28(1), 96-107. doi:10.1016/j.tourman.2005.12.025
- Zapata, M. J., Hall, C. M., Lindo, P., & Vanderschaeghe, M. (2011). Can community-based tourism contribute to development and poverty alleviation? Lessons from Nicaragua. *Current Issues in Tourism*, 14(8), 725-749. doi:10.1080/13683500.2011.559200
- Zikmund, W. G. (2000). *Exploring marketing research* (7th ed.). Dryden: Forth Worth.
- Zsolnai, L. (1993). A Framework of Alternative Economics. *International Journal of Social Economics*, 20(2), 65-75. doi:10.1108/03068299310025561

# APPENDICES

## APPENDIX A

### Interview Guide Community-based tourism in Nduang Village, Vang Vieng District, Vientiane Province, Laos

#### **Part I: Introduction** (Note: language of interview will be Lao)

Hello, my name is Saysamone Singbandith. I am a Masters student at University of Waikato. My research looks at how tourism benefits communities such as Nduang Village. Specifically, how village networks help each other to offer tourism in the village, what benefits and disadvantages there are and what might be improved.

If you would like to take part, you can write your name and sign the form. Your answers are confidential to me and my supervisor. You will not be identified. Results will be grouped together in a thesis for the University and a short summary for your village. You may have a copy too. The interview will take approximately 45 minutes to one hour.

#### **Part II: Interview questions**

##### **1. Can you tell me a little about yourself?**

**Probe:** How long have you lived in Nduang Village? Is this your ancestral home?

If not, where did you live before? What schooling have you had?  
How old are you? How many people live in your household?

##### **2. Why does community-based tourism (CBT) happen in Nduang Village?**

2.1 Who should be involved in community-based tourism?

2.2 What responsibilities should they have in CBT?

2.3 Who should plan, create and operate CBT activities?

2.4 Who should get the benefits generated from CBT?

##### **3. Who do you work with most closely in your network or in CBT activities?**

**Probe:** [self-drawn network diagram]

3.1 Who are the people that supply goods and services to you?

**Probe:** What do they supply? (Why, Where, When, How)? What works well/not well?

3.2 Who supplies goods and services to them?

3.3 Who do you supply goods and services to?

4.4 Who helps you the most? Who holds you back?

**4. Are you part of the community-based tourism activities of Naduang Village?**

4.1 What role/job do you play in tourism in Naduang Village?

**Probe:** Transport, accommodation, etc.?

4.2 What is good/not good about this role?

4.3 Were you part of the tourism planning process?

**Probe:** How? Why, Why not?

4.4 Who decides which tourism activities will happen / not happen in Naduang Village?

**5. How do you earn income right now?**

**Probe:** No income, family support, grow food for sale, make handicrafts, run a store, medical, waged employment, etc.?

5.1 How is your family's income earning activity organised?

**Probe:** Help family as a volunteer, work in family enterprise, microbusiness, small business, waged employment, work with tradespeople in a cooperative, other?

5.2 Who organises the income earning activity?

5.3 Has your household income level changed over the years? [5yr+, today, 5yr-]

**Probe:** Earn more/less than village average?

5.4 What helps you to earn income / what holds you back?

**6. What are the benefits / disadvantages of tourism for Naduang Village?**

**Probe:** Income Earning? Cultural preservation? Environmental conservation?

6.1 What is gained / what is lost because of tourism?

**Probe:** What happens? Why does this happen?

6.2 Who benefits from tourism in Naduang Village?

**Probe:** Individuals, families, the village, outsiders, tourism agency, government?

6.3 Does anyone not benefit? Why do you think this is like that?

6.4 Now that the development funds have stopped, has there been a change for tourism in Naduang Village?

6.5 What difference does it make?

6.6 What do you think should change to make tourism work better for Naduang Village?

**Probe:** What? How soon can this happen? In 6 months, 1 year, longer?

**7. Do you have any questions for me? Or comments about things I might have missed?**

**8. Would you be interested in a copy of a summary of results? If so, what is the best way to get this to you?**

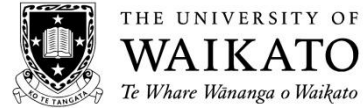
**9. Who else should I interview about this topic?**

