



Sufficiency Economy Model for Green Homestay Development Promoting Tourism to the Next Normal: A Case Study of Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province, Thailand

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Abstract

Research on “Sufficiency Economy Model for Green Homestay Development Promoting Tourism to the Next Normal: A Case Study of Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province, Thailand” has the objectives as follows to study the model community in applying the concept of the sufficiency economy to enhance the quality of life for green homestay developments promoting tourism to the next normal; and to study homestay management according to the royal initiative Sufficiency Economy. The target groups were community leaders, community committees, and homestay owners for a total of 20 people with purposive sampling. The researcher conducted in-depth interviews, group discussions, and observations. Data were analyzed by concluding and presented by descriptive methods.

The results of the model community in applying the concept of the sufficiency economy to enhance the quality of life for green homestay developments promoting tourism to the next normal showed that: 1) people have adopted the Sufficiency Economy Philosophy in their livelihood. In terms of moderation, there are vegetable gardening, raising animals, “enough to live with enough to eat”, “self-reliant”, “economical, simple, and beneficial”, focusing on making the most efficient use of the resources available to one's own or that of one's local community before seeking out sources of funds, raw materials, or things from outside the community. They have also adopted the sufficiency economy philosophy in many areas, such as sharing agricultural produce between households. There are exchange activities and knowledge of village people who have undergone various training and also adhere to the principle of self-reliance as much as possible before asking for help from other sectors of rationality. The model community uses sufficiency to live reasonably



according to academic principles, legal principles, moral principles, and good culture taking into account the relevant factors as well as taking account the expected results that will arise from that action carefully on the side of knowing how to choose what is good and appropriate to apply in their lives. In terms of having good immunity, it found that lifestyles are prepared for impacts and changes in socio-economic aspects, environment, and culture from both the country and abroad to be able to manage the risk, adjust, and cope promptly taking into account the possibility of various situations that are expected to occur in the future both in the short term and the long term. Their lifestyles also received support from other agencies that have come to help in agriculture, animal husbandry, cultivation, vegetable gardening, and build the strength of income within the community have additional income into the family, such as the gathering of people, including community shops for selling products to tourists, etc. People take part in inheriting the traditions of the community, learning together, helping each other think, helping each other solve problems, and living according to the Sufficiency Economy Philosophy and following Religious Principles. 2) Homestay Management according to the Royal Initiative Guidelines for Sufficiency Economy, Homestay Business Model, every house has a suitable home condition. There is a proportion of rooms available for the residents. There are facilities with a calm atmosphere. Guests can engage in activities with the host of the homestay, such as a self-sufficiency garden tour, community outing activities, cooking together, and cultural exchanges such as Chinese language culture, Chinese food, etc. Various performances and beautiful community culture include mooncake activities, Independence Remembrance Event, and fruits day activities. Community leaders can manage the community by the community's budget and coordination with the budget from government agencies resulting in the integration of work between sectors such as the District Community Development Office, the District Agriculture Office, Local Government Organizations, and Yala Rajabhat University.

Keywords: sufficiency economy, homestay, tourism

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Introduction

The sufficiency economy is a concept based on Thai culture. It is a development approach based on the middle path and carelessness, taking into account moderation, rationality, building self-immunity, and using knowledge and virtue as the basis for living. Importantly, it must have mindfulness, wisdom, and patience which will lead to true happiness in life (The Chaipattana Foundation, 2018). Sufficiency Economy Philosophy in the present situation is regarded as a suitable choice for Thailand, Thai society, everyone, and every business. It can be applied very well from the household level to the community and national level. In times of crisis, the country can break through by applying the Sufficiency Economy Philosophy. Some may require significant time to prepare for the advancement of people, society, and nations. The adoption of the Sufficiency Economy Philosophy can be a very good shield against the effects of various conditions and everyone will be able to smile

when disaster strikes (Danuchha Sindhavanont, 2000). The philosophy of sufficiency economy has emphasized morality and ethics clearly, such as a sense of morality, honesty, and appropriate knowledge, including living with patience, perseverance, wisdom, and prudence. Living according to the philosophy of sufficiency economy is a guideline that should be cultivated for everyone to have the principle of living a self-sufficient good life and keeping up with the rapid changes of society. The sufficiency economy has important and useful to all people, not just farmers, but the general public, whether college students, students, government officials, or company employees, so they can apply the principles of sufficiency economy in learning, working, and self-reliance in living including being able to maintain oneself to be a good person in society.

