Model Participatory Social Responsibility Entrepreneurs of Community of CSR Promotion of-Based Tourism Enterprises in Phatthalung Province

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Key words: CSR Promotion, entrepreneurs, community tourism enterprises, participation

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Abstract: This research Its objectives are to survey the personal characteristics of the respondents to survey the model of CSR promotion with reputation, image and participation to find the relationship between model of CSR promotion and reputation and participation of participatory community tourism enterprises. The researcher has specified the research methodology. Is a combined research. The sample consisted of 400 people. The tools used were questionnaires and in-depth interviews. The statistics used for data analysis were frequency, percentage, mean, standard deviation. Finding relationships and Delphi values. The results of the research revealed that most of the respondents were female. Accounting for 75.8%, aged between 41-50 years, accounting for 58.0%, marital status accounting for 63.50%, having bachelor degree education. Accounting for 79.0% of the total, occupation 34.8% with monthly incomes of 10,001-20,000 baht or 34.8%. The level of opinion on CSR promotion found that the overall high level in most of the cases were found. Responsibility to ethics most are average, followed by the responsible law the image as a whole at a high level. When focusing on each aspect, the image of the organization is at a high level, followed by the image of the entrepreneur. The community tourism enterprise in overall reputation is at a high level. When it was found that the importance of trust with the average of the highest level and the participation of enterprises in the tourism community. Overall, it was found in the high level in each aspect, it was found that the information perception was the highest level, followed by participation in planning. The model of CSR promotion that is suitable for image, followed by reputation relations between model of CSR promotion shows that participation does not have a relationship with the image, reputation. In relation to the model of CSR promotion with statistical significance at the level of 0.05.

Your feedback and opinions are in the same way that the general standards and the private sector must be encouraged. Participatory community tourism enterprise entrepreneurs for activities to occur regularly must promote and develop the environment and preserve the nature of the tourist attraction to be outstanding, unique and preserve the beautiful image of Thai culture to continue.

INTRODUCTION

Statement of the problems: From the past, Thailand has adopted an economic system popular model used to develop the country's economic problems which are more numerous in both the social and environmental aspects of the country. How much more has developed the problem is bigger and more complex and difficult to solve some of the problems businesses are more aware of the importance of conducting business affairs for the society by businesses of all types can be social affairs has said. Social enterprise is a business like a business around more to offer than the production and sale of goods. In order to generate profits, however, the profits gained from operating the business are not given to any shareholder or owner. The profits of operating a social enterprise are split into 2 parts, part 1 is returned to the business so that the business can sustain. continue to profit while the second will be brought back to society in the form of both monetary and non-monetary profits. This section can be measured by several indices such as improved quality of life and society. The key to bringing profits back to society in order to solve social problems is that the community can rely on it without the help of external organizations. Or the government alone makes the community stronger and the livelihood Can raise the level Living the life of the community in a way that improved sustainability.

A Social Responsibility Forum started in B.C. In 2523, the idea of doing business with social care and the environment. This is the implementation of internal and external activities that take into account the benefits to society at both near and far levels by utilizing the resources available in the organization. Or external resources in the enterprise to coexist peacefully in society[1] after a year. Since, 2533 the company more globally competitive in terms of quality and innovation but it's there. Many problems because the original market is more competitive. This is because the market or customer group with a limited purchasing power of approximately 800 million of the total population of 6,500 million people worldwide has led businesses to divert to new customers, namely The world's poorest population, or about 4 billion people, even though this market has little or no purchasing power. But it is a very large market ready to increase the purchasing power Therefore, businesses began to turn around and look at the development of the market pyramid, known as the concept of an expanding customer base Bottom Up a

Table 1: Purpose of management's social responsibility activities

Rating	Purpose	No. of responses (%)
1	Intent of the executive chairman	66.33
2	To help develop the image and brand of the organization	53.33
3	Is important to customers	26.67
4	To reduce the risk	23.33
5	Social security	16.67
6	Community expectations	6.67

Institute of Social Business in 2017

Strategy's or mechanical action Lahore targeted the market itself. It is a strategy aimed at improving the majority of these people who are ready to become customers in the future but getting into this market is difficult. It is a huge market that is still somewhat the case after attachment to the traditional values of local trust business so that it can recognize familiar and build trust, so, it relies on the concept of corporate social responsibility as a gesture of goodwill and development. Live a better life and be ready to be a customer of the future.

