INTEGRATING COOPERATION TO ENHANCE SAFETY FOR TOURISTS IN PATTAYA

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Introduction
Statement and Significance of the Problem

In the past 10 years, Thai tourism has been very successful in terms of numbers. tourists and income, or 22% of the country's GDP. The challenge facing is the problem of Over-Tourism or the number of tourists exceeding the capacity of the country. area, but at present, the epidemic crisis of the corona virus infection 2019 (COVID-19) has resulted in the opposite way until it may be called the problem of Under – Tourism instead as a whole. by the World Tourism Organization (UNWTO) assessing the impact after the epidemic situation Coronavirus 2019 (COVID-19) on March 27, 2020 that the number of tourists around the world this year It is expected to decrease by about 20 – 30% and lose about $ 300 – $450 billion in revenue, or one -third of global tourism revenue. which Thai tourism will continue to stagnate There will only be tourism or international tourism. Only some things that are essential still happen, such as business and wellness tourism. Tourists are expected to have a need for security. Cleanliness and management in terms of good social distancing, there are more standards for homestay businesses and the sharing economy, such as Airbnb, will be less popular. Until adjusting to gain confidence in Cleanliness and safety standards in the medium and long term.

Thailand should take the opportunity from this crisis to rethink and formulate a strategy. to adapt to sustainable tourism and high-value tourism by creating added value to the product and travel services Support the creation of high-value tourism and innovation for tourism such as health tourism for the elderly sports tourism social tourism green tourism Using VR and AR technology to create innovation Tourism Using Blockchain to Ensure Trust Throughout the Supply Chain and Manage to aim for sustainable tourism. both in safety environmental impact source distribution and tourist attractions along with connecting the transportation network and build an adequate supporting infrastructure which Thailand is considered to have the ability to Competition in tourism is moderate and there are two areas that are very weak. According to the World Economic Forum 's ranking in 2019, Thailand has the competitiveness of tourism is ranked 31 (out of 140 countries), ranked third in ASEAN, after Singapore and Malaysia, with 2 sub-dimensions that Thailand ranks very low, namely Environmental Sustainability , ranked 130th and Safety and security (Safety and security) ranked 111 (Bangkok Business , 2020) from the above.

The World Tourism Organization has identified the safety of tourists. which must be considered from the risks that can occur from 4 sources together, which overall correspond with tourism safety indicators but are grouped according to the sources that cause insecurity for tourists, consisting of from human action and the environment outside the industry. Tourism includes the most common offenses victimized by tourists (theft, pickpocketing). assault, assault, fraud) act Random and specific harm (rape), organized crime pre-planned and deliberate preparation (slavery, extortion, coercion) extortion), terrorism and unlawful invasion of government premises. war taking hostages and hijacking, war, social conflicts, and political and religious insurgency, as well as systemic flaws. Public defense, organization and related services from the tourism sector and the sector involved, including defects in terms of safety standards (such as causing a fire error from construction and lack of earthquake prevention measures, etc.). Good hygiene and sustainable environmental awareness in tourist destinations

lack measures. prevent illegal actions crimes and misconduct in tourist areas tourism that includes the use of illegal child labor, deception tourists because of neglecting to verify tour operators Failure to comply with the terms of the agreement Including the strike of the employees. or officer from tourists who create insecurity problems for themselves Excessive and dangerous activities (playing sports, driving consumption of food and beverages, etc.), health problems and the presence of underlying diseases. of tourists disrespect for the place and having inappropriate conflicts safety of tourists with Thailand's competitiveness in tourism and against the law with local people engaging in illegal acts such as smuggling illegal substances, etc., traveling in unsafe areas Unintentional acts or negligence resulting in loss of personal belongings important documents, money, etc. insecurity caused by Physical risks and Environmental conditions include being careless about danger in the area of tourist attractions. such as dangerous plants and animals, etc. There is no vaccination against contagious diseases in the region. That region is not careful about food. eating clean and hygienic enough and going into emergencies such as natural disasters and epidemics, etc. (related statistical data Secondary data from data from the Division of Standards and Supervision of Safety. tourist)

The fact that Thailand has a very low rating for safety and confidence has caused tourist cities to urgently review and find measures for the safety of tourists. It creates a new image to happen. for Pattaya which is a major tourist attraction for both Thais and foreigners who like to travel because it is not far from Bangkok that can attract tourists is Pattaya is a tourist city that responds to both domestic and international tourists. With a variety of activities, including Night lifestyle or various sports have accommodation A wide variety of food choices. Both hotels and resorts, importantly, Pet Friendly, convenient transportation, not far. It is a city for relaxing both at night and during the day. as well as being a venue for meetings, seminars, academic conferences Fairs and Exhibitions (MICE City)

numbeo.com, the world's largest research and content database for users and followers. The world's safest cities have been indexed 416 cities around the world, with Chiang Mai being raised as the 32nd safest city in the world with a score of 75.5 and counting as the 1st in the region. ASEAN followed by Bangkok ranked 170th in the world, 7th in ASEAN, and Pattaya City ranked 210th in the world, 9th in ASEAN. Integrating cooperation to enhance safety for tourists in Pattaya.

Research Question

1. What is the safety condition for tourists in Pattaya?

2. Responsible agencies and support in the area in terms of infrastructure tourist police Pattaya Municipality How are tour operators and citizens involved in ensuring the safety of tourists?

3. Integration of cooperation among agencies How to take care of the safety of tourists in Pattaya?

Research Objective

1. To study the current state of safety for tourists in Pattaya.

2. To study the level of infrastructure. safety support system the role of tourist police Pattaya Municipality Tour operators and the public to participate in taking care of the safety of tourists.

