



**The Impact of the COVID-19 Pandemic on Hmong Community-based Tourism in
Northern Thailand and Exploring Prevention Strategies**



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Abstract

The Hmong are indigenous people originally from mountainous regions and community-based tourism within the Hmong community has been a process that has brought change to their developing socioeconomic community. However, due to COVID-19, the socioeconomic sectors within the Hmong community-based tourism sites have been disrupted and may close indefinitely. This research paper aimed to identify the impact of COVID-19 on the Hmong community-based tourism in Northern Thailand and provide feasible prevention strategies for sustainable Community-based Tourism (CBT) prosperity. The Hmong communities in rural areas have many disadvantages and limited communication about the COVID-19 pandemic. During the unprecedented outbreak, various measures took place to mitigate the spread of COVID-19 and negatively overwhelmed Hmong CBT. The Hmong community relied on rural local government response with trust, forbearance, and fear from scarce guidance. The Hmong communities continued to follow rigorous procedures that closely monitors the waves of the pandemic and transition to recovery in a deliberate manner. The research proceeded with a review of past research on the topics of the Hmong, community-based tourism and COVID-19's impact. The findings revealed that the impact of COVID-19 resulted in colossal shutdowns, as a result, causing economic loss and social unrest. The findings also contributed to practicable strategies for enhanced recovery that will allow the Hmong community-based tourism sites to strive more efficiently. Exploration of fundamental social and economic structures to support Hmong communities' full potential in CBT were provided as recommendations for sustainable long-term development.

Keywords: COVID-19 pandemic, Hmong community-based tourism, prevention strategies



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1. Introduction

1.1 Research Background

One of the nine recognized hill tribes in Northern Thailand is the Hmong (Meo, Miao). The Hmong is the second largest populace of the hill tribe groups (IWGIA, 2021). Throughout history, the Hmong community in the highlands constantly struggled with being economically marginalized. However, over the course of time the Hmong have been resilient and have diversified their livelihoods. The Hmong people have taken on new economic opportunities to improve their socioeconomic disadvantage in ways of tourism, while maintaining their agrarian lifestyle. The process of seeking new economic opportunities has led many Hmong communities to open their villages to tourist innovation (Richards, 2021).

The trend of CBT research has tenaciously focused on major characterization of promoting local community development and involvement in sustainability operations. Since the origins of CBT to the current understanding and development of the operation, many scholars have aimed to focalize a standard and successful approach of CBT. According to multiple studies, the concurrence definition of CBT possesses components of local community, control, and improvement of livelihood (Boonratana, 2010 and Dodds & Galaski, 2016). The research surrounding CBT has increased, the research includes support of an abundance of individual case studies and literature review. The diversity of locations of CBT communities are widespread from countries such as Malaysia, Peru, Kenya, Thailand and many more. The materials from the scholars' research include areas of CBT in operations to the same degree of homestays, attractions, and trekking guides.

Abruptly, the pursuit of growth in economic activity was brought to a halt due to the coronavirus disease 2019 (COVID-19) pandemic. The COVID-19 pandemic resulted in massive disruption in many areas of economic activity. The COVID-19 impact on overall tourism was one of the most devastating. Numerous sources forecast persistent decline in international tourism (STACEY, 2020). Infections with the virus are widespread and as of 9 January 2022, the World Health Organization (2022) reported over 304 million confirmed cases and over 5.4 million deaths. The weekly increases of both positive coronavirus cases and deaths, indicate how substantial the virus is a threat to the world. Isolation, quarantine, and restriction are common words that every individual continuously apprehends during the global raid of the COVID-19.

With such challenges of the pandemic, the world had to take action to minimize and control the transmission rate worldwide. One way to establish control was travel restrictions. Already, the outlook for the tourism industry all points to disastrous. If overall global tourism was hit hard, then we can say the same has occurred in the smaller community-based tourism locations. Shifting the focus on community-based tourism shows that their impact would be as great, if not more massive. The Hmong people have only gradually allowed tourism to increase their margins in socioeconomics in recent years for community benefit and they have continued to face challenges to establish tourism. A crisis like COVID-19 has hit hard in the tourism sector and the road to recovery will continue to be ambiguous (Tantinipankul et al., 2017).