In Thailand, most people misunderstand. I think that social responsibility is the only academic image. The organization includes only the social activities that do not cause lasting just a corporate donation. It can be said that social responsibility in the early days of the organization may not see the importance or the good intentions of the Company in the event the social responsibility of companies, business travel executives make. Important to social responsibility for the purpose of doing activities as shown in Table 1.

It can be seen that most of the corporate social responsibility activities, 63.33% agree that corporate social responsibility activities often occur due to the will of the Executive Chairman while 50.33% of corporate social responsibility activities. To help develop a reputation Corporate brand image. It is important to customers, a percentage of 26.67 to take action in advance to minimize the risk of 23.33 for stability in society, the percentage was 16.67 and that is what is expected from community's percent to 6.67 only, respectively.

Research question: This study Data from the study subjects involved and affect the interests of business enterprises, tourism, Phatthalung, so, this research. Therefore, leading to a question that needs to be known:
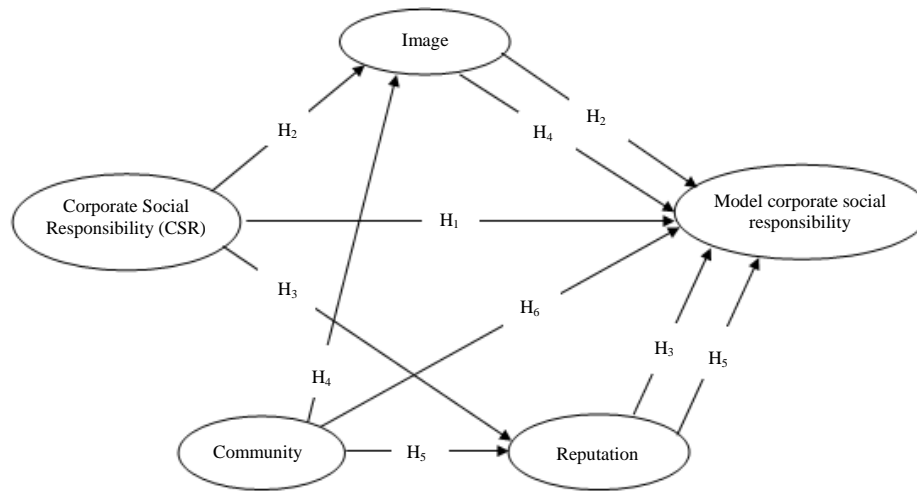
Fig. 1: Conceptual framework

- What are the personal characteristics of the respondents?
- Model for promoting social responsibility on image Reputation and how is the participation?
- How famous is Relationship between models for promoting social responsibility, image?

Objectives:
- To explore the personal features of respondents
- To explore models for promoting responsibility towards society with a reputation for organization and participation
- To find the relationship between patterns promoting social responsibility with the image, reputation and participation of community tourism enterprises participatory model

Scope of study
Content scope: Research work studies on the following theoretical concepts. Promoting social responsibility including the responsibility to fellow human beings. Ethical responsibility Legal Responsibility and business responsibility.

Image: community image, corporate image and image of community tourism enterprise entrepreneurs. Fame is the expectation of society. Corporate personality and trust.

Population scope: The population studied in this study were stakeholders, entrepreneurs, community-based tourism enterprises. Phatthalung Province Scope of period October 2019-October 2020, data collection February 2020-April 2020. The variable components used in the study.

This research has studied the privatization model for promoting social responsibility of enterprises grew from tourism by community participation, with details following this variant independence and promoting social responsibility including the responsibility to fellow human beings. Ethical responsibility Legal Responsibility and business variables complications include image-brand image, community, corporate image. Image and enterprises to tour the community the famous include. Social expectations Corporate Personality and trust. Participation is the perception of information. And participation in planning consultations Opinion response meeting Cooperation in decision making and the use of legal mechanisms when the mechanism is fairly variable, as are ways to promote social responsibility.

Conceptual framework: Variables independently a C global complicating variables (Fig. 1).

MATERIALS AND METHODS

Research methodology how to conduct research population and sample: Fighting between Chakorn used in this research is that enterprises in tourism by community stakeholders. Stakeholders and 400-person sample obtained from the grid finished the Taro Nakayama, Pune case cannot count the population. The distribution of information or questionnaires is simple.

