

ENVIRONMENTALLY FRIENDLY ECO-TOURISM DRIVE MECHANISM CHIANG MAI PROVINCE

Chuphong Thanaphrommawiwat* , Koblap Areesrisom , Krittapol Thongdonpum*****

Department of Management and Resource Development

Faculty of Agricultural Production, Mae Jo University

Statement and Significance of the Problem

Throughout the past period, Thailand's tourism sector has continued to expand. both in terms of the number of tourists tourism income Popularity Ranking and economic value from tourism-related businesses Thailand has many strengths such as its location as the center of the Southeast Asian region. Diversity of natural resources, arts and culture, unique traditions Thai people's hospitality the readiness of road, rail, water, and air infrastructure, as well as opportunities from the expansion of the global tourism market and the low-cost airline business. communication technology that can reach customers easily and quickly. However, in the future, the tourism industry will have more intense competition. Because many countries will use tourism as an important strategy to generate income for the country. Especially in ASEAN countries. Therefore, Thailand must develop its competitiveness and create a variety of tourist attractions in line with the needs of tourists. including cultural tourism business travel health tourism water tourism and tourism connecting the regions. If Thailand has a clear direction for tourism development, it is in line with the situation and context that affects the tourism industry. Thai tourism will be a tool for generating and distributing income and enhancing the country's competitiveness.

Master plan under national strategy, tourism issues (2018-2037) The most important thing is to build confidence in the safety of tourists. enforcing the law to ensure safety and not allowing tourists to be taken advantage of Then spread the tourism in terms of the area. and income to the community as well as giving importance to sustainable tourism development to aim for the ultimate goal of tourism as a tool to reduce inequality in Thai society. by the master plan Developing the tourism ecosystem Develop environmental factors conducive to enhancing competitiveness in tourism and sustainable tourism management to add value to Thai tourism. According to the National Tourism Development Plan (2021-2022), problems and challenges have arisen in Thailand's tourism situation. including the spread of the coronavirus disease 2019, the political situation of the country government policy Changing behavior of tourists Besides that, there are also trends in technology development and innovation, cooperation, and international relations. As a result, international travel around the world has decreased. And halted for a while, which UNWTO estimates that the number of international travels in the world will return around mid-2023-2024. The country is expected to start accepting foreign tourists in the last quarter. year This is when most of the country's vaccination progress has been made.

The post-COVID world has shifted towards more qualitative tourism, improving the image of national tourism. Aiming towards high value tourism in 3 areas: economy, society, and environment. based on responsible tourism There is an appropriate number of tourists (optimum scale) consistent with the sub-master plan. Under the National Strategic Plan, issue 5, tourism especially in the development of the tourism ecosystem Aims to promote more socially and environmentally responsible tourism. By focusing on creating pride for tourists and related parties in working together to create sustainable tourism This is one of the new normal tourism guidelines, emphasizing on a form of tourism that does not cause an impact on the environment and integrated as a whole. The adjustments of those involved are in line with the adjustments of tourists. The survey found that more than four in five (85%) Thai travelers also plan a more minimalist travel experience (Office of Small and Medium Enterprises Promotion , 2022 ; Office of the National Economic and Social Development Council , 2022)

Chiang Mai is the central city of the North, and is a world-famous tourist city. travel leisure survey of tourists and travelers from around the world in 2019 found that Chiang Mai was ranked 3, while the current year 2022 Chiang Mai was ranked 7. As for the survey of tourists in Thailand, agoda explored the cities that Thai people want to visit . Finally found that Chiang Mai was ranked No. 1 in 2020 (Spring News , 2022 ; Siamrath , 2019 ; Economic Foundation , 2020)

Research Question

1. What is the context and general condition of eco-friendly tourism in Chiang Mai?
2. What is the mechanism for driving eco-tourism that is environmentally friendly in Chiang Mai?
3. What is the model for eco-tourism management that is environmentally friendly in Chiang Mai?

Research Objectives

1. To study the context and general state of environmentally friendly eco-tourism in Chiang Mai Province.
2. To study the mechanism for driving eco-friendly tourism in Chiang Mai Province.
- 3 To study an eco-tourism management approach that is friendly to the environment, Chiang Mai Province.

Rresearch hypothesis

Spatial elements Participation component Administrative Components and activity components It has a direct relationship to the creation of a mechanism to drive ecotourism. environmentally friendly Chiang Mai Province

Scope of the Study

This research was a mixed study (Mixed Method), both estimation and qualitative studies. The scope of study is as follows:

1. Scope of content : This research has a study content scope. Stakeholders , roles, duties, structures, and processes of ecotourism that are friendly to the environment of Chiang Mai. based on the concept of network theory and new public administration
2. Scope of study area : Area boundaries Chiang Mai Province Only in Muang District, San Sai, Mae Rim, Saraphi, Hang Dong
3. Population scope

Scope of the quantitative population It consists of people in the area, including Domiciled in Chiang Mai Only Muang District, San Sai, Mae Rim, Saraphi, Hang Dong, with the current total population (2022) 593,241 people using a sample of 200 people.

