

# The integrated management of Planning and Eco- Sustainable Tourism for developing the Community Model in Chiang Rai Province

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## Abstract:

The project "Integrated Ecotourism and Environment for Sustainable Tourism System Planning and Development to improve the quality of life of the model community in Chiang Rai Province" is one of the integrated projects in the project research. Under the research team Faculty of Science and Technology Chiang Rai Rajabhat University, this set will be a way to respond and solve the needs of natural resources, energy and environment in the target area, which is Tha Sai Subdistrict, Mueang District, Chiang Rai Province, and the issue of raising public awareness to participate in the care and management of natural resources and the environment. As well as the promotion and maintenance of natural resources and the environment Including renewable energy in the areas of forestry, water, soil and waste management Through the project

set "Integration of energy and environmental management and appropriate technology for improving the quality of life of the underlying community in Chiang Rai" and also in accordance with the master plan for forest and ecological restoration and conservation 2013-2017 of the Ministry of Natural Resources and Environment (Ministry of Natural Resources and Environment, 2013) that promotes participation and creates consciousness for all sectors, including government, civil society, private communities and people of all groups together, conserving, restoring and enhancing the abundance of natural resources and the environment Promoting the quality of life of people in a sustainable manner forever

**Key words:** Eco-Sustainable tourism, Community Based Tourism, Planning and developing for Tourism

## 1. Introduction

Chiang Rai Province is one of the important tourist areas of the upper northern region. Have the potential to travel in various economic aspects Society, Culture and Environment With economic value based on data from the National Statistical Office Stated that the gross domestic product value (National Statistical Office, 2012) with a total value of 12,221,412 million baht. The average GDP is 112,309 million baht. Chiang Rai province has a GDP of 83,281 million baht. Chiang Rai province has non-agricultural GDP of 52,420 million baht and agriculture is 30,861 million baht which can be seen that Cultural tourism Ecology and health Is the main issue in tourism development from brainstorming to find spatial research problems of personnel and researchers of the Faculty of Science and Technology Chiang Rai Rajabhat University on 24 September 2017. There is a conclusion to choose the research area: "Tha Sai Sub district" (Mueang District), Chiang Rai Province. Is a research target area To create a set of research projects for problem solving and social development According to the fiscal year 2019, later on 26 September 2017, the research team of the Faculty of Science and Technology Conducted a research area at Tha Sai Municipality, Mueang District, Chiang Rai Province By having a meeting with the mayor of Tha Sai Sub district Deputy Mayor of Tha Sai District And the secretary of the mayor of Tha Sai Sub district For details Information and problems in resources, energy and environment That occurred in the village. Including the development of ecotourism and conducted a research area in Tha Sai sub district.



Figure. 1 Meeting with Tha Sai management team.

Tha Sai Subdistrict, Mueang District, Chiang Rai Province With a population of 4,184 households, 8,808 people, the average population density 126 people per square kilometer There are a total of 13 villages in the village. Tha Sai Subdistrict is considered to be an area with a wide range of resources, including physical and biological diversity. In the area of 70% of the district is flat for business and trade. On the south side is a reserved forest For land use Flat land is used as agricultural areas in the form of rice and field crops. On the south side is a forest area which shows the physical area.



Figure 2. Tha Sai physical Area.

The key element in driving various activities to success is "People in the area" because they are close and take advantage of natural resources And has a strong relationship with the use of natural resources and the environment of Tha Sai Sub district And the people in the community act as important consumers (Community-based Forest Management) which has been used to manage resources extensively around the world. In accordance with the concept of (Community-Based Tourism Management) that complements the process of creating understanding and awareness of the value of the environment And not focusing on business growth that affects the environment.

## 2. Literature Review

The majority of tourism research focuses only on the positive

aspects of travel motivation, constraints, satisfaction and lifestyle. Recently, a study investigated the understanding a combination of tourism products, experiences, and other intangible resources. It is important that tourism is a place where tourists will come to visit or stay. Tourism should consist of six elements: the ability to organize travel programs Pool (Available package) the ability to access. Accessibility, Attraction, Amenities, Activities, Ancillary Service (Pike Steven, 2008). [1]

Tourism must aim for sustainable tourism, which will contribute to the economy, society and environment. By allowing all types of tourism to focus on economic income While also focusing on conservation of tourism and environmental resources at the same time (Swarbrook, 2000) [2]. Accessibility, Attraction, Amenities, Activities, Ancillary Service. Tourism Resources Development There are 10 important steps to develop sustainable tourism resources, which are

1. The process of zoning the areas in Zoning tourist attractions
2. Determining tourism facilities in each area of tourist attractions
3. Organizing sustainable tourism activities in natural and cultural attractions
4. Assessment of tourists' capacity in each area of tourist attraction
5. Educating the impact of the pipeline development on the environment to government officials Tourist attraction And tourism business operators in tourist destinations
6. Providing information about tourist attractions that tourists want to know
7. Use of legal measures to protect tourism resources
8. Use of measures to instill awareness on tourism resource conservation for all parties involved.
9. Maintenance of tourism resources
10. Provision of budgets for the development of sufficient tourist resources (Pearce, 2005)[3]

Tourism support is an important strategy to generate income for many countries. And even international organizations. There is still an idea to use tourism as a mechanism to strengthen the economy with the Gini coefficients and the Shorrocks index; it is found that tourism makes the community actually earn more. But the additional income will be concentrated around the well-off people Have knowledge or a leader that drives tourism in the community Since it is a group that is ready for funding The results of the study said In accordance with the study of Wattanakuljarus and Coxhead (2007) [4] Growth in the tourism sector Although generating higher income and social welfare in every household, most benefits are concentrated in high-income households. Especially households with high incomes outside the agricultural sector Tourism development by the community are an important base for the development of tourism in Thailand to be strong and sustainable. Because tourism in the country still requires a base of resources Of the community as the main driving force The preparation for the community to have guidelines for tourism management by the community from a resource base And be proud of the identity of the community, leading to economic value to the community Therefore is something that is very important (National Tourism Policy Board, 2019) [5]

The researcher studied the situation of tourism management in the area according to the SWOT Analysis concept, found that Tha Sai Municipality has unofficial tourism policy implementation And need knowledge of community-based tourism management As a guideline in planning and development of ecotourism in the area continuously Therefore, the researcher has organized brainstorming In order to find a community identity To be used as a guideline for community tourism management for sustainability

### 3. Methodology

3.1 The research method and data collection were mixed-methods research. The researcher aims to study and explain the phenomena that lead to the synthesis of Eco-Community Tourism Management in the Tha Sai municipal area. By synthesizing the data and collecting data from the Key informants by Purposive sampling in 2 parts following as 1) Governance stakeholders/ Private Sectors/ Local peoples because it is the role positions. Also, understand the current situation of tourism management in Tha Sai municipality and understand the process of activities. Leading of community to participate in Local activities. The tools used to collect data are: In-depth interview By using semi-structured questions and qualified assessment by 3 academics experts 2) The sampling method was used to collect samples of Accidental Sampling of tourists which inTha Sai municipal area. The samples were representative of the population by using the Taro Yamane formula (Yamane, 1973)[6]. The data is based on the accession of tourists in the Kingdom of Thailand border crossing to Muang district in Chiang Rai the year 2018

3.2 This study is a descriptive study of actual phenomena to interpret and create conclusions. Thus, the quantitative data obtained from the questionnaire was analyzed by SPSS program. The statistics used for data analysis were percentage, mean, standard deviation. Also, Content analysis is a qualitative research in the process of analyzing qualitative content obtained from group discussions and interviews. The information is presented in the appropriate format.

### 4. Research results and discussion

This research seeks to achieve the following objectives:

4.1 To study basic information Ecotourism Resources The ecotourism situation of the area found that Tha Sai Municipality is a semi-urban and rural community. There is economic diversity. Society and Environment Have tourism and cultural resources in nature Which can be used to manage the value and worth can have a positive impact on the community economy (CBT, how to be sustainable, 2018) [7]

4.2 Study the internal and external environment As well as analysis of capacity, strengths, opportunities and obstacles In the development of eco-tourism of the area, it is found that the strengths of the community are Natural resources that have both rivers and mountains result in fertility in agriculture. Is an opportunity to create an economic base for the community But the weakness is found Connecting various groups of people Which consists of government, private, academic and public sectors both inside and outside Who have been involved in driving tourism within the community quite a bit and lacking awareness of the value of local resources In conservation and inheritance of wisdom, tradition and community culture

<b>Strange</b> <ul style="list-style-type: none"> <li>- Natural location</li> <li>- Ethic and Response</li> <li>- Business Hub</li> </ul>	<b>Opportunity</b> <ul style="list-style-type: none"> <li>- Easy to Tourist Attraction around area</li> <li>- Cultural diversity</li> <li>- Easily accessible by tourist</li> </ul>
<b>Weakness</b> <ul style="list-style-type: none"> <li>- Improper signage of safety policy</li> <li>- Signage fielded over time.</li> </ul>	<b>Threat</b> <ul style="list-style-type: none"> <li>- High competition from other tourist destination zone</li> <li>- Lack of diversification in tourism product</li> <li>- Under developed infrastructure</li> </ul>



Figure. 3 Meeting with Community for participation action.

## 5. Conclusions

According to the study, the researcher found that the key to the development and driving of tourism by the community is that every person in the community participates in the management of tourism in various forms according to different capabilities and responsibilities. There will be various sectors that will support the government, educational institutions, tour operators, media and tourists. Which is a unique form of Tha Sai Municipality called R.E.S.T (Response, Ethic, Special, Tips) is

Response (Be sensitive in local cultural and diversity)



Figure.4

- Ethic (Avoid showing affection in public as it is considered quite offensive)



Figure. 5

- Special (Support the local economy from local Craftspeople and markets)



Figure. 6

- Tips (Reduce, Re-use and Recycle)



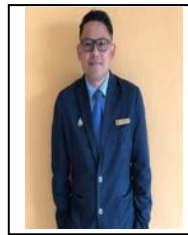
Figure.7



Figure 8 Participation with the local community for Eco-Tourism Management

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“The only true wisdom is in knowing you know nothing”

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“This too shall pass”

