

## EDITORIAL OF SPECIAL ISSUE

**Ranee Esichaiikul**

Sukhothai Thammathirat Open University, Chaeng Wattana Road, Pakkret  
Nonthaburi 11120, Thailand

[esichai@gmail.com](mailto:esichai@gmail.com)

The Special Issue provides a venue for research on emerging areas, highlights important sub-disciplines, or describes cross-disciplinary application. This Special Issue is a collection of articles that concentrates on ASEAN studies area within the scope of Journal of Management and Development studies. These original articles in this special issue are based on collaborative research outcomes of four Open Universities including, Hanoi Open University, Universitas Terbuka Indonesian Open University, University of the Philippines Open University, and Sukhothai Thammathirat Open University, Thailand. The main theme is community participation in sustainable development and management in ASEAN Heritage Tourism context. This issue topic aims to showcase a variety of perspectives and practices in sustainable heritage development and management so as to share and compare tourism experiences among ASEAN Heritages. It presents a comprehensive review and original articles in topics including heritage tourism, community participation, sustainable tourism, and sustainable heritage management.

Heritage tourism is defined as 'visits by persons from outside the host community motivated by interest in historical, artistic, scientific, lifestyle, or cultural offerings of a community, region, group, or institution' (Silberberg, 1995). Heritage tourism is the travellers' action of seeing or experiencing built heritage, living culture or contemporary arts (Timothy, 2011). Therefore, heritage tourism is travelling to or visiting heritage places that include authentic traditions, local customs, history, culture, and nature in order to provide tourists with fulfilling experiences. The relationship between heritage and tourism is dynamic and involves contradictory values, so it should be managed in a sustainable way for present and future generations (ICOMOS, 1999). The concept of sustainable tourism emerged from the theory of sustainable development (WCED, 1987). Most tourism scholars assess sustainable tourism using three core dimensions: economic, social and ethical, and environmental aspects (Mowforth and Munt, 2009; UNWTO, 2011). Nevertheless, a relationship between the environment, people, and economy of the tourism industry makes achieving sustainable goals almost impractical unless there is a coordination by all the parties involved especially in culturally and naturally sensitive areas such as national or world heritages. The host community though has been identified as a significant stakeholder for sustainable heritage tourism (Salazar, 2012).

Community participation is recognized as a fundamental part of heritage management, and effective community participation is a process that is essential for enhancing long-term sustainable heritage management (Landorf, 2009; Taylor, 2016). Community participation happens in the development of heritage policies to ensure that the needs and interests of local communities are reflected and linked to the safeguarding, management and use of the cultural or natural heritage. Activities should engage communities in the management of heritage, physical conservation, proper rehabilitation and careful use of heritage (Gottler and Ripp, 2017).

The review of community participation literature suggests that different terms have been used interchangeably to explain participatory development in various fields (Kantsperger *et al.*, 2019). The leading studies come from Arnstein's ladder of participation (Arnstein, 1967), a structure revealing the degree of power distribution of citizen participation that includes eight rungs: manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control. They are categorised into non-participation, tokenism and citizen power, in which citizens execute control over decisions and planning process. Furthermore, Tosun (1999) classified a typology of community participation in the tourism development process into three main types corresponding to Arnstein's (1969) major typologies. These were spontaneous participation, induced participation and coercive participation. Moreover, the community participation degrees in cultural heritage management were described by Li *et al.* (2020) as *inform* (to provide the community with relevant information to assist them in understanding the management), *consult* (to obtain community feedback at the start of the management project to help with analysis, and/or decisions), *involve* (to work directly with the community throughout the management process to ensure that their aspirations are understood and considered properly), *collaborate* (to partner with the community to work and make decisions together), and *empower* (to place the final decision-making and future projects in the hands of the community).

Our special issue comprises in total six articles:

In the first article, Mai *et al.* provide a comprehensive review and propose a conceptual model of community participation in sustainable development in Asian heritage context. The authors collect relevant studies from the available academic databases and identify several relevant keywords, particularly from those conducted in the eastern contexts. The authors provide an overarching framework to synthesize current findings in community participation in sustainable development and then propose a research agenda to stimulate additional works that reflect the contextual characteristics of Asian sustainability.

In the second article, Arifin *et al.* explore community involvement in cultural heritage management for tourism: a case study on Indonesian coastal batik heritage at Pekalongan City, Central Java. The authors examine one of the methods of cultural heritage management in Indonesia by involving the targeted community in one of the UNESCO recognized cultural heritage of Indonesia, named Batik, and further explore the nature and level of community involvement in tourism management of coastal batik heritage. Through individual semi-structured interviews, the authors discover that the Integration of Community Involvement Program (ICIP) creates multiple benefits for the stakeholders including Batik and Tourism Industries, and community awareness.