Tourists who travel to tourist attractions in Chiang Mai, only in Muang, San Sai, Mae Rim, Saraphi, and Hang Dong districts using a sample of 200 people.

Qualitative population Which will be in-depth interviews and focus groups with people involved in eco-tourism that is environmentally friendly in Chiang Mai, divided into 3 groups : the government sector, consisting of the governor of Chiang Mai. Policy and plan analysts from the Chiang Mai Provincial Tourism Office National Park officials, private sector, tourism service business operators within Chiang Mai Accommodation entrepreneurs in the community, totaling 20 people.

4. Time limits the period used in this study was conducted from March 1, 2023, 6 to December 31 , 2023.

Significance of the Study

1. Academic benefits

1. The results of the research made known the situation. Operational Conditions and Obstacles of Environmentally Friendly Ecotourism in Chiang Mai Province

2. The results from the research can be used to determine the mechanism for driving eco-tourism that is environmentally friendly in Chiang Mai.

3. Research results can be used to define the format Guidelines for managing ecotourism that is environmentally friendly in Chiang Mai Province

2. Benefits in application

1. Take the results from the research This will be empirical data to be used to improve and promote eco-tourism that is environmentally friendly. Chiang Mai Province

2. Take the results from the research To be adapted for the management of the budget to support and promote both the public and private sectors to achieve efficiency and effectiveness in management.

Definition Of term

1. Ecotourism refers to responsible tourism in unique natural and cultural sites associated with ecosystems. There is a learning process (Learning Process) together of those involved.

2. Driving Mechanism refers to things that make the system move or operate. with resource allocation There is an organization, unit, or group of people to carry out the work in a step-by-step manner.

3. Management is defined as a set of functions that direct the efficient and effective use of resources.

4. Environmentally friendly Refers to the focus on the environment. Paying more attention to the world

5. Appropriate eco-tourism management approach means form, method, management approach. management Implementation of activities related to eco-tourism that are effective in social conditions around Chiang Mai.

6. The form of activities towards eco-tourism management means the form of activities suitable for eco-tourism attractions in Chiang Mai.

Theoretical concepts for conducting research and determining the research framework.

