

SUSTAINABLE ECOTOURISM MANAGEMENT MODEL KANCHANABURI

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Introduction

Statement and significant of the problem

According to the 20-year national strategy, Thailand has begun pushing for a sustainable environment in every province of Thailand. with the announcement of the National Forest Policy to increase the forest area for conservation and for the economy of not less than 40 percent of the area of Thailand (Seub Nakhasathien Foundation, 2020) Currently, the forest area Nationwide in the year 2018 - 2019, there are 102,484,072.71 rai. or representing 31.68 percent of the country which decreased from 2017 - 2018 in the amount of 4,229.48 rai. Currently, Thailand's forest areas have the main responsible agency, namely the Royal Forest Department, responsible for overseeing the country's forest areas, which are national reserved forests. Approximately 30 million rai Department of Marine and Coastal Resources responsible for overseeing the country's forest areas, which are mangrove forests It covers an area of approximately 4 million rai and the Department of National Parks, Wildlife and Plant Conservation takes care of the country's forest areas. which is a protected forest area with an area of approximately 68 million rai, which is under the supervision of Department of National Parks The wildlife and plant species are also abundant. Therefore, it can be opened as a tourist attraction. Tourists or visitors who are interested in experiencing nature from the statistics of tourists visiting national parks. Fiscal year 2020 (October 2019 - September 2020) found that there was a total of 13,910,037 tourists, representing More than 1,300 million baht (Office of the Department of National Parks , 2020)

Nowadays, the use of free time by traveling to visit natural attractions for recreational activities tends to increase accordingly. Because human beings need rest and relief from monotony in their missions, including their daily lives, especially people living in urban environments or large communities, there will be congestion. The need to travel out to experience and admire nature Kanchanaburi is a tourist province located not far from Bangkok and is also the largest province in Thailand. 3 of the country after Nakhon Ratchasima and Chiang Mai Three-quarters of Kanchanaburi's area is a complex mountain range rich in forest. convenient to travel Easy to access, therefore, a lot of tourists come in compared to other provinces. in the west of Thailand Especially tourism in natural areas (Manassinee Boonmee Srisanga, 2015) and found that many national parks are the targets of tourists' interest. who come to travel both in the form of hiking and studying nature Studying for knowledge, bird watching activities?

The concept of traveling in today's world Tourists are more concerned about economic value than other aspects. Especially in terms of satisfying satisfaction that is worth the cost. While some groups of tourists see the importance of eco-tourism that aims to protect the environment and cultural traditions from ancient sites, artifacts, performances, while there are tourists who want to experience the way of life and local wisdom. There are more and cause a trend of eco-tourism. Likewise, sustainable tourism is widely talked about and aimed for development today.

Kanchanaburi It is one of the provinces that has the potential to be developed into a major tourist attraction of the country. Located 129 kilometers south of Bangkok, with a two-

hour drive from Bangkok, Kanchanaburi province has all the tourist spots. lifestyle Whether it is a tourist attraction, history, nature, caves, waterfalls, forests, cultural traditions. Belief, faith, food, vegetables and fruits, recreational activities, rafting, sailing, hiking, bird watching, etc., including environmentally friendly tourism (Low Carbon) trends that are currently popular . There is a tourist attraction It is an area that is extremely suitable. because in addition to being the third largest city in the country after Nakhon Ratchasima and Chiang Mai It is always another destination in the minds of tourists. It has never fallen into the top 10 in search or traveler demand surveys at any given time. which in the past had Tourists playing sup board Sai Yok National Park area Forest Bathing originated in Shinrin-yoku. Japanese therapeutic forest bath It is the perception of the forest atmosphere. through a variety of activities, which this activity to attract tourists but it has the effect of generating large amounts of waste causing wastewater. It is causing the destruction of the environment. Natural resources and ecosystems are enormous too. But it caused the turnover of the income of the people in the area are also enormous, causing sometimes the people in the area do not care about the impact on tourism resources . We will not be able to manage tourism and continue to earn income. Therefore, the researcher is interested in how to make the eco-tourism of Kanchanaburi province sustainable in the future, making it a responsible tourism . and cause an impact on the environment and minimal ecosystem and knowledge and understanding of eco-tourism from both government and local agencies is transferred to tourists. It is important to involve local communities in tourism management.