1.2 Research Problem

Before the COVID-19 pandemic, on average the share of tourism contribution to the GDP value in Thailand was about 18 percent. Evidence showed a substantial increase of 220% of tourism contributions between 2010 and 2018. The figures led to the projection of a continued increase of tourism contribution to the GDP for the forthcoming years. However, fatally due to the COVID-19 pandemic, the tourism industry only contributed an estimate of 6.9% to Thailand's GDP in 2020 (UNWTO, 2021). The radical decrease in contribution had caused a catastrophic loss of trillions of US dollars in revenue. The generalized tourism contribution percentage masks the amount of Hmong CBT contributions to the overall GDP. The losses that the Hmong CBT experienced is unclear. JICA (2020) has stated, Thailand's tourism revenue is only distributed among the big cities where the nation is sharing most of the tourism resource. Knowing an umbrella of statistical data and a focused revenue distribution only makes understanding the losses of smaller sectors more difficult to grasp.

With overall losses during the COVID-19 pandemic, the world is now slowly opening borders. Many have voiced their recovery solutions for tourism. Several solutions collected by Orîndaru et al. (2021) from other academic papers include the concept of tourism to invest in high-quality sanitation initiatives, subsidies-based recovery approach to creativity and viability-based approach, and meticulous analysis to design strategies for controlling risk. However, these solutions may not be the downright direction for CBT in the Hmong communities. If Hmong CBT continues to have a weak socioeconomic class, being weak will disallow growth in Hmong CBT advances. Also, by including tourism into their community, the Hmong will be dependent on tourism. The

process of being more dependent on tourism leads the Hmong to become a more vulnerable group to the shocks of the COVID-19 pandemic (UNWTO, 2021).

Going beyond recovery means establishing a successful prevention strategy for future crises. The Hmong CBT will also have to focus their efforts into prevention. There is difficulty in eliminating possible crisis events. Due to the uncertainties, changes are needed to negate impactful strains and aftershocks of a crisis. Small tourism sectors are easily targeted by the effects of the COVID-19 pandemic. So, according to ILO (2020), a key aspect to address impacts of COVID-19 is by creating prevention strategies. One solution that can adequately be accepted by the Hmong CBT is the integration of local communities. Domestic involvement will allow an improvement in the community-based tourism industry's foundation. Domestic tourism will transition to an important focus for the revival of overall tourism as international tourism slowly resumes (Sharma et al., 2020). However, there are risks of the level of domestic interest. If prevalent, how exactly will the Hmong CBT establish fruitful focus and effective strategies for recovery and prevention to increase in their community-based revenue?

1.3 Objective of Study

As civilization transitions from pandemic to endemic, the study will investigate the impact of COVID-19 on Hmong CBT and determine effective recommended recovery strategies. Furthermore, to encourage prevention strategies to avert losses to future crises and sustain revenue growth.

1.4 Scope of the Study

The impact of COVID-19 on the Hmong CBT is inadequately understood. The scope of the study is limited to collecting documents and related work to synthesize collaborative information to support the research subject matter. The focus is on CBT integration in the Hmong livelihood in Northern Thailand research, the COVID-19 impact on tourism research, and proposed COVID-19 tourism recovery research.

1.5 Research Significance

There is a gap in knowledge of the impact of the COVID-19 pandemic on many community-based tourism groups. Most of the literature focuses on tourism on a global scale. The importance of investigating the impact of the COVID-19 pandemic on the Hmong CBT will:

- Evaluate possible economic losses during the pandemic
- Highlight recommended guidelines for a successful recovery
- Highlight CBT success factors for continuous economic growth
- Explore available prevention strategies to reduce the impact of uncommon crises

2. Literature Review

2.1 Hmong

The Hmong is one of the many minority hill tribe groups in the border regions of China, Laos, Thailand, and Vietnam. The total number of the Hmong population is estimated between 4-15 million in the world (UNPO, 2017). Southeast Asia, along with a few other countries outside of Asia such as the United States and France has been home to the Hmong diaspora community. In literature and research there has been a consensus claim of the Hmong originating from the highlands of Southern China, and over time migrating towards Southeastern Asian countries. An extensive portion of the Hmong population continue to occupy areas in Northern Thailand. Upon settling in the mountainous areas of Thailand, the Hmong continue to practice an agrarian lifestyle, and make use of traditional practices.

