

# FACTORS INFLUENCING THE SUSTAINABLE TOURISM DEVELOPMENT

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## ABSTRACT

The sustainable tourism development attracted the tourism image of the countries. The research objectives were studying the relationship of tourism policies, local residents, service providers and sustainable tourism development and studying the influencing of local residents, tourism policies, service providers to sustainable tourism development. The sample were each of 150 Thai and foreigners tourists who traveled to Ayutthaya province. The instruments were questionnaires, descriptive statistic and structural equation model analysis by LISREL. The findings were tourism policies factors influencing to sustainable tourism development in the moderate level, local residents and service providers influencing to sustainable tourism development in the low level. So that the clear tourism policies, having responsible person to implement policies, budget allocation and monitoring had pushed forward the sustainable tourism development.

**Key words:** influencing factors, tourism policies, sustainable tourism development

## INTRODUCTION

### Background

Tourism sector was a most economic sector in the global, creating jobs, decreasing the poor and world saving (Jahan and Rahman, 2016). Tourism revenue impacted the economic, balancing the exchange of expenses between local communities and tourists, local development to support the tourists that increased the revenues and built new jobs (Akan, Krslan and Isk, 2007) Thailand had incomes from tourists 2.16 Trillion baht in 2018 and created GDP 1,433.5 Billion baht or 9.7 percent of total GDP in country, employment increased by 15.5% or approximately 5,834,000 positions (World Travel & Tourism Council, 2018). Thailand had the potential for tourism that had been accepted. sustainable tourism management was therefore an important concept to maintain and increase the tourism potential of Thailand (Na Sakolnakorn, Naipinit and Kroeksakul, 2013).

The sustainable tourism was tourism which respected to local residents, tourists and environments due to tourists and local residents maximum benefits. The sustainable tourism sought the local residents participation and supporting (Jahan and Rahman, 2016). Moreover the sustainable tourism development had been achieved by making a continuous steps and having many factors involved (Forouzandeh, Safahani and Fakhrabad, 2015). The social should consider the importance of studying to maintain the sustain (Sucuoglu and Bahcelerli, 2017), so sustainable tourism development had many factors involved.

## LITERATURE REVIEWS

The sustainable tourism development had carried out with several important factors such as tourism policies and having the transformation from policies to realistic implementation (Cetinel and Yolal, 2009; Na Sakolnakorn, Naipinit and Kroeksakul, 2013). Perception, awareness, supporting and participation of local residents helped to reduce the barriers of sustainable tourism development (Stylidis, et al, 2014; Abedtalas, Tobrak and Sercek, 2016). The sustainable tourism training and education of knowledge and services in accordance with the needs of tourists were provided to service providers including tourist attractions caring also.

### **objectives**

1. Studied the related of tourism policies, local residents and service provides with the sustainable tourism development.
2. Studied the influencing of tourism policies, local residents, service providers to the sustainable tourism development.

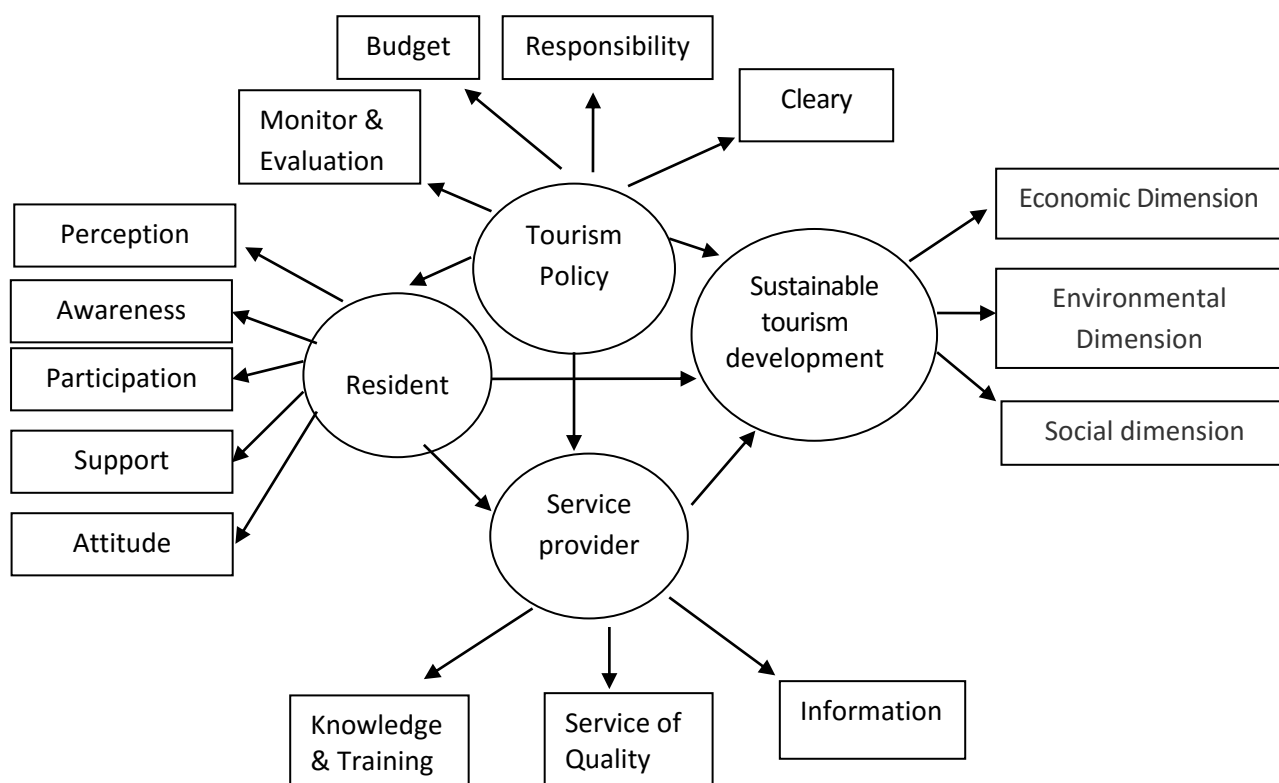
### **Research limitation**

1. The English communicated participants and samples were each of 150 Thai and foreigners tourists traveled to Ayutthaya province in the period of March-April 2017, amount of samples were 300 tourists
2. Limitations of factors as following; (1) tourism policies that comprised of 4 manifest variables as following; clarity factors , the responsible agency, budgeting and monitor & evaluation (2) local residents that comprised of 5 manifest variables as following; perception, awareness, participation, supporting and attitude (3) service providers that comprised of 3 manifest variables as following; knowledge & training, service quality and information providing (4) the sustainable tourism development that comprised of 3 manifest variables as following; economic, environmental and social dimensions.

### **Conceptual framework**

Research concluded the conceptual framework after reviewing literatures and relating researches about the factors that influencing the sustainable tourism development as following

**Figure 1** Conceptual framework



## METHODOLOGY

The research approaches were structural equation modeling via LISREL program that having 15 manifest variables on 300 samples, constructed and translated the instruments to English language. Instruments were inspected and found the CVI = 0.80-1.00 then tried out the instruments and got the returns with Cronbach's alpha was .97. Testing with the samples that were each of 150 Thai and foreigners tourists traveled to Ayutthaya province, amount of samples were 300 tourists. To analyzed data on descriptive statistic, maximum, minimum, skewness, kurtosis, standard deviation and explained the level of 15 manifest variables, analyzed structural equation modeling for testing the related and influenced among variables.

## FINDINGS

1. Level of latent variables were high as following; tourism policies ( $\bar{X} = 4.35$ , S.D. = 0.43 ), local residents ( $\bar{X} = 4.22$ , S.D. =0.64 ), service providers ( $\bar{X} = 4.08$ , S.D. =0.51) and the sustainable tourism development ( $\bar{X} = 4.19$ , S.D. =0.82)

2. The analysis of the relationship among latent variables via Pearson' correlation found that all latent variables were positive relationship with the sustainable tourism development on .36-.73, the most related pairs were tourism policies and the sustainable tourism development in .73 and the lowest relationship pairs were local residents and service providers in .36

3. The analysis of SEM analysis was adequate suitable to be a model that related among tourism policies, local residents service providers to the sustainable tourism development and found that the factors of tourism policies, local residents and service providers influencing directly on the sustainable tourism development at the statistically significant ( $p < .001$ ) the effects were .74, .46 and .30 respectively.

## DISCUSSION

Tourism policies influencing to the sustainable tourism development due to the policies were the practical guide lines that accepted by public and private sectors, having goal setting, time frame and also budgeting that influencing the sustainable tourism development.

Local residents factors influencing the sustainable tourism development that according to Yu, Cole and Chancellor (2018) specified that local residents supporting influencing the sustainable tourism development.

Service providers factors influencing the sustainable tourism development that according to Shemshad and Mohammadi (2012) found that service management and training influencing the ecotourism development and Kilipiris and Zardava (2012) found that to be necessary to provide knowledge and training to the participants especially the service providers in the sustainable tourism development.

## CONCLUSION AND RECOMMENDATION

The sustainable development were accepted that influencing positively to tourism of the countries, but they had the time for development step by step and the participations of all stakeholders driving the truly development.

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