Tourist attractions in each region and province are unique. There are both natural attractions and historical sites that attract



Thai and foreign tourists to study customs, traditions, and culture and learn about the different ways of life of the villagers. Ecotourism at present has become more popular among both Thais and foreigners. Tourism activities have been organized in the community to study and learn about culture, and innovation, such as homestay business as accommodation, which is a form of tourism. There are activities in various fields according to the needs of Tourists (Renu Pinthong, 2009). Homestay business is a form of a tourism business that has been of great interest to local organizations, NGOs, and government agencies. The homestay business has different forms of activities such as the way of life of the people in the community, local culture, and unique local environment.

To make tourism management sustainable is necessary to encourage the community to participate in all activities of tourism management according to the characteristics of sustainable tourism, namely: 1) tourism that there is continuity refers to the continuity of natural resources and the continuity of culture. It is classified as the main resource including being able to provide a good recreational experience for tourists. 2) It is quality tourism that emphasizes the quality of the environment, the recreation experience, and the quality of life of the people in the community. 3) It is balanced tourism that is a balance between the needs of tourists of the people in the community and the capacity of resources (Theera Inthararueang, 2016).

Betong District, Yala Province is a model city for tourism, which generates more income from tourism every year. Betong District, Yala Province is a district in the government's sustainable, stable and prosperous triangle project, which the Cabinet approved on October 4, 2016 (2018-2020) to provide economic and social development to the three districts on the southern border provinces. Southern Border Provinces Administrative Center (SBPA) is a development agency in the southern border provinces in driving work in all dimensions,

where Betong District is a model city for sustainable self-reliance, most of the revenue comes from tourism. To expand the economy in the area; therefore, many projects have been created to accommodate tourists such as the Betong Airport project, Ayer Weng Sea of Mist Viewpoint Project or skywalk, community tourism project, etc. According to the information from the Ministry of Tourism and Sports in Yala Province on January 15, 2019, revenue from tourism in 2016 was 2,886.29 million baht, in 2017, revenue was 3,145.57 million baht, an increase of 8.98 percent, and in 2018, revenue was 3,443.17 million baht, the rate of income increased from 2017 at 9.44 percent. There is an increase in income every year (Online Manager, 2020).

Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province, is a high-rise area surrounded by green mountains. The weather is good all year round. It is ancient in geography and it is a place that is worth visiting. It is also a rich and beautiful natural attraction. There is an interesting way of life for the people in the community and the lifestyle style of the people in the community has a career in agriculture, such as growing organic vegetables, fruit orchards, rubber work, and animal husbandry. It is a simple way of life in the form of self-reliance according to the royal initiative Sufficiency Economy, so it is a factor that can attract tourists to experience the rural culture, learn arts and handicrafts, and local wisdom. The homestay guests have the opportunity to use and live with local people and do activities such as trekking, studying nature, and learning the way of life of the communities in that area. There is an exchange of arts and culture, traditions, learning experiences, and knowledge of the community in various ways.

Sufficiency Economy Model, Barn Piyamit 1, Tanoh Maero Sub-district, Betong District, Yala Province, originated from the support of Yala Rajabhat University introduced to the community by providing homestay activities as a supplementary occupation for the community because



people at Barn Piyamit 1 are ready to open the house to support tourists who come to study in the community both those who are interested in learning about the way of life, culture and way of life of rural villagers. It was opened for the first time in 2021. Currently, there are two houses in total and it is agricultural tourism. There are attractions both inside and outside the community. The activities have been adopted as the main Sufficiency Economy Philosophy as a guideline for management. There was a process of cooperation until it is a strong, stable, and self-reliant community and a model community for a sufficient economy. Therefore, the researcher would like to study the "Sufficiency Economy Model for Green Homestay Development Promoting Tourism to the Next Normal" to apply the Sufficiency Economy Philosophy of the model community to develop creative tourism and to apply research findings to develop and improve services and prepare to accommodate homestay groups so that more foreign tourists can visit throughout the year and forever. It is sustainable tourism management and villages, that are interested in the model community development model to enhance the quality of life according to the philosophy of sufficiency economy, can further apply it.