Understanding the Hmong culture and traditions emphasizes the impact of how the Hmong conduct business to improve their economic growth. The Hmong produce and maintain crops to be harvested and sold at local markets. Local markets are often a great distance from their place of residency and crops are often sold at a low price. Even through hardship, agriculture remains the primary economic activity (Asavasaetakul, 2019). Over time, many Hmong individuals have

continued their agrarian lifestyle, but have also incorporated other means to generate higher income. Hmong communities refine their abilities to share their culture and generate income by selling crafts, providing trek tours, and accommodating tourists. Many Hmong individuals have built positive working opportunities and relationships as merchants to provide for their family. As stated by Cahill (2018), tourism plays a major role in stimulating economic growth. Tourism within the Hmong community continues to reduce economic marginalization, create job opportunities, and allow awareness of Hmong culture. Even though tourism is a fast-growing industry in the Hmong community, there are also negative impacts with the influx of tourists. The Hmong communities are more likely to lose their culture with such socio-culture changes. Especially when the Hmong gradually assimilated to other cultural values to please tourists.

2.1 Community-based Tourism

The scope of tourism houses a plethora of branches of operations. Community-based tourism is an alternative form of tourism development. CBT allows a local community to have full possession and management of their creative tourism experience. The economic benefit from CBT is distributed among the local community. Economically marginalized rural communities often develop CBT operations. When a local community operates a CBT, the level of prosperity of the local community increases and the environmental sustainability yield increases (DASTA, 2017). CBT also allows the local community to invite travelers to experience customs of their culture. The local community will offer services unique to their culture to tourists. According to Strydom et al. (2018), “CBT aim is not to attract the same tourists as mass tourism destinations.” Tourists who visit local communities learn about the local culture and embrace the local environment. CBT distinguishes the uniqueness of culture and lets the local geographic sites manifest. Rich in natural resources, the community has the advantage to establish assets such as local activities and attractions that increase success in CBT (Karacaoglu & Birdir, 2017). Local activities include crafting, farming and art. Attractions include the showcase of the natural terrain, and ecosystem.

Progressively, tourism has been a significant revenue source in Thailand. Even though the gap of inequality in tourism is outspread, according to JICA (2020), there are more than 3,000 communities in Thailand starting to participate in CBT operations. Some of the Hmong communities in Northern Thailand participate in CBT, such as the Hmong community at Doi Pui Hmong Village, Chiang Mai and at Mon Ngor, Chiang Mai. CBT is effective in creating job opportunities and job

growth in rural areas. Creating employment in a rural area supports economic growth. When a community agrees to develop CBT, the changes can be crucial to secure extra revenue. The ongoing process of growth from CBT also contributes to the ability for the community to form partnerships, exchange knowledge with stakeholders and gain confidence (Müller et al., 2020).

The appeal of CBT includes environmental sustainability and economic development channeling social mobilization. First, the incorporation of environmental conservation ensures control over environmental crisis and protection. The environment serves as a tourist attraction; thus, the local community must provide more effort in management of natural resources. Additionally, noting good practice of CBT requires the establishment of goals encompassing environmental sustainability (Tam, 2017 & Bagus, 2019). The latter of social mobilization, rural communities want to be resilient and improve their livelihood. To do so, success of CBT implementation is dependent on a collaborative community. Trust and interactive support among the residents will increase the success rate in CBT. Utilization of social capital will continuously reinforce development plans (Jakae, 2021). The bonding homogenous social network will have positive effects on CBT. Hmong culture emphasizes relationships between relatives and clan members. It is customary to come together and strategize before implementation of action (DeSantiago, 2020). The cooperative community's adaptation to a CBT lifestyle exercises control over the community's development strategies to enhance living conditions. The positive impacts from establishing CBT can be transferred to other communities that are seeking change. A successful CBT operation can support more than one Hmong community, as Hmong communities develop CBT it can reduce the division of rural and urban livelihood as observed by Tantinipankul et al. (2017).