3. To achieve the integration of cooperation among various agencies. to take care of the safety of tourists in Pattaya

Research Hypothesis

       1. Infrastructure safety support system The role of tourist police Pattaya City Municipality Tour operators and the public to participate in the care of the safety of tourists. It has a direct relationship to the safety of Pattaya tourists.

       2. Management has a direct effect on the integration of cooperation.

Scope of the Study

       Content Scope: This research will study the concept of safety. about participation about creating awareness and building a support system for the safety of tourists such as alarm system complaint system and security measures arising from the integration of joint operations with all relevant agencies

       Population boundary: This research will be mixed research. which will include both quantitative studies and qualitative?

       Quantitative will interview tourists who travel to Pattaya. who stayed at least 1 night and did at least 1 activity in Pattaya by asking questions about things that made him feel unsafe or dissatisfied due to the large population and could not specify the exact number Therefore, a sample group of 400 people was assigned.

       Qualitative, conducting in-depth interviews on security problems and solutions, and collaborating with other agencies, such as the mayor of Pattaya City or representatives. Director of the Tourism Office Superintendent of Pattaya City Police Station hotel operator representative travel agency 20 local representatives

Significance of the study

       1. The research results will lead to the development of security management that is integrated with all sectors in Pattaya City.

       2. Tourism promotion policies will become clearer in practice because the management of the safety of tourists has been taken seriously.

       3. The results of the research can be extended to other tourist areas further with additional studies on the specific characteristics of each area.

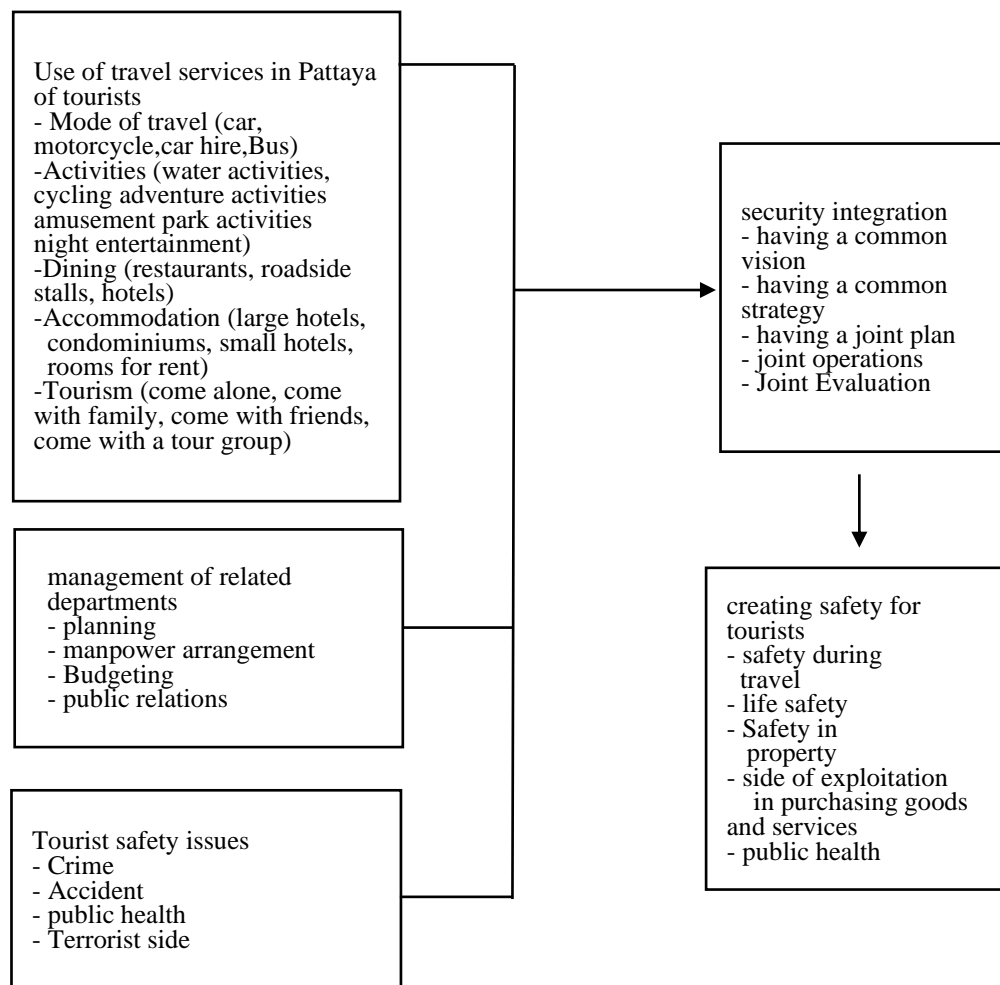**Definition of term**

       Tourist safety means the safety of tourists. who traveled to Pattaya which insecurity is caused by safety during travel in life safety on property safety The aspect of taking advantage in the purchase of goods and services. public health

       Persons involved in the security of Pattaya City, Pattaya City, tourist police, traffic police, accommodation operators tour operator Restaurant operator local people.

Review of Related Literature and Study

       - National Tourism Development Plan No. 3 (2023 - 2027)
       - Strategic plans to build confidence among internal users and groups of consumers.
       - Concept of tourism
       - Integration Concept
       - The concept of tourist safety
       - The concept of factors that cause harm to humans
       - The concept of management theory
       - the concept of participation
       - The concept of factors causing harm to humans
       - Related Research
       - Conceptual Framework

Conceptual Framework

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