Literature Review

Sufficiency Economy Philosophy

Philosophy of Sufficiency Economy is a concept and guideline for living with an emphasis on practice on the middle path to being self-reliant and surviving any crises that may arise. There are three important characteristics of the sufficiency as follows (Office of the Economic Development Board and National Society, 2017)

1. Moderation means being fit with the need and appropriate to one's own status, not too little, not too much, and not encroaching on oneself and others. When considering the social and cultural conditions of Thailand, It was found that moderation is considered a long-standing practice that can be observed in Thai people's lifestyles: "enough to live with enough to eat", "self-

reliant", "economical, simple, and beneficial" focusing on making the most efficient use of the resources available to one's own or that of one's local community before seeking out sources of funds, raw materials, or things from outside the community. It is planned to use them to suit the economic, social, and environmental conditions. It is also a valuable use and take care of what you have and develop further.

2. Rationality refers to decisions about the level of sufficiency and sufficient action must be rational following academic principles, legal principles, moral principles, and good Thai culture, taking into account the relevant factors as well as taking into account the expected results from such actions carefully, "knowing the weaknesses, strengths, opportunities, obstacles" and carefully forecasting the consequences "know them, know us, know how to choose what is suitable to apply." The rationale in the philosophy of sufficiency economy has a meaning that reflects understanding the consequences that may arise from action in a given situation. Rationality can be achieved, requiring continuous accumulation of knowledge and experience. There is a systematic study of information and how complex factors are applied in decision-making so that thoughts and actions are in a rational framework. Therefore, rationality in the Sufficiency Economy philosophy emphasizes decision-making and action on the fundamentals of knowledge and experience.

3. Good self-immunity means not being negligent in life, and being prepared for the impacts and changes in the economy, society, environment, and culture of both the country and abroad to be able to manage risks, adapt, and cope on time by taking into account the possibility of various situations that are expected to occur in the future both in the short term and in the long term. However, having a good immune system may naturally occur or be caused by carefulness which must go hand in hand with rationality and moderation, avoiding excessive needs of the individual is to create self-discipline to



occur at a level. It is to protect themselves from consumerism or changes arising from various globalization currents as a mechanism to support the impact of various situations by taking a step-by-step process, starting from "solving problems at small points" or thinking Macro and doing Micro.

Knowledge and moral conditions

To live at a sufficiency level, one must rely on knowledge and morality as the basis.

1. Knowledge is knowledge about various academic fields that will help develop assembly skills, career, and quality of life. It is necessary to be cautious in acquiring that knowledge, consider connecting them for planning, and be cautious in applying them to achieve results in following every step. It needs to apply appropriate principles and technical knowledge to be used both in the planning process and in careful practice, that is, the relevant academics involved in a comprehensive study and be careful to use that knowledge be considered in connection with each other for planning, as well as being careful at the stage of practice.

2. Morality is honesty, patience, perseverance, and wisdom in life. This is considered the basis for strengthening the individual, society, and nation.

Living under the principles of sufficiency economy must be based on the middle path and carefulness, taking into account three principles: moderation, rationality, and good immunity, under the conditions of knowledge and morality, as well as being a good person, having patience and perseverance.

Suksan Kantabutr (2018) explains that the philosophy of sufficiency economy has principles to consider understanding, being able to apply, and practicing correctly in the following four ways:

1. Conceptual framework is a philosophy that guides the way of existence and behaves in the way they should be based

on the traditional way of life of Thai society. It can be applied and it is a systematic view of the dynamic world. It also focuses on survival from various threats for the stability and sustainability of development.

2. Sufficiency economy characteristics can be applied to practice at all levels by an emphasis on practice on the middle path based on sufficiency and has been developed step by step.