2.1 COVID-19 Impact

The virus is among one of the deadliest in recent history. The threat continues due to the virus' ability of being effortlessly transmittable. The virus transmission from infected individuals, either symptomatic or asymptomatic, occurs during close contact. Not only is the virus highly contagious, but the virus' ability to mutate contributes to the disaster (MacIntyre, 2020). The various properties of the respiratory virus continue to spark outbreaks, impacting all sectors of daily life. Some areas of impact are healthcare, social and economic.

Primary, the healthcare sector was affected by the pandemic. The lack of awareness about the nature of the virus contributed major problems in the healthcare sector. There was an overload

of challenges. Challenges include the inability to properly determine the cause of death of a patient from predisposition diagnosis or contracting COVID-19, disruption of medical supply chain, and exhaustion (WHO, 2021). Resources and supplies depleted exponentially as the number cases of infected individuals increased. New adaptive operational procedures had to be carried out to screen patients to decrease the spread of the virus. Organizations, functions, every aspect of healthcare struggled to keep up with the surge of challenges.

The pandemic redefined the social aspects of an individual's well-being. Social impacts included distancing from peers, closures of school, cancellations of events related to culture, sports, and celebrations. Events and educational institutions allow social activity. Due to the closures or postponement of events many individuals were deprived of social communication and interaction with one another. Mitigating the spread of COVID-19 also led to the disruption in traditional learning, the consequences include the decrease of subject comprehension for many individuals, and compromised nourishment for the students who relied on meals supplied by the educational facility (Hettiarachchi et al., 2022). Additionally, discrimination was on the rise during the pandemic. CCSA (2020) noted the released data of OHCHR surveying households to reveal about 1 in 5 people reported having personally experienced discrimination. The groups impacted discrimination varied from gender to race.

The economy suffered severely from the impact of COVID-19. Numerous lockdowns and restrictions were established to reduce the spread of COVID-19 which resulted in loss of revenue. Travel restrictions shocked the global travel and tourism industry. Globally, travel and tourism are important contributors in the services sector and play a crucial role in the economy's GDP (Abbas et al., 2021). Travel demand decreased extremely. Not only did the decrease affect revenue loss, but also contributed to the risk of job loss. The OECD (2020) states, "it is too early to say what the long-term implications of the crisis will be for tourism..." Exacerbating how the economy will be dependent on the length of the crisis and dependent on the innovation opportunities created during the crisis.

2.2 Past Research

In the tourism industry, one of the most preferred sectors is cultural tourism. International tourists prefer to visit locations with cultural heritage (Simasathiansophon et al., 2020). Community-based tourism (CBT) allows for full management of tourism experience, improvement in economic status, and commitment to sustainability. CBT also allows for cultural exchange. The Hmong have ample pride in their culture and want to preserve their culture as much as possible. The Hmong have great historical backgrounds and traditions that can be easily shared, and they are enthusiastic to share their culture with others. Thus, crossing cultures, the Hmong focus on community-based tourism. CBT has empowered the Hmong communities in Northern Thailand. The income of community-based tourism is around 500-1000 Thai Baht per day and increases by 3-10% during the high season of tourism. This improvement of income allows for the opportunity to secure an economic future (Phunnarong, 2021). The study investigates the factors affecting the success of CBT in a homestay. The results of the investigation states, successful homestay operations depend on good management and arrangement, development of interesting forms of presentation of culture to attract more visitors, and reasonable pricing of the services.

Only in recent years due to the COVID-19 pandemic, there has been a shift to investigate CBT concerning the relationship of COVID-19 impact. Nevertheless, indistinguishable studies of CBT prior to the COVID-19 pandemic and studies entirely focused on COVID-19 can come together and be synthesized to investigate new gaps. During the COVID-19 pandemic the stage of CBT has turned to projects of recovery for well-established CBT. According to Kitchanpaibul et al. (2021), as economic growth increases with new integration of tourism, the growth plummeted with the occurrence of the COVID-19 pandemic. Numerous hill tribe communities in Northern Thailand lost jobs and struggled with new financial problems. Income of many hill tribe groups were reduced, and many families who did not have a Thai ID were not able to receive financial government support. The research also provided evidence of individuals stating how they must rely on their own plots of land to reduce their own expenses, and others who did not own land had to find other sources of income. The experiences of the hill tribe communities differ. They once more had to find new ways of surviving economically.