Research Question

1. What is ecotourism in Kanchanaburi like?
2. What are the activities and how to do ecotourism in Kanchanaburi?
- 3 . How is eco-tourism in Kanchanaburi province managed and how will it be sustainable?

Research Objective

1. To study the context of ecotourism of Kanchanaburi Province
2. To study the state of ecotourism management of Kanchanaburi
3. To propose guidelines for sustainable ecotourism management of Kanchanaburi

Scope of the Study

This research is qualitative research with the following research methods :

1 **Scope of population** and sample the population and sample group used in this research are stakeholders for tourism management in Kanchanaburi province as follows:

Group 1 The main informants by in-depth interview (In depth- Interview) Executives , officials from government agencies involved in setting policies, strategies, Kanchanaburi Governor Director of the National Park Service Director of Forest Resources Management Bureau Area Tourism Director Sheriff in the area totaling 10 persons.

Group 2 conducts a focus group consisting of chiefs of Sai Yok National Park. Erawan National Park travel business operators Owner/Operator Community leaders, both official and informal, tourists, including 30 people

2. Scope of content This study will study the context of tourism. Eco in Kanchanaburi Province including the potential and model of eco-tourism management of Kanchanaburi Province To analyze and lead to sustainable ecotourism management guidelines in Kanchanaburi Province.

3. Area Boundaries study in Kanchanaburi Province
4. The scope of the study period between April - December 2023

Significance of the Study

1. From research, remember to know the situation ecotourism of Kanchanaburi Province that has received the attention of tourists, however and what are the problems and obstacles in the implementation?

2. Acknowledge the form, organization, management, and management of ecotourism Kanchanaburi how each sector plays a role, and the participation of all sectors is possible.

3. Acknowledge guidelines for sustainable ecotourism management of Kanchanaburi which will be beneficial to expanding and adapting to other areas in the future.

4. The results from the study will be used to formulate a work plan. budget of relevant agencies to support and promote sustainable ecotourism.

Definition of term

Ecotourism means responsible tourism in natural attractions. with a collaborative learning process of those involved under cooperative management of all parties to create tourism with awareness and management to benefit the preservation of the ecosystem or natural resources sustainably.

Sustainable tourism means tourism that manages resources to respond to the economy, society, culture, and environment simultaneously. While being able to maintain the identity and integrity of the ecosystem. It can meet the needs of tourists and local owners now and in the future, protecting, preserving, and preserving it for future generations.

Sustainable ecotourism means tourism that is responsible for natural resources. There is a process of learning and joint management of all parties and giving importance to equality between economy, environment, politics, as well as society and culture of both present and future generations. This creates a fair and even distribution of income to all stakeholders in the tourism sector.

Situation of sustainable ecotourism means the current condition of sustainable ecotourism of Kanchanaburi which has the following components:

Environmental sustainability means sustainability in the conservation of natural resources. There are learning activities and operations with minimal impact on the ecosystem.

Social and Cultural Sustainability means Sustainability in terms of participation of the local community, decision-making, and the preservation of the good culture of the local community.

Economic sustainability refers to the financial sustainability and benefits of ecotourism operations.

Sustainability Participation means sustainable management of the community effectively. together with the policies of various sectors, including government, private sector, civil society, NGOs, and others that are clear, concrete, and help support the operation of ecotourism.

Sustainable Ecotourism Management Guidelines means practices that are guidelines for managing ecotourism in Koh Samet for sustainability. with management processes in various fields to respond to the economy, society, culture, participation, and the environment simultaneously.