3. The definition of sufficiency must consist of three important characteristics: moderation, rationality, and good self-immunity.

4. Conditions for decision-making and activities to be at a sufficient level need both Knowledge and morality are the basis, i.e., 1) knowledge condition and 2) moral condition by the expected practices/outcomes of the adoption of the Sufficiency Economy philosophy are balanced development and ready for a change in all aspects, including social, cultural, environmental, and economic aspects.

Objective

To study the Sufficiency Economy Model for Green Homestay Development Promoting Tourism to the Next Normal: A Case Study of Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province.

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Research Conceptual Framework

From the literature review on the Sufficiency Economy Philosophy, the researcher has applied the concepts, theories, and research related to the implementation of the Sufficiency Economy Philosophy into the practice of the head of the household to upgrade it to be a model village of the Sufficiency Economy: A case study of Koh Yo Subdistrict, Muang Songkhla District, Songkhla Province (2562) as a conceptual framework for the research as shown in Figure 1.





Figure 1 Research Conceptual Framework

Research Methods

A study on the “Sufficiency Economy Model for Green Homestay Development Promoting Tourism to the Next Normal: A Case Study of Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province, applied qualitative research consisting of in-depth interviews to obtain information that can answer the research objectives. Research area, the researcher defined the research area as Barn Piyamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province. The characteristics and the number of informants were as follows: the target group used in the in-depth interview were people who have both theoretical and practical knowledge of the sufficiency economy concept, and creative tourism in the village, consisting of two community leaders, homestay owners, and eighteen community representatives, totaling 20 people with purposive sampling.

Research tools include an in-depth interview form based on the theory that has process details as follows:

1. Sufficiency Economy emphasizes the main principles such as “moderation, rationality, self-immunity” on the conditions of “knowledge” and “morality”.

2. Homestay tourism emphasizes skills enhancement, adding experience, and allowing tourists to get involved in every step of activities including bringing local strengths to develop into creative tourism activities.

3. Apply theory No. 1-2 to draft semi-structured in-depth interviews without too

many informal questions that lack flexibility or questions that are too broad and cannot find important points. The interview questions were divided into three parts as follows:

Part 1 General questions of Key informants such as age, gender, position, occupation, and expertise.

Part 2 The way of life based on the Sufficiency Economy at the present, the main perception of the Sufficiency Economy, and implementation of the philosophy of Sufficiency Economy and related factors.

Part 3 Integrating Sufficiency Economy promoting homestay tourism, understanding homestay tourism, and how to use the concept of sufficiency economy under home tourism.

The interview form was checked by three experts on the validity of the questionnaire with the IOC (Index of Item objective congruence) check and the IOC value was 1.00 and to determine the reliability. Then the researcher revised the interview form and try out with 10 people in Yala Municipality to support the findings of the quantitative research including observation by the researcher who went to collect data in the research area.

Data Collection

1. After visiting the area to coordinate the initial information, the researcher determines the date, time, and place of the in-depth interview and then went to the area for an in-depth interview.



2. In the in-depth interview process: the researcher requested permission to take notes, data, and audio recordings of the target group to be used in later verification and back-to-back validation processes.

Data analysis

The researcher analyzed the quality data which was an analysis of primary data obtained from interviews with community leaders and members, and secondary data were included in the analytical description of homestay management and a self-sufficient lifestyle.

Research Results

People use the philosophy of sufficiency economy as a guideline for village development by using the participatory process in every step to allow people in the community to participate in thinking, sharing, and receiving benefits. There was an exchange of learning, so people could organize activities to reduce expenses, increase income, and create self-reliance at the household level, resulting in villages being able to manage themselves to have a self-sufficient lifestyle, be strong, and be self-reliant. Sustainable village development according to the philosophy of sufficiency economy is based on the middle path and carefulness, taking into account moderation, rationality, building a good immunity in oneself as well as using knowledge, prudence, and morality.