There has been analysis surrounding the important factors of CBT modification and resilience of those local communities, these topics of research are present in articles such as

Kungwansupaphan (2021) and Noorashid & Chin (2021). Kungwansupahphan (2021) investigates the COVID-19 socio-economic impact on Khunchaitong elephant CBT. The investigation determined there was a lack of tourism due to lockdown measures. There was income loss for households running the elephant CBT. In addition, the pandemic crisis disrupted job security and increased the distress in the community. The Khunchaitong elephant CBT is in a fragile state; however, there is a forecast of recovery. The recovery stage of Khunchaitong elephant CBT informs little government intervention such that transforming from a focused tourism sector to open other forms of long-term income will allow the community to have long-term sustainability. According to Noorashid & Chin (2021), a quick recovery lies in strategic actions of resistance and resilience of operations. That is, the CBT operations must understand the new market, diversify products and services, have government intervention to support confidence and accessibility, and incorporate technology advances. The study indicating those aspects will allow the transformation of CBT. The transformation will then be able to provide innovation to roles and practices the community can operate. The study does provide details on challenges as well on recovery. The study included CBT owners having challenges meeting the demands of domestic tourism during recovery stages. The sudden surge of domestic consumers made their businesses distraught to keep up. The anxiety of CBT owners increased and constant disagreement of offering increased. Resulting in findings of unsuccessful sustainability even though recovery is on an upsurge.

Regarding the Hmong populace, research trends have fluctuated from year to year. CBT has been explored for example, the engagement per Tanitinipankul et al., (2017) at Mon Ngor Village; however, records of Hmong communities operating CBT are rare. The lack of precise quantities of Hmong CBT records influences insufficient research of Hmong CBT during the COVID-19 pandemic period. Indirect studies such as the investigation of tourism adoption as a way of life of Hmong communities have been conducted to support further investigation in this study of Hmong CBT. According to Rattanaengsawang (2018), the investigation of the economic aspect of Hmong communities near the North South Economic Corridor has shifted their lifestyle. The attitude of cultural tourism increased. The economic aspect is related to the change in occupation and exchange of traditions and tribal culture. Also stating, an increase of business networks to add value to cultural products, transmission of tribal identity. The study further investigates the average income of the Hmong respondents. It provides clear details of sources of earnings, debts, and

household expenditure per year. For example, the average income from Hmong agriculture was about 37,674 baht per year. The average income from Hmong non-agriculture was 56,975 Baht per year. The study provides tables that establish comparison results of lifestyle changes within economic, social, and cultural aspects.

The results of the systematic literature analysis indicate considerable disruption from COVID-19 within the Hmong CBT sites. CBT has received increased interest in local communities and tourists; however, due to the recent crisis of the COVID-19 pandemic, many CBT sites have faced unprecedented challenges. The specific ways of managing CBT will need to accommodate the changes to coincide with the ordinance of COVID-19. The recovery stages have only begun due to factors of more lenient travel restrictions and vaccination accreditation. Recovery is in reach if the initiation of recovery plans begins as soon as possible. External shocks from the COVID-19 pandemic have placed CBT at a risk. The recovery implications as COVID-19 transitions to become endemic are deliberate and existing. Vulnerable groups such as Hmong CBT sites need to adjust as quickly as possible to not hinder livelihood recovery. Recovery plans should be developed at an early stage and built on previous disasters. To elaborate, the Hmong CBT must prevent COVID-19 from spreading to allow for recovery. As well as, increasing vaccinations to strengthen health systems within the community and increasing health education to prolong reconstruction of recovery. The Hmong CBT must foster strategies to become more resilient to disasters such as COVID-19. Strategies should include the diversification of economic activity and measures to hold sustainability of the community. As strategies are developed, these strategies must be adaptive as well. Adaptive strategies will allow more attention to detect a threat and activate a strong response (Belitski et al., 2021).

3. Research Methodology

The analysis covers the changes in CBT, COVID-19, and tourism recovery over the period ranging from 2017-2021. The research process commenced with an extensive literature review. This phase aimed to establish the foundational principles of CBT and its evolution in the years leading up to the COVID-19 pandemic. It also involved an exploration of the challenges faced by CBT initiatives and the broader tourism industry during this period.

