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A critique of community-based tourism development: The comparative case of Betong and Pho Tak Districts, Thailand

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Received 25 May 2022, Accepted 28 Oct 2022, Published online: 14 Nov 2022

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ABSTRACT

Community-based tourism (CBT) promotes a model for enhancing communities' social, environmental, and economic needs upheld as a post-Covid-19 revival strategy. This study aimed to critically review the model following longitudinal fieldwork in Thailand. "Reflection-in-action" methodology exposes CBT failings against sustainable development goals (SDGs). CBT falsely assumes: communities possess necessary capability for effective implementation; structural equity exists among host, and hosts possess uninhibited local control over their tourism assets. Such expositions underpin the study's contributions: a supply-side focus on "community outputs" rather than the demand-side "expectations" of tourists; contradictions to group asset-based development assumptions; and theoretical extension to the CBT literature through

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