**Probe:** Name, contact details...



## APPENDIX B

*Waikato Management School*  
Te Raupapa



### **Participant Information Sheet**

**Research Title: Is community-based tourism beneficial to local community? The case study of Naduang Village, Vang Vieng District, Vientiane Province, Laos**

#### **1. Purpose and aim of research**

The aim of this research is to investigate the extent to which tourism development is beneficial to local communities by concentrating on community-based tourism. Specifically, it will focus on a case of Naduang Village, Vang Vieng District, Vientiane Province, Laos. To fulfil this aim, the study has the following main objectives:

- To explore the extent of local understanding of the nature of community-based tourism
- To identify stakeholders in a community-based tourism supply chain
- To investigate the benefits that the host community stakeholders receive from their participation in community-based tourism especially when the project ends
- To examine CBT as a tool for sustainable development by investigating the aid intervention programme MICT-ADB 2009-2013

#### **2. Who is associated with the research: investigators, supervisors, sponsors, funding agencies, and institutions?**

The researcher is Saysamone Singbandith who has taken 3 years leave from the Ministry of Information, Culture and Tourism in Laos, funded as an NZAID Scholar to study at the University of Waikato in New Zealand. His supervisor is Dr. Jenny Cave, Senior Lecturer in Tourism and Hospitality Management.

### **3. How to contact the researcher and supervisor**

Researcher's name and contact information: Saysamone Singbandith  
Mobile: +64 27 9486653  
E-mail: [ss439@students.waikato.ac.nz](mailto:ss439@students.waikato.ac.nz)

Supervisor's name and contact information: Dr. Jenny Cave

Phone: +64 21 957 954

E-mail: [cavej@waikato.ac.nz](mailto:cavej@waikato.ac.nz)

### **4. What's involved for the participants?**

People, who live in Naduang Village, Vang Vieng District, Vientiane Province, Laos, are invited to take part in this study. You can freely decide whether or not to take part in this study. If you agree, you will be asked about tourism activities and social networks within your community including some background information of yourself in a form of interview. The interview will take 45 minutes to one hour.

### **5. What will happen to material collected?**

The information collected from you will be only used for this study. Please be assured that all information provided will be treated confidentially. This means that all your answers including audiotapes, transcripts, and notes will be kept in private storage of the researcher and will be destroyed after finishing this research. Only the researcher and supervisor can access all research data. You will not be identified in the study. Results will be grouped together in a thesis for the University and a short summary for your village. You may have a copy too.

The findings of the research will be published as a thesis. A printed copy of this thesis will be deposited in the university library, and a digital version will be available online through the university's digital repository. A short summary report will be written for the NZAID Scholarship administrators and for my organisation, the Ministry of Information, Culture and Tourism in Laos. An academic publication such as a conference paper and journal article for Tourism and Culture Change (ABDC index; B), co-authored with my supervisor may also be written.

There are no personal risks, since all of the information will be confidential, aggregated and summarized.

You can opt out of this study by letting the researcher know by August 15, 2015 (when the researcher will leave the village)

Your participation in this research will definitely help the research in delving the information regarding tourism activities in your community.

I hope that the result of this study will be useful for the tourism authorities,

both at the government and the local levels, to apply to future tourism development strategies. Particularly, it may create ideas and strategies for tourism organisations about how to make community-based tourism activities more beneficial to the local communities as well as to improve their well-being and their locality to be more sustainable in the future.

Thank you very much for your time and consideration. If you have any questions, please do not hesitate to contact the above mentioned contact information. I am looking forward to meeting with you.