Research instruments: To make the study meet its objectives researchers choose to use tools to collect data, use questionnaires to collect quantitative research. There are steps for creating a questionnaire. The steps are as follows:

Step 1: Construction of questionnaires and formulating the concept of the research.

Step 2: Study information from related books, articles and research.

Step 3: Hours interviewing entrepreneurs, enterprises involved in the tour by a community of 100 people.

Step 4: Define the questions and the scope of the questions in accordance with the research objectives and benefits.
Step 5: Create a draft questionnaire based on the structure of the questionnaire.

Step 6: The researcher took the draft questionnaire created with an assessment for five experts with specific knowledge and experience to test their accuracy, coverage, content and accuracy. IOC theory (Item objective Congruent).

In the seventh stage, the researcher took the expert-edited draft questionnaire and presented the experts with a reconsideration of their completeness and then used it in conjunction with a sample group similar to the sample studied in the sample. Insurance industry total of 30 series and the correlation coefficient (alpha, coefficient) of Cronbach.

The research questionnaire consisted of closed questions (Closed-Ended question Forward) and open type (Open-Ended question Forward) which provides sample survey itself (Self Administration).

Data collection: This study uses the following information: primary (Primary Data) were collected from the relevant PAO. DOA. Tourism. Enterprises to tour the community of 400 people.

Secondary data from the relevant database and online database. In interpreting the results from the scores obtained from the survey, the mean is used. And the standard deviation of all groups is the basis for grading The strategy is implemented as follows:

Average level of opinion:
- 4.21-5.00 refers to the highest level
- 3.41-4.20 means high level
- 2.61-3.40 means medium level
- 1.81-2.60 refers to low level
- 1.00-1.80 refers to the lowest level

And Standard Deviation (the SD) then led the group that was analyzed, divided into 3 levels to improve the relationship Chi-square below. Score 1.00-2.99 and below in a low relationship. The score of 3.00-3.99 points had a moderate correlation. Score 4.00-5.00 points have a high level of correlation.

Data analysis and statistics used: Data analysis in this study The researcher will use the statistical analysis package program at the 95% confidence level, the details are as follows:

Part 1: Explores the personal factors, personal factors, including the exploration of promoting social responsibility and brand reputation. And participation Using descriptive statistics.

Part 2: Analyzes the statistics of observed variables of promoting social responsibility and corporate image and reputation, including the statistical mean ( ), standard deviation (the SD) is skewed (skewness), kurtosis (Kurtosis) in. Ready statistics program.

Part 3: Analysis of the correlation between observable variables of promotion of social responsibility in image, reputation participation was correlations. Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity in the ready statistics program.

Analysis of each component variables of promoting social responsibility and brand reputation. And participation by using confirmatory factor analysis (Confirmatory Factor Analysis The) and Del -Fi.

RESULTS AND DISCUSSION

Privacy most of the respondents were female. And have a bachelor's degree monthly income 10,000-20,000 baht which is in line with Nathaphong Sukprasert Pranee, Tanprayoon and Kitima Tamalee study on participatory management affecting the development of tourist sites in the Hua Wa market community, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province. The results of the research were consistent with both personal data and personal information. In terms of education level and monthly income.

Opinion on promoting social responsibility found that Overall, the level most consistent with the concept of handlers[2], share the element of social responsibility as a 4 or a pyramid, known as corporate social responsibility.

The appearance was at a high level. When focusing on each aspect, it was found that the corporate image was at a high level. Consistent with research by Joanne Noble Order of Merit's study on the promotion of the social responsibility of the adjacent enterprises, tourism communities engaged in sustainable Province found that the image of enterprises, tourism communities model. participation by average at a high level.

The overall reputation was at a high level. When focused on each aspect, the trust was found to have the highest average level. In line with Berens and Van Riel[3], the organization's reputation is divided into three characteristics, with the exchange of corporate reputation based on different social expectations. Which the stakeholders of the organization use to determine the operations of the organization organizational behavior. The second characteristic is a measure of an

organization's reputation from trust. The stakeholders of the organization will consider honesty, transparency, credibility. And contributing to society.

The overall participation of tourism enterprises by the community was at a high level. Side found that Their perception of information was at the highest level, followed by participation in planning. It could be because the community participates in expressing opinions, making decisions, getting benefits. And members to develop and improve the community, so, the participation of local communities Therefore saw the importance of such participation Consistent with the research of Naphat[4]. Study on participation in corporate social responsibility activities of employees of Unilever Thai Holding Co., Ltd., found that employees participate in 3 processes. Including participation in Community Education Participation in planning and participation in development work And in line with Rommanee[5]'s concept said that participation consisted of perception those affected must be informed of the details of the project to be implemented and the expected impact.