Data collection involved the extraction of relevant information from diverse secondary sources. Statistical data, such as tourism trends and COVID-19 impact on the industry, were

obtained from government reports, international organizations, and tourism-related publications. By adopting this research methodology, the study offers a comprehensive understanding of how CBT was affected by the COVID-19 pandemic and its role in contributing to the recovery of the tourism sector.

3.1 Conceptual Framework Model

The consolidation of the literature review of existing studies to support the proposed conceptual framework in **Figure 1**. The framework suggests current CBT sites are dependent on the local community – pertaining to this study which is the Hmong – and the COVID-19 impact. Furthermore, being Hmong does not have a direct correlation to the COVID-19 impact or vice versa.

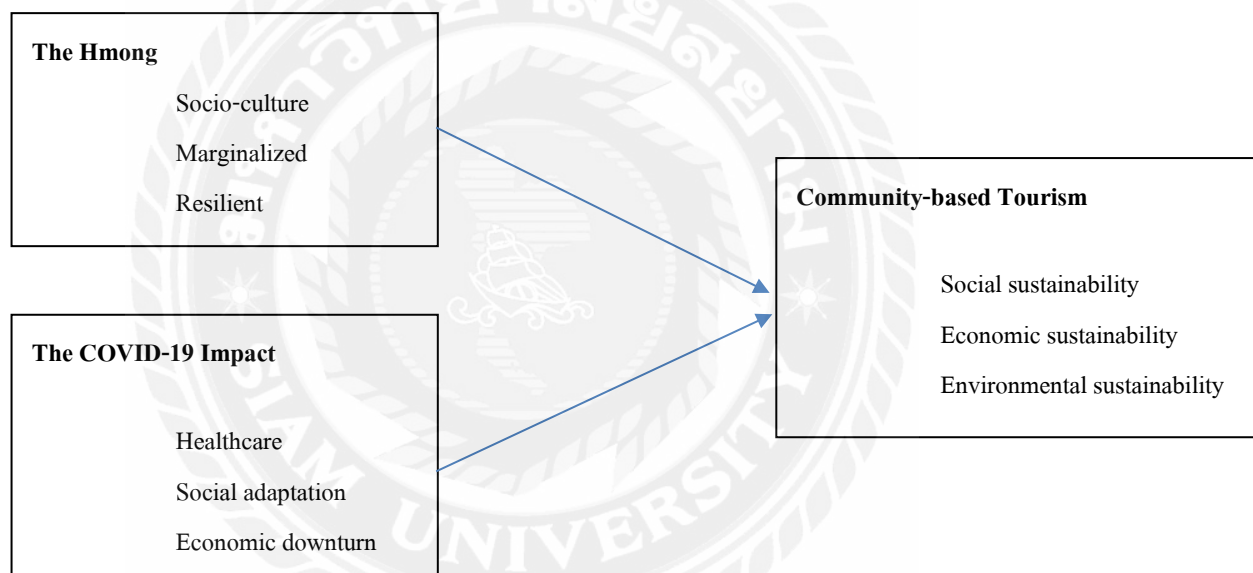


Figure 1: The Hmong and COVID-19 Impact key roles in Community-based Tourism

Elements of Figure 1 are as follows a. (Asavasaetakul, 2019 and Cahill, 2018), b. (Kithchanapaibul et al., 2021), c. (Noorashid & Chin, 2021), d. (WHO, 2021), e. (Hettiarachchi et al., 2022), f. (Abbas et al., 2021), g. (Jakae, 2021), h. (Müller et al., 2020, Belitski et al., 2021, and Phunnarong, 2021), i. (Tam, 2017 and Bagus, 2019).