Moderation, sufficiency, and eating revealed that the main income of the villagers of Barn Piyamit 1 came from tourism and agriculture. The people had adopted the sufficiency economy philosophy for their livelihood. Vegetables were planted, while the kitchen had animal raising. "Enough to live, enough to eat", "Self-reliant", and "Economical, Simple, and Most Beneficial" by focusing on making the most efficient use of the resources available to one's own or that of one's local community before seeking out sources of funds, raw materials, or things from outside the community. It is planned to use them to suit the economic, social, and environmental conditions. It is also a valuable

use and take care of what you have and develop further and adopt the Sufficiency Economy Philosophy in many areas, such as sharing agricultural products among households.

Knowledge exchange activities are organized with people in the village who have undergone various pieces of training and adhere to the principles of self-reliance as much as possible before asking for help from other sectors.

Rationality: the model community uses the level of sufficiency in their lives. Activities were provided possibly and rationally following academic principles, legal principles, moral principles, and good culture taking into account relevant factors, as well as taking into account the expected consequences of such actions carefully, knowing the "weaknesses, strengths, opportunities, obstacles", and anticipating consequences that will occur carefully "know them, know us, know how to choose what is good and appropriate to apply".

Good self-immunity: livelihoods are prepared for the impacts and changes in the economy, society, environment, and culture of both country and abroad to be able to manage risks, adapt, and cope promptly taking into account the possibility of various situations that are expected to occur in the future both in the short term and the long term, avoiding excessive needs of the individual, creating self-discipline to occur on an individual level to protect oneself from consumerism or changes that arising from various globalization trends. People should implement the Sufficiency Economy Philosophy into their livelihood, such as supporting additional occupations that generate additional income, creating responsibility for people in the community, and managing various activities under the development plan. They can apply the knowledge gained from various agencies to transfer and pass on knowledge to people in the community in many aspects and also receive support from other agencies that have come to help and collaborate in agriculture, animal husbandry, cultivation, vegetable



gardening, and building the strength of income within the community (Siwapong Phithakthaksin, 2021). Because of the integration of occupations, it can be an alternative to careers and earn extra income for the family, such as the integration of community enterprises. People take part in inheriting the traditions of the community, learning together, helping each other, and helping to solve problems. They can live according to the Sufficiency Economy Philosophy and follow religious principles.

In Homestay Management according to the Royal Initiative Guidelines for Sufficiency Economy, Homestay Business Model, every house has a suitable home condition. There is a proportion of rooms available for the residents. There are facilities with a calm atmosphere. Guests can engage in activities with the host of the homestay, such as a self-sufficiency garden tour, community outing activities, cooking together, and cultural exchanges such as Chinese language culture, Chinese food, etc. Various performances and beautiful community culture include mooncake activities, Independence Remembrance Event, and fruits day activities (Boonruen Sae-Lim, 2021)

Discussions

The economic model community at Barn Pinamit 1, Tanoh Maero Subdistrict, Betong District, Yala Province, has applied the Sufficiency Economy Philosophy in their livelihoods, occupation, and homestay management. The management of the model community was achieved through the presence of strong, selfless, and creative community leaders such as the village headman, village committees, community leaders, local administrative organization members, and leaders of various community groups who participated so well. They cooperate with leaders and the ability of community leaders can coordinate and build cooperation with partner agencies to support academics, budget and cooperate and be a consultant as well, such as the District Community Development Office, District Agriculture Office, Yala Rajabhat University,

sub-district headman, village headman, and local administrative organization.