In the third article, Saludadez *et al.* discuss community participation in sustainable heritage management practices at an ASEAN heritage park of Mt. Makiling Forest Reserve in the Philippines. The authors examine the community of MMFR as an ASEAN heritage park and the sustainable management practices of MMFR that promote community participation. Through narrative inquiry, the authors broaden the concept of community and community participation as well as present instances of conflict and compatibility of heritage management and sustainable development in the heritage park in the Philippines.

In the fourth article, Esichaikul and Chansawang investigate the relationship between cultural heritage preservation and tourism management and further examine sustainable management practices at world heritage sites of Sukhothai Historical Park in Sukhothai Province. The authors review literature focusing on concepts and theories of cultural heritage,



sustainable tourism management, and community participation; and select constructs frequently mentioned in the literature to be incorporated in semi-structured in-depth interviews of three stakeholder groups. The authors discover an imbalance between heritage and tourism in describing integration between what is protected and conserved in heritage and what is a sustainable use of heritage as tourism resources. Capacity building for community participation is advised to strengthen local community.

In the fifth article, Mai et al. present community participation and sustainable tourism in terms of a government-guided participation to heritage tourism in Trang An, Vietnam. The authors examine the impact of community participation to sustainable tourism development in Trang An, Vietnam by conducting an exploratory qualitative study and a quantitative survey on over 170 local residents and representatives from the government and the industry. The authors discover that the local communities in Trang An participate actively to tourism development and their involvement improves their living conditions greatly in all sustainability dimensions: economy, culture, society, and environment. They also discover the role of a government-initiated participation to guide the people towards the correct trajectory.

In the sixth article, Sarinas and Daryono synthesize comparative studies in heritage tourism in the ASEAN countries, including Indonesia, Philippines, Thailand, and Vietnam. It discovered that the community participation is crucial to sustainable development of the heritage management. They conclude that community participation still plays a key role in sustainable cultural heritage tourism management. However, it remains as a challenge in balancing the needs and interests of the local communities and conservation/ sustainable use of the cultural or natural heritage resources. They hope that such findings may inspire a more focused future research on community participation in sustainable heritage tourism development and management.

The Guest Editor would like to thank all the authors and reviewers for their work and devotion to the research topic, and hope that it can inspire future research in community participation, sustainable development and management for heritage tourism in many countries.

## REFERENCES

- Arnstein, S. R. (1969). A ladder of citizen participation. *Journal of the American Planning Association*, 35 (4), 216-224.
- Gottler and Ripp, (2017). *Community Involvement in Heritage Management Guidebook*. Organization of World Heritage Cities, Europe
- ICOMOS. (1999). *International Cultural Tourism Charter: Managing Tourism at Places of Heritage Significance*. Retrieved from <http://www.icomos.org>.
- Kantsperger, M., Thees, H., and Eckert, C. (2019). Local participation in tourism development: Roles of non-tourism related residents of the Alpine Destination Bad Reichenhall. *Sustainability*, 11, 1-23.
- Landorf, C. (2009). A framework for sustainable heritage management: A study of UK industrial heritage sites. *International Journal of Heritage Studies*, 15 (6), 494-510.
- Li, J., Krishnamurthy, S., Roders, A. P., and Wesemael, P. V. (2020). Community participation in cultural heritage management: A systematic literature review comparing Chinese and international practices. *Cities*, 96, 1-9.

Mowforth, M. and Munt, I. (2009). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World* (3<sup>rd</sup> ed.). London: Routledge.

Salazar, N. B. (2012). Community-based cultural tourism: Issues, threats and opportunities. *Journal of Sustainable Tourism*, 20 (1), 9-22.

Silberberg, T. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Tourism Management*, 16 (5), 361-365.

Taylor, K. (2016). The historic urban landscape paradigm and cities as cultural landscapes. Challenging orthodoxy in urban conservation. *Landscape Research*, 41 (4), 471-480.

Timothy, D. J. (2011). *Cultural Heritage and Tourism: An Introduction*. Bristol: Channel View Publications.

Tosun, C. (1999). Towards a Typology of Community Participation in the Tourism Development Process. *Anatolia*, 10 (2), 113-134.

UNWTO. (2011). *Sustainable Tourism for Development*. Madrid: World Tourism Organization.

WCED. (1987). *Our Common Future*. Oxford: Oxford University Press.