

การพัฒนาคุณภาพชีวิตผ่านการท่องเที่ยวที่เอื้อประโยชน์ต่อคนยากจน (PRO POOR TOURISM)

กรณีศึกษากลุ่มสตรีเกาะบุโหลน อำเภอลงู จังหวัดสตูล

DEVELOPMENT OF QUALITY OF LIFE THROUGH PRO POOR TOURISM

A CASE STUDY OF WOMEN GROUP IN BULON ISLAND, SATUN PROVINCE

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อ ศึกษาผลกระทบของการส่งเสริมการท่องเที่ยวที่เอื้อประโยชน์ต่อคนยากจน กรณีศึกษากลุ่มสตรีเกาะบุโหลน อำเภอลงู จังหวัดสตูล โดยใช้วิธีการเก็บข้อมูลผ่านการสัมภาษณ์ สังเกต และการสนทนากลุ่ม รวมถึงการประยุกต์ใช้แนวทางการตีความ (Interpretive paradigm) และการวิเคราะห์แก่นหรือสาระสำคัญ (thematic analysis) ผลการศึกษาพบว่า การท่องเที่ยวช่วยสร้างโอกาสและพัฒนาคุณภาพชีวิตให้กับกลุ่มสตรีในหมู่บ้าน โดยสามารถแบ่งออกเป็น 2 ประเด็นได้แก่ 1) ด้านเศรษฐกิจ 2) ด้านสังคม ด้านเศรษฐกิจพบว่า การท่องเที่ยวได้สร้างอาชีพและทำให้กลุ่มสตรีในหมู่บ้านมีรายได้เพิ่มขึ้น ด้านสังคมพบว่า กลุ่มสตรีในหมู่บ้านมีโอกาสที่พึ่งตนเองได้มากขึ้น รวมทั้งกล้าแสดงออกทางความคิด และการแสดงความคิดเห็นในเวทีสาธารณะที่เกี่ยวข้องกับการพัฒนาชุมชน เกิดการร่วมกลุ่มทางอาชีพมากขึ้นระหว่างกลุ่มสตรี โดยข้อเสนอแนะจากผลจากการวิจัยชิ้นนี้คือ ส่งเสริมให้มีการดำเนินกิจกรรมการเสริมสร้างศักยภาพและโอกาสการเข้าถึงแหล่งทุนแก่กลุ่มสตรี

คำสำคัญ: การพัฒนาการท่องเที่ยว, การท่องเที่ยวและโอกาส, การลดความยากจน, ชุมชนท้องถิ่น

Abstract

This research aims to investigate the effects of Pro Poor tourism among local women a case study of Bulon Island , Satun Province. An interpretive paradigm supported by the use of qualitative methods including semi-structured interview, participant observation and focus group has been adopted. The obtained data was analyzed by the use of thematic analysis to categorise the emergent key themes. The findings show that tourism creates employment opportunities and improves the quality of life among local women in Bulon. The benefits are shown in two themes which are 1)economic benefit 2) Non-Cash Livelihood Benefits: 1)Economic benefit, tourism creates the employment opportunities and an opportunity to earn income 2) Non-Cash Livelihood Benefits: tourism empower local women making them more independent and willing to give their comments in public about their community development. Tourism also helps local women in career collaboration. The suggestions from this research are to promote capacity building and to increase an accessibility to financial capital.

Keyword: Tourism development, Tourism opportunity, Poverty reduction, Local community

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การประชุมวิชาการด้านมนุษยศาสตร์และสังคมศาสตร์ระดับชาติ ครั้งที่ 1

“มนุษยศาสตร์และสังคมศาสตร์ : พลังปัญญาเพื่อการพัฒนาที่ยั่งยืน” • “Wisdom Power For Sustainable Development”



1. Introduction

Tourism is one of the strongest drivers of world trade and prosperity. According to UNWTO (2010), tourism is the most viable and sustainable economic development option in both developing countries and the least developed countries (LDCs). UNWTO mentioned that tourism has potential for poverty reduction especially in the local community which equity of local community on advantages of the development is doubtful (Burns, 2003). Over the last five decades, the literature on using tourism as a tool for poverty reduction had become a fundamental task in many developing countries. The international organization, for example UNWTO, has presented the concept of Pro Poor Tourism defined as tourism that generates net benefit for the poor (Ashley et., 2001). The concept of PPT is one of a tool in order to respond to the Sustainable Development Goals (SDGs), which is a continuation of work on the unfinished task of the Millennium Development Goals (MDGs), which ended in 2015.

2. Research aim

This research aim to investigate the effects of Pro Poor Tourism on local women a case study of Bulon Island Satun Province.