In addition, the research by Wongtheera Suwannin and Surachet Chowkiatrungrong (2019) studied “the development of model community based on sufficiency economy and local wisdom to promote community creative tourism in Nong Khai Province”. This research aims to 1) study the lifestyle and the concrete application of Sufficiency Economy of communities in Nong Khai province, 2) study conserving, learning, and transferring of local wisdom of communities in Nong Khai province, and 3) study how to integrate the knowledge of Sufficiency Economy and local wisdom of communities in Nong Khai province with creative tourism activities, 4) conduct experimentally creative tourism activities in communities model based on Sufficiency Economy and local wisdom, and 5) share the knowledge from experimental creative tourism activities in communities’ model based on Sufficiency Economy and local wisdom and present the developed prototype model for other communities. The key informants of this research were 75 participants selected purposively and consisting of the chairman of the Community Economic Learning Center, the committee of Community Economic Learning Center, village philosophers, and tourists. The tools to collect the data were in-depth interviews, focus groups, and try-out conduct of creative tourism activities in two communities based on a Sufficiency Economy. The methods used to analyze the data were analysis, interpretation, and conclusion. The descriptive technique was used to present this research. The result revealed that 1) the lifestyle of both villagers for farming was more integrated farming. People in each village still strictly followed the old tradition of the village because their strong leader brought them to adopt Sufficiency Economy in daily life. 2) The conservation of local wisdom began from all sides in the village due to the awareness of local wisdom value in each category. Moreover, knowledge transfer was consistent at all levels. 3) The sufficiency



economy and local wisdom of the community model could integrate effectively with creative tourism due to 6 potential factors such as human capital in the village, raw materials, geographic location, cultural traditions, the village's natural attractions, and the availability of homestay management. 4) Lifestyle under the principles of economic philosophy and local wisdom could be elevated to creative tourism activities significantly. 5) Developmental models focused on encouraging later generations to be aware of the importance of a Sufficiency Economy and local wisdom.

In addition, the research by Kanokrat Duangpikul and Jarunan Methaphan (2018) studied the "homestay and sustainable tourism management in Nan Province". The results revealed that the community had an ecotourism management consisting of seven aspects: 1) access to tourism areas of homestays; 2) accommodation for tourists; 3) food for tourists; 4) activities and travel programs; 5) resources and environment; 6) public relations and sales promotion; and 7) homestay management. Moreover, the homestay entrepreneurs revealed that the overall tourism management of homestays was at a very high level. When considering each aspect, ranked from high to low, it showed that the top-three aspects were: 1) food for tourists; 2) accommodation for tourists; and 3) the management aspect of the homestay group, respectively. From the analysis of the tourism management potential of the homestay by analyzing market opportunities, it was found that the homestay group's strengths were: 1) high leadership performance of group leaders; 2) clear division of duties of group operations; 3) various tourism activities; 4) attractive natural resources; and 5) Safety. The weaknesses were 1) Communication with foreigners; 2) Lack of local tour guides; 3) Lack of operating budget, and 4) Insufficient accommodation. Opportunities included 1) popularity of ecotourism; 2) standard and certification of Thai homestay, and 3) Tai Lue lifestyle. The obstacles were 1) a more competitive tourism business in Nan; 2) Lack of continuous

support, and 3) Transportation routes into the community are inconvenient. Guidelines for tourism management Sustainability of homestays were the development of community potential, raising awareness of resource conservation, group leaders, communication, and public relations. Distribution of income to local people and creating a balance between the needs of tourists, local community needs, and resource capacities should be balanced.

Recommendations for research results implementation

Barn Piyamit 1, Tanoh Mae Ro Sub-district, Betong District, Yala Province is a model village for building good quality of life according to the sufficiency economy philosophy. People have used the Sufficiency Economy Philosophy to promote good quality of life, moderation, rationality, and good self-immunity. There is also farming with natural processes. People have love and unity and livelihood applies the Sufficiency Economy concept. Living follows 3 rings and 2 conditions: moderation, rationality, good self-immunity, knowledge, and morality. The suggestion is that sufficiency economy communities should be encouraged to expand development results in the form of a network to other communities.

From the research results, it found that the obstacle to the development and upgrade to a model village of sufficiency economy is the lack of household accounting for households. This is one factor that is a problem for the management of the household and community. Therefore, to solve such problems, the community should take the following actions:

1. Conducting a campaign to promote the creation of household accounts for the benefit of development and administration of creating a system where people in the community or every household can be sustainable and self-reliant.

2. Collaborate with relevant agencies, both government and private sectors, to formulate strategies and create opportunities

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to promote household accounting for community members.

3. Cultivate the new generation of youth to have a loved hometown by pushing for participation in community outreach activities, and community development to effectively represent a model village with a sufficient economy.

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