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

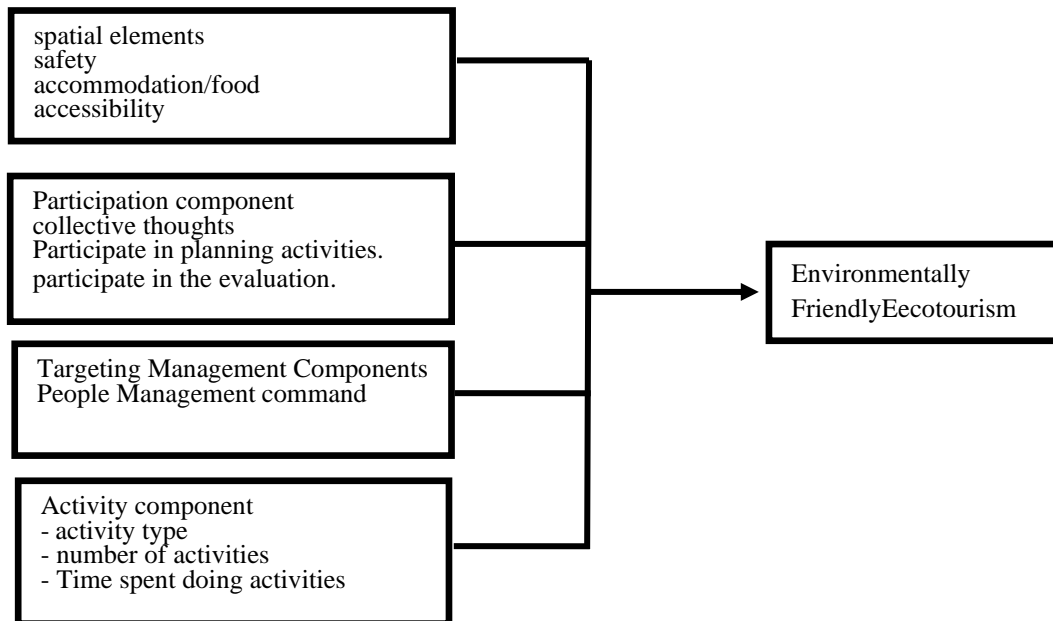
11. Drive Mechanism Theory

12. Ecotourism Theory

13. Related Research

14. Conceptual Framework

Conceptual Framework



Bibliography

- Tourism Authority of Thailand. (2017). Tourism in Thailand 2017-2018. [Online]. Accessed April 3, 2021 from <http://thai.tourismthailand.org/about-tat>
- Department of Tourism Ministry of Tourism and Sports. (2017). Manual for quality standard assessment. Tourist attractions. (2Nd edition). Bangkok: Office of the Printing Affairs Organization of the Military Aid. Through the war under the royal patronage.
- Strategy and Information for Provincial Development Group, Nakhon Ratchasima Provincial Office. (2019). Development Plan Nakhon Ratchasima Province, 2018-2022, review edition, fiscal year 2021. Nakhon Ratchasima :Provincial Office .
- Tassanee Boonthip. (2020). Community-based ecotourism management, Tha Khanon Sub-district, Khiri Rat Nikhom District . Surat Thani Province Journal of Human Society, Nakhon Si Thammarat Rajabhat University. 10 (2) , 81-93.
- Benchawan Sujarit and Chatchai Sujarit. (2017). A model of community-based tourism management of Nang Phaya Subdistrict. Tha Pla District , Uttaradit Province. Journal of Uttaradit Rajabhat University. 12 (2) , 53-65.
- Wanyapa Mingsiritham and Rawewan Prairungroj. (2021). A model of community-based tourism management. Sustainability: A Case Study of Khlong Maha Sawat Community, Phutthamonthon District, Nakhon Pathom Province. research journal Development Administration. 11 (1) , 38-49.
- Wanwimol Poonak. (2015). Community Potential in Community-Based Tourism Management: A Case Study of Amphawa Floating Market .Journal of Academic Resources Prince of Songkhla University 26 (1) , 63-74.
- Sirinan Phongnirundon, Ochanya Buatham and Chatchaya Yodsuan. (2016). Guidelines for potential development. Tourism Management, Wang Nam Khiao District, Nakhon Ratchasima Province. Journal of the College of Graduate Studies Management of Khon Kaen University. 9 (1) , 234-259.

- Sukhum Kongdit, Thanani Navatsanee, Wansa Phromsilp, Suparek Klankla and Natthaphon Ruentawil. (2018). Project An innovation to link tourism marketing in Sam Ruan Community Agro-ecology, Bang Pa-in District Phra Nakhon Si Ayutthaya Province Phra Nakhon Si Ayutthaya: Rajamangala University of Technology Suvarnabhumi.
- Sutee Sertsri. (2015). Sustainable Tourism Management Guidelines in Klong Khon Community, Muang District, Province. Samut Songkhram. Master of Arts thesis. Service Industry Management and tourism. Bangkok University.
- Ministry of Interior. Rareung Subdistrict Administrative Organization. (2021). History. [Online]. Retrieved April 3, 2021. From http://raroeng.go.th/data_426.
- Arisa Songrong and Supattaripa Khanthajorn. (2019). Factors Affecting the Organization of Community Excellence. Innovative Tourism in Thailand along the Civil State Line: A Case Study of Innovative Tourism Community Pak Chong District Nakhon Ratchasima Province Journal of Interdisciplinary Research: Graduate Studies Edition. 8 (2) , 74-84.
- Adhikary, M. (1995). Management of Ecotourism. Bangkok: Srinakarinwirot University.
- Choibamrong, T. (2014). Agricultural Resources Research for Sustainable Agro-tourism: A Case Study of Surat Thani, Thailand. NIDA Development Journal. 54 (3) , 202-220.
- Donohue, H. & Needham, R. (2006). Ecotourism: the evolving contemporary definition. Journal of Ecotourism. 5 (3) , 192-210.
- Fennell, D.A. (2020). Ecotourism. (5th ed.). New York: Routledge.
- Honey, M. (2008). Ecotourism and sustainable development: Who owns paradise? (2nd ed.). Washington, D.C.: Island Press. Kontogeorgopoulos,
- N., Churyen, A., & Duangsaeng, V. (2015). Homestay Tourism and the Commercialization of the Rural Home in Thailand. Asia Pacific Journal of Tourism Research. 20 (1) , 29–50.
- Mgonja, JT, Sirima, A. & Mkumbo, PJ (2015). A review of ecotourism in Tanzania: magnitude, challenges, and prospects for sustainability. Journal of Ecotourism. 14 (2-3), 264-277.
- Niesenbaum, R. A. & Gorke, B. (2001). Community-Based Eco-Education: Sound Ecology and Effective Education. The Journal of Environment Education. 33 (1) , 12-16.
- Othatawong, A. (2014). Community Participation in Talay Bua Dang Conservation within Chiang Wae Municipal Area, Kumphawapi District, Udonthani Province. Academic Services Journal Prince of Songkla University. 25 (1) , 47-53.
- Reimer (Kila), J.K., & Walter, P. (2013). How do you know it when you see it? Community-based ecotourism in the Cardamom Mountains of southwestern Cambodia. Tourism Management. 34 , 122-132.
- Scheyvens, R. (2007). Ecotourism and gender issues. In James Higham (Ed.), Critical issues in ecotourism. Oxford: Butterworth-Heinemann.
- The International Ecotourism Society. (2021). What is ecotourism? Retrieved April 3 , 2021 from <http://www.ecotourism.org>.