**Saysamone Singbandith**

Masters candidate at University of Waikato, New Zealand



## APPENDIX C

*Waikato Management School*  
Te Raupapa



### Letter of Introduction

Dear Sir/Madam,

My name is Mr. Saysamone Singbandith, Master's student at the Department of Tourism and Hospitality Management, Waikato Management School, University of Waikato. I am undertaking a research which leads to the production of a thesis on the subject of "Is community-based tourism beneficial to local communities? The case study of Naduang Village, Vang Vieng District, Vientiane Province, Laos"

I would be most grateful and thankful if you would volunteer to assist in this project, by devoting your valuable time to answering the interview questions which cover certain aspects of this topic. The time of interview will take around 45 minutes or not longer than one hour.

Be assured that any information provided will be treated in the strictest confidence by me and my supervisor. However, it may be impossible to ensure that you will be anonymous because the participant sample size is small. You are, of course, entirely free to discontinue your participation at any time or to decline to answer particular questions. Your answer will be combined with others.

Since I intend to make a tape recording of the interview as well as taking notes, I will seek your consent, on the attached form, to record the interview, to use the recording or a transcription in preparing the thesis on condition that your name or identity is not disclosed, and to make the recording available to other researchers on the same conditions (or that the recording will not be made available to any other person).

Any enquiries you may have concerning this project should be directed to me by mobile: +64 27 9486653 or E-mail: [ss439@students.waikato.ac.nz](mailto:ss439@students.waikato.ac.nz)

Thank you for your attention and assistance.

Yours sincerely

.....  
Saysamone Singbandith

Masters Candidate

.....  
Dr. Jenny Cave

Supervisor







## APPENDIX E

### Profile of interview samples

ID#	Demographic features of interviewees				CBT Groups					
	Gender	Age	Education	Race	HC	WM	HD	OR	SE	BC
CBT1	M	48	High school	Lao Loum	✓					
CBT4	F	54	Primary school	Lao Loum	✓					
CBT5	F	38	High school	Lao Loum	✓					
CBT6	F	55	Primary school	Lao Loum	✓					
CBT7	F	43	High school	Lao Loum	✓					
CBT2	F	52	Primary school	Lao Loum		✓				
CBT16	M	53	Primary school	Lao Theung		✓				
CBT19	M	35	High school	Lao Loum		✓				
CBT20	M	59	High school	Lao Loum		✓				
CBT9	F	49	Secondary school	Lao Loum			✓			
CBT10	F	55	Primary school	Lao Loum			✓			
CBT11	F	37	Primary school	Lao Loum			✓			
CBT3	M	46	Secondary school	Lao Theung					✓	
CBT8	M	42	Primary school	Lao Loum					✓	
CBT13	M	45	High school	Lao Loum					✓	
CBT15	M	70	High school	Lao Loum				✓		
CBT17	M	41	Secondary school	Lao Loum				✓		
CBT18	M	35	High school	Lao Loum				✓		
CBT12	M	64	Primary school	Lao Loum						✓
CBT14	M	60	Secondary school	Lao Loum						✓
<b>Total = 20</b>				<b>Female = 8, Male = 12</b>						



## APPENDIX F

### Ethics approval

Research Office  
Waikato Management School  
The University of Waikato  
Private Bag 3105  
Hamilton 3240  
New Zealand

Amanda Sircombe  
Research Manager  
Phone +64 7 838 4376  
Fax +64 7 838 4063  
Email [amandas@waikato.ac.nz](mailto:amandas@waikato.ac.nz)  
[www.management.ac.nz](http://www.management.ac.nz)



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

---

MANAGEMENT SCHOOL  
*Te Rauropu*

---

29<sup>th</sup> June 2015

Saysamone Singbandith  
54 Cameron Road  
Hillcrest  
Hamilton

Dear Saysamone

*Ethical Application WMS 15/74  
Is community-based tourism beneficial to local communities? The case of Naduang Village, Vang Vieng District, Vientiane Province, Laos.*

The above research project has been granted Ethical Approval for Research by the Waikato Management School Ethics Committee.

Please note: should you make changes to the project outlined in the approved ethics application, you may need to reapply for ethics approval.

Best wishes for your research.

Regards,

*Amanda Sircombe*

Amanda Sircombe  
Research Manager