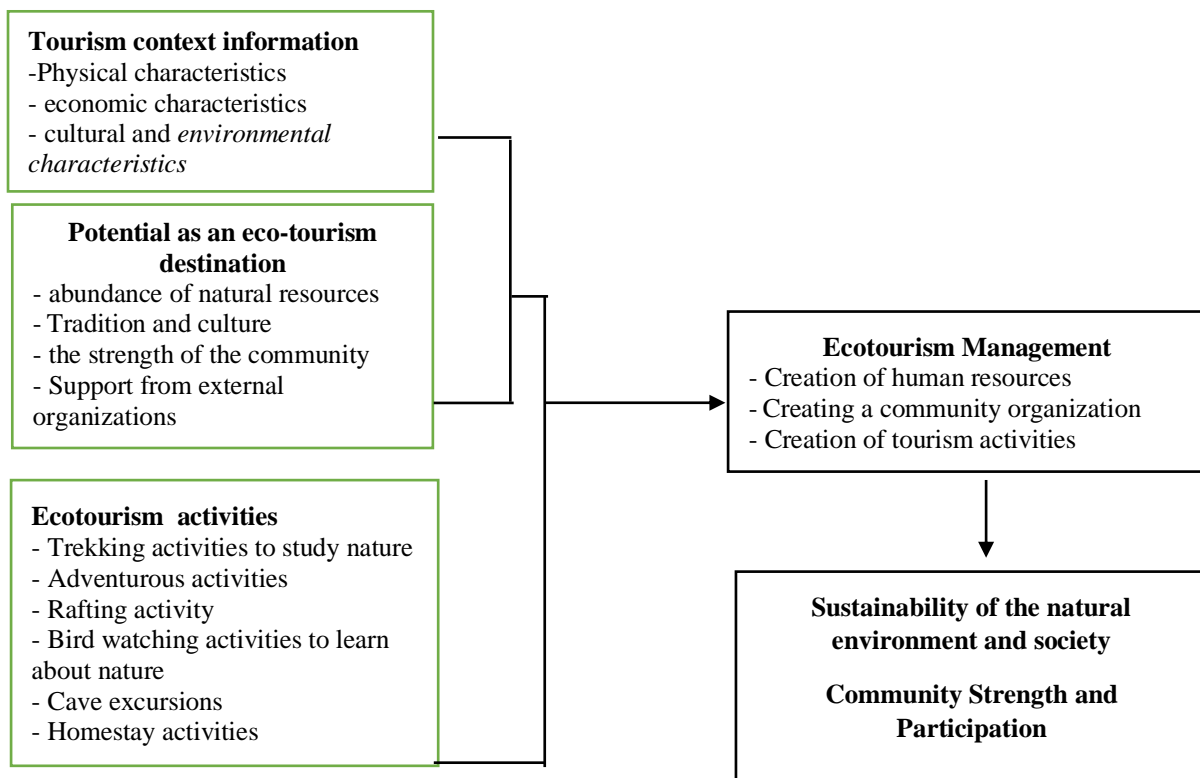
Tourism policy refers to the policy of the central government. regional and local including policies from various sectors such as the private sector, NGOs, or civil society that supports community-based tourism community participation and ecotourism important

Theoretical concepts used in research.

Concepts, theories, and related research results in this research the researcher studies the research topic. which has concepts and theories and related research It is the study guideline as follows.

1. The 13th National Economic and Social Development Plan (2023-2027)
2. National Tourism Development Plan No. 3 (2023 - 2027)
3. Human Resource Development Theory
4. The concept of management theory
5. Concepts and theories about tourism development
6. Concepts and theories about development management
7. Concepts and Theories about Sustainability
8. Concept of demographics
9. Integration Theory
10. Theoretical concepts of environmental conservation
11. Drive Mechanism Theory
12. Ecotourism Theory
13. Related Research
14. Conceptual Framework

Conceptual Framework



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