4. Findings and Conclusion

The COVID-19 impact on small operations have been evaluated in multiple studies and much of the investigation reported a decline of survival with high rates of business loss. Success of fully recovering from the COVID-19 impact is marginal (The Asia Foundation, 2021). The Hmong CBT still faces a difficult business environment and the transcending loss of employment within CBT is rapid. Even though there is a desire to transition to domestic service, there is confirmation indicating challenges to attract domestic tourists. Findings do show that local communities with strong collaborative distinction have a higher success rate of operations as well as having a cohesive recovery plan. For example, the Hmong residents of CBT sites have resolved to maintain lockdown to eliminate the spread of the coronavirus and to conduct continuous evaluation of the COVID-19 pandemic. Under better control, Hmong CBT has more restricted policies and procedures to continue to operate CBT. The well-being of a community is an essential factor to achieving success in CBT especially after the effects of the pandemic. Successful recovery strategies of Hmong CBT include the rebuilding of consumer confidence while having harmonizing policies to assist in restarting of business.

During the process of research, tracking down income-based achievement of Hmong CBT was difficult. However, through the analysis of the literature review, the broader research in each separate key word can generalize the outcome of the Hmong CBT. On average pursuing a nonagricultural source of income is higher by 20%. This finding doesn't entail the specifics of which sources are considered nonagricultural; however, the direction of CBT for the Hmong is competitively positive for their economic livelihood.

There are thousands of local communities that have struggled during the COVID-19 pandemic. Investigating the impact and highlighting success and strategies will allow smaller local communities to stand a chance. Socioeconomic gain will improve after the hold of COVID-19, and

livelihood of the communities will again increase – if recovery is implemented properly. It is comprehensible that the impact of COVID-19 on Hmong CBT was immediate and detrimental. Hmong CBT operations are important because they provide opportunities for the community to create significant jobs and alternative income. Local communities acquire more prosperity when money is utilized to establish and run a CBT operation, that is a higher ROI.

Appreciation of Hmong CBT and the COVID-19 impact through literature review can be grueling. The background of Hmong livelihood has a finite amount of attentiveness. There are only selective literature reviews of CBT studies discussing the Hmong communities. Furthermore, COVID-19 is relatively present-day. There are limited amounts of investment in the stages of impact the COVID-19 pandemic has bestowed to local Hmong communities operating CBT. The separation of each scope is definite.

5. Recommendation

Even though CBT does have positive socioeconomic benefits for the local Hmong community, the high dependency makes the Hmong vulnerable when a crisis occurs. CBT should be continued to be viewed as a tool that is able to assist with generating additional income. Economic diversification should become a goal among the Hmong communities as well as a preventative measure to support economic sustainability. The Hmong need to continuously develop a process to shift from a single income source to multiple sources that revolves around CBT. For instance, leveraging biomedical sciences, especially in the pharmaceutical industry. As stated by Phumthum et al. (2021), the Hmong has a wide range of traditional knowledge regarding medicinal plants. The knowledge allowed them to treat minor symptoms of COVID-19, by having such knowledge, the Hmong can refine the knowledge and use it to their advantage. The Hmong communities can also shift towards the renewable energy sector. The geographical and cultural lifestyle of the Hmong communities have the capabilities to do so. The Hmong can carry out biomass or wind, renewable energy sources. All aspects are focus areas that support branding of the Hmong which will allow CBT to thrive. Thus, the local community can continue to work together when investing in another source of income.

Many government policies and standards have been composed to counter depletion of the land's natural resources. The process of developing forest restoration in Northern Thailand can be

supported when CBT is developed. CBT will provide a stronger foundation to improve agriculture and restoration of the communities. To be specific, Hmong CBT can integrate a forest restoration program when they conduct trekking operations. Their skills in an agrarian lifestyle will preserve their cultural aspects and improve environmental sustainability. This will allow a spillover to environmental tourism to captivate individuals who want to contribute to the preservation of the world as the trend of sustainability evolves.

Ultimately, for reinforcement of success, the Hmong CBT sites will need to be educated and constructed on establishing an influential flexible financial planning process to aid with long-term recovery and sustainability. Having a financial plan will establish a long-term prevention strategy for unforeseen crises. It will take time to transform from the impacts of COVID-19 and the Hmong CBT will need to establish a timeline for every step of recovery and reconstruction. The Hmong community will need extra aid and support. That is, government grants or collaboration with organizations outside of the Hmong communities' scope. Funds need to be established to combat loss, increase operational survival rates, and implement recovery strategies promptly. A completed financial architecture should then be implemented and explored in its entirety. These established plans also provide eloquent records of CBT and record the livelihood of CBT.

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