3. Literature Review

3.1 Tourism and Poverty Reduction

Tourism has the ability to promote additional economic demand in macroeconomic terms. Further, it has a direct connection with poverty reduction, provided the economic benefits are directed towards those in need. Tourism can help poor groups directly through employment in tourism businesses, together with goods and services provided to tourists and community-based enterprises, all of which can lessen the number of underprivileged, provided it is administered with robust attention to poverty mitigation. Holden (2013) states that tourism has potentials to create opportunities for linkages to other economic sectors in which the poor are active in their community through the supply chain that stimulates demand and employment opportunities. On the other hand, some literature also indicates that when tourism only creates small portion that filters down to the poor local group, it is due to the fact that tourism has the ability to promote additional economic demand in macroeconomic terms. However, tourism has the ability to bring employment opportunities to the local poor community when tourists visit local communities. Mitchell and Ashley (2010) present three pathway benefits of tourism and poverty reduction. Direct effects of tourism shown in Mitchell and Ashley pathway include the income through employment opportunities for local pool. Income from tourism might improve local well-being, for example by improving the basic infrastructure, such as clean drinking water and sanitation. However, the development of tourism might have adverse effects on the local underprivileged community, for instance reducing their access to beach resources. Secondary effects or indirect effects relate to tourism spending impacts on the non-tourism

economy, including income from tourism spending in local community. The third pathway involves long term changes in the macro economy in local community.

3.2 Concept of Pro Poor Tourism

The meaning of Pro Poor Tourism by Harrison are tourism that allows poor people to have net benefits by enhancing the network between the tourism industry and poor people. This will increasingly contribute in reduction of poverty and that the poor will be able to engage more effectively in activities that create productivity and growth (Harrison, 2008). Supported by Ashley and team mention PPT is tourism that provides the poor with net benefits (Ashley *et al.* 2001), who stated that it is not limited to a particular segment or merchandise only. The benefits for the poor may be mainly financial, but they could also be social, cultural, or environmental. Further, they might impact livelihoods in various indirect ways. Moreover, PPT must make opportunities available for the poor to contribute to the tourism industry for their own benefit, as well as the benefit of wider society. The involvement of all tourism stakeholders in planning for tourism is also another key concept of PPT mention by Hall. (2007). The stakeholders he refers to are donors, national and local government, those working in the private sector in the area, and (importantly) local people. Hall. (2007) said that the empowerment of the poor can take different forms; for example, employment, opportunities to undergo training, access to information or supply linkages.

3.2.1 Pro Poor Tourism: Where tourism benefit local women

PPT provides a broad array of non-economic benefits in addition to income and employment creation for the needy. Those span personal aspects such as capacity-building, reduced vulnerability, and mitigation; and social aspects such as community pride, credit and market support, and infrastructure improvement. Compared to other kinds of tourism, such non-economic benefits are viewed as some of the advantages of PPT (Ashley *et al.*, 2001; Holden, 2013). This fact also supports the idea that PPT is likely to be people-centred and complex. PPT has several strategies to provide opportunities for local women to be part of tourism, rather than simply enlarging the overall size of the tourism segment. As recommended by Ashley *et al.* (2001), the strategy comprised three categories, which are as follows:

- i) *Growth of access to the economic advantages from tourism for local women:* this involves enhancing business and work opportunities for local women, offering training, and distribution of income past individual earners.
- ii) *Tackling the harmful social and ecological effects usually connected to tourism:* For example: diminished or lost access to land, coastal areas and other resources, and social disruption or exploitation.
- iii) *Overlapping with the above,* focusing on policies, processes and partnership creating a framework that removes barriers to participating.

In order for PPT to be successful and have direct benefit to local women, it is necessary to enhance the ability of local and national government to efficiently manage tourism programmes. Also, mainstream tourism businesses need to be supported and driven by more sophisticated strategies beyond

profit itself. PPT is best utilised where the broader destination and effectual networks are expanding beyond community and conventional tourism, as stated by Ashley et al (2001).

4. Research Method

This research is qualitative research supported by the use of semi –structure interviews, focus groups. The data collection process took place in two different periods during tourism and non-tourism seasons. The research also adapted ‘participate observation’ which took place around the island and island’s public area. The researcher participated in community activities as well as informal conversations with local women in Bulon community .This research analysed the date by adapting the use of thematic analysis and presented in the finding theme.

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5. Research Finding

5.1 Employment Opportunities

Employment and income opportunities are economic benefits local wome on Bulon Island have received from the development of tourism. Local women have been employed in a variety of tourism businesses. When comparing employment in tourism to other economic sectors, local women on Bulon Island have found that tourism provides more attractive options than other sectors of the economy, such as working in the fishing industry which normal are men work or working in mainland Satun province.