CONCLUSION

The research results were found that:

Part 1: Respondents most of the respondents were female. Accounted for 75.8%, age between 41-50 years, representing 58.0%, marital status, 63.50% having a bachelor's degree This accounted for 79.0%. Entrepreneurship accounted for 34.8%. Monthly income of 10,001-20,000 baht or 34.8%.

Part 2: Level of opinion Of promotion Overall, social responsibility was found at the highest level of respondents. The mean was 4.22 and the SD was 0.72 when it was found that the major responsibility, ethics, the mean was 4.25 and the SD 0.73, followed by the responsible law. The mean of 4.24 and the SD value of 0.71 and the least value is the responsibility to the business. The mean is 4.17 and the SD is 0.75.

Part 3: Image of community-based tourism enterprises had the overall respondents at a high level. The mean was 3.84 and the SD was 1.21 when the focus was found that the image of the organization with an average of 4.08 and the SD 1.17, followed by the image of entrepreneurs, enterprises of tourism by the community, with an average of 3.88. And the SD value is 1.21 and the least value is the image of the community. The mean of 3.56 and the SD value of 1.27.

Part 4: The importance of community-based tourism enterprise participation, with overall respondents at a high level. The mean was 4.05 and the SD value was 0.38. The

mean was 4.14 and the SD value was 0.47, followed by the personality of the organization. The mean of 3.85 and the SD value of 0.57 and the expectation of society. The mean of 3.85 and the SD value of 0.47 was the least mean.

Part 5: The importance of community-based tourism enterprise participation with the overall respondents at a high level. The mean was 3.66 and the SD was 1.18 when it was found that the importance of perception. The mean of 4.26 and SD of 0.93, followed by participation in planning. The mean was 4.04 and the SD was 1.04 and with the minimum terms of the use of legal mechanisms to see that the mechanism is not justified. The mean is 2.70 and the SD value is 1.48.

Part 6: Attitude, model for promoting social responsibility, the respondents at the highest level were image. Accounted for 64%, followed by the famous accounted for 29% and the percentage least have the participation accounted for 7%,

Part 7: The relationship between the promotion of a responsible society that engagement is the relationship of the image, reputation. They were significantly associated with the social responsibility promotion model at 0.05 level.

The recommendations and opinions are in the same way that the public and private sectors must promote social responsibility enterprises of tourism by community participation. To make activities happen regularly must promote and develop the environment and preserve the nature of tourist attractions to be outstanding and unique and to preserve the beautiful images of Thai culture[6].

SUGGESTIONS

Classicist suggestions about ways to promote CSR as follows. It is the main activity that conducts social support. It is the main activity carried out by a community-based tourism enterprise to support social issues and make the tourism enterprises corporate social responsibility commitments, i.e., enterprises to support projects that make people change behavior that will benefit society further.

Community and members enterprises to tour the community should be organized to meet socially. Donating money to a charitable organization. The problems of the community in all aspects.

Due to current business conditions, environmental problems or the surrounding community which the organization cannot be excluded from social responsibility 4. tourism enterprises by the community to Madurai at the Budget Terminal care to create something that would

benefit the community and society as a whole as much as possible. Suggestions for community-based tourism There is a management process as follows:

Community-based tourism management should aim at sustainable coexistence with natural resources under the terms of the policy. Resource management should look at the community. Causing a network in tourism management. Project work process by creating an impact on lifestyle, extra income Agencies and outsiders understand the way of life.

Must have a work plan to prepare the community Network building Community product development, how to work, prepare tourist attractions in various sources, organize pilot tours Organize an evaluation tour.

Build a tourism network between villages, local organizations and the private sector.

Suggestions for applying the research results: Enterprise operators Tourism Hotel Accommodation in the government sector and community is used as information for tourism business leaders. Used in policy planning, continuing project activities.

There should be a promotion of awareness. And adjust the attitude in the same direction, so that, the organization can find success and sustainability and promote employee participation in social responsibility promotion activities.

Develop tourism related to promoting social responsibility and participation in activities. To achieve sustainability in tourism business Local organizations such as PAO . DOA . Activities by promoting awareness. And adjust the attitude in the same direction.

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