

INCREASING THE TOURIST ATTRACTION POTENTIAL IN CHIANG MAI AS A GUIDELINE FOR SUSTAINABLE TOURISM DEVELOPMENT

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Introduction

Statement and Significance of the Problem

According to the master plan under the national strategy (5) Tourism Issues (2018 - 2037) that prioritizes maintaining a world-class tourism destination as a top priority. Which must develop the entire tourism system focus on quality tourists, create a variety of tourism in line with the needs of tourists. and focusing on developing tourism in potential fields but still maintains the country's distinctive points of customs, traditions, culture, and Thai identity as well as giving value to the environment. However, to setting goals for tourism development in the next 20 years in the early stages, was placed emphasis on continuously generating income from tourism. Laying the foundation for tourism that emphasizes international standards and quality 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 distributing tourism both in terms of 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.

If the government focuses on developing tourism by preserving the country's distinctive points of tradition, culture, and Thai identity. Chiang Mai is considered a potential province in tourism that can be developed according to the master plan under the national strategy (5) Tourism issues. Because Chiang Mai Is one of the provinces with a long history of Thailand as it was the capital of the Lanna Thai kingdom since 1839 or 726 years ago , With the former name being Nop Buri Srinakarin, Chiang Mai. Currently, Chiang Mai is a province with an area of 20,107 square kilometers , the second largest in Thailand after Nakhon Ratchasima. Chiang Mai is also one of the 22 main cities of Thailand, a well-known province. About tourism and is popular with both Thais and foreigners. Due to the cool climate, art and culture, long history Including food that tourists like .But one of the problems that affects Chiang Mai's tourism the most is smog and pollution. Which has been happening regularly for many years , including Chiang Mai, has been affected by COVID- 19 like in other tourist provinces as well.

But still, Chiang Mai province there are natural resources that attract tourists to visit, which these natural resources may be the beauty or the strangeness of the natural state, for example. Doi Ang Khang, Doi Pui, Khun Chang Kian Huai Kaeo Waterfalls, Montathan Waterfalls, Huai Tung Tao Waterfalls, San Kamphaeng Hot Springs, Tat Mok Waterfalls, Huai Nam Dang National Park Doi Inthanon National Park, Mae Ya Waterfall, Kew Mae Pan, etc. Cultural attractions on a cultural basis unique tradition and a long history, for example, the umbrella village of Bo Sang Wat Ketkaram Community Tribal Museum Wat Ku Tao, Wat Umong, Wat Phra Singh, etc. Historical sights tourist attractions with historical, archeological, and religious value, including places or buildings that are old or have had important events in history, for example Three Kings Monument Wiang Kum Kam Kruba Sriwichai Monument, etc., And man-made attractions, for example, Chiang Mai Zoo. Wua

Lai Walking Street Thapae walking street Chiang Mai Night Safari etc. It is considered the strength of Chiang Mai that attracts tourists from all over the world.

Therefore, the researcher wishes to study the potential development of Chiang Mai's tourist attractions. It is in accordance with the government's focus on preserving the country's distinctive points of tradition, tradition, culture, and Thai identity. Supports the use of services by tourists, whether Thai or foreigners, effectively. and does not cause environmental problems which will bring development of tourist attractions of Chiang Mai to be beautiful and sustainable

Research Question

1. Conditions of potential tourist attraction problems Chiang Mai Province to be a guideline for sustainable tourism development. how
2. Tourist attraction potential Chiang Mai Province to be a guideline for sustainable tourism development. in the future how
3. What is The new forms and knowledge of tourism potential Chiang Mai Province to be a guideline for sustainable tourism development. to be suitable for current and future situations

Research Objective

1. To study the condition of the problem Integrated alternative tourism for the sustainability of Chiang Mai
2. To study and analyze integrated alternative tourism for the sustainability of Chiang Mai.
3. To propose guidelines and create new forms and knowledge in Integrated alternative tourism for the sustainability of Chiang Mai

Research Hypothesis

1. Different personal factors affect the potential of a tourist destination. Chiang Mai Province To be a guideline for sustainable tourism development. different
2. Tourist attraction potential Different provinces in Chiang Mai affect different ways of sustainable tourism development in each aspect.

Scope of the Study

Population Area Boundaries The target groups used in the research were divided into 2 groups:

- 1)Tourism entrepreneurs of 30 people by using in-depth interviews (Depth Interview) and questionnaires (Questionnaires) .
- 2)People of Chiang Mai Province 18 years old more but not more than 55 Year Number according to the census Chiang Mai Province 49,360 people (Office of Registration Administration, Department of Provincial Administration, Ministry of Interior data as of September 16 , 2022). The researcher has determined the size of the sample group according to the stratified random method in order to collect data from the sample group covering all provinces. The researcher defined a sample group of 400 people.

Content Scope

- Personal factors include gender, age, status and education.
- Social and economic factors, including occupation, monthly income family roles role in tourism and membership in social groups
- Environmental factors in tourism, including perception of tourism news, culture in tourism, environment in tourism, and development in tourism .

Term Scope Schedule for data collection and synthesis analysis during January - September 2023

Significance of the study

1. Aware of the problem of integrated alternative tourism for the sustainability of Chiang Mai.
2. Acknowledging the results of an integrated alternative tourism analysis for the sustainability of Chiang Mai.
3. Get suggestions Guidelines and creation of new forms and knowledge of integrated alternative tourism for the sustainability of Chiang Mai.
4. Bring the work to be published in other journals .

Definition of term

new alternative tourism Refers to a form of tourism that is different from mainstream or mass tourism. Fundamentally, mass tourism values standardization. of travel services Focusing on responding to a large number of tourists and focusing on economies of scale of management But alternative tourism emphasizes individuality. specificity and access to the value and beauty of natural resources, culture and locality. of Chiang Mai

sustainability Refers to tourism that meets the needs of tourists and tourist attraction owners. with an emphasis on natural resource management to be able to maintain the stability of the ecosystem As well as the culture and way of life of the community for both present and future benefits, with 5 principles: conservation of tourism resources. planning and management in tourism development, preserving the quality of the environment in tourist destinations Maintaining the level of satisfaction of tourists And management of benefits arising from tourism is distributed in all parts of Chiang Mai.