“ In January to April I am [sic] easy get a job because there is a lot of people visit[ing] the island, so they need more people to work” (Mae)

“Tourism did give me an opportunity to work. Because of tourism I can work in this bungalow. If there is [sic] no tourists, then I do not think they will hire me” (Lope)

This comment reflects that tourism provides alternative employment opportunities for local women in Bulon. Furthermore, the development of tourism helps to stop the migration of local women on the Island to other locations in search of employment.

“Before, I had to go to work in Satun mainland because if I am not fishing, then there is no work for me here. Now I can work in Pansand resort and I can stay with my child” (Layuang)

The main employment opportunities for local women are on Bulon Island and other nearby islands, such as Lipi or the Tarutao National Park, a famous tourist attraction in Satun province. The majority of the interviewees were employed in the private sector, hired in jobs such as housekeeping, kitchen work or waitressing, in the various kinds of tourist accommodation.

5.2 Income generator

Linked to the creation of employment opportunities for local women, tourism is also understood as an income generator. The following interviewee mentioned that working in the tourism industry can increase their income:

“Tourism help[s] us [escape] from poverty. I am working in the bungalow[s] and I am happy, I get [sic] some money to spend in my family” (Ya)

Ya did not have a job before the development of tourism on Bulon; she used to help her husband with fishing tasks like cleaning the nets; however, in the tourism season she had a job in Pangka Bungalow as a cleaner. She told the researcher about her routine: she wakes up at 5am, then prepares food for her family and her husband goes out to fish; she then works in Pangka Bungalow from 7 am to 3 pm; her work is mainly room cleaning in the bungalows; and she is paid 300 THB . After she finishes work at the bungalows she returns home and cooks dinner for her family. She stated that she is happy with her routine as she can do her housework in the morning or evening, after work, and she can make an income of her own as well. Having job flexibility, as the above interviewee mentions, is important in encouraging female recruitment in Bulon; they may not have worked in formal employment previously, but can be involved in a job that allows them to have flexibility in terms of time or workplace, or which allows them to work at home. Tourism provides a stable income. Employment opportunities and the participation of local women in tourism on Bulon Island arise from direct and indirect participation within the industry. Local women on Bulon Island are generally employed in bungalows and restaurants used by tourists.

5.3 Self employment opportunities

Local women in Bulon view the establishment and ownership of small and micro-economic businesses as their opportunity from tourism. Typically, businesses for local women in Bulon involve bungalow ownership, homestays and restaurants; the businesses in Bulon are small-scale, requiring a low level of investment. Tourism activity provides local women with self-employment opportunities.

“Well, I have to stay [at] home [to] take care of my child so while [I] stay [at] home I open this shop selling [food] to the tourists so I can make some money”. (Preeda)

This reflects that they would like to be involved and gain opportunities from tourism. As the interview and literature review suggested, tourism particularly increases opportunities for local women, and this is also true in Bulon.

5.4 Social Benefit (Non economic benefit)

The research found out that the development of tourism on Bulon Island, perception of local people’s empowerment indicated that local people lacked participation in the community and decision-

making. However, this research on Bulon Island confirmed that tourism helps develop and that tourism has potential to empower local people, especially women in such a developing country as Thailand. It is important and needs to be analyze to understand the reality of tourism and poverty reduction. There are significant changes in the publications of UNWTO, focusing on the pro-poor impact of tourism. As the study partly focused on poverty reduction, UNWTO targeted the increase in the role of women in tourism to achieve the MDGs, especially Goal 3. In 2010, the report presented by UNWTO showed the significant contribution of both direct and indirect tourism to employment as it contributed to 6–7% of jobs worldwide. In Thailand and other developing countries, women have less access to education and employment, and this is also true in Bulon, where fishing is seen as men’s work and local (poor) women mainly often have household responsibilities. The analysis in this study supports that tourism improves the local community’s gender social dimension. Local women are employed and undertake jobs in the tourism sector available on the island. Some had opportunities to run their own business. They are able to earn income for their household within the scope of their traditional culture and norms.

6. Suggestions for future research

For local women to benefit this research recommended that a targeted finical policy have to pay attention to aiming to inspired local women investment. Encourage local women to form small groups of four or five households so they can help each other in the group and encourage to pay back the loads to village funds as for the benefit of other people as well (instead of the whole village, as in the current system). The poorest household with the most urgent need might receive their loans first.

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10. Interview Respondents' profiles

Layuang (Pseudonym) (2016, 20 October) Pakbara pier, La - Nue Satun.

Lope (Pseudonym) (2017, 14 February) Bulon Lay school, Bulon Lay Island Satun.

Mae (Pseudonym) (2017, 14 February) Bulon Lay school, Bulon Lay Island Satun.

Preeda (Pseudonym) (2017, 13 February) Bulon Ne Resort, Bulon Lay Island Satun.

Ya (Pseudonym) (2017, 13 February) Bulon Ne Resort, Bulon Lay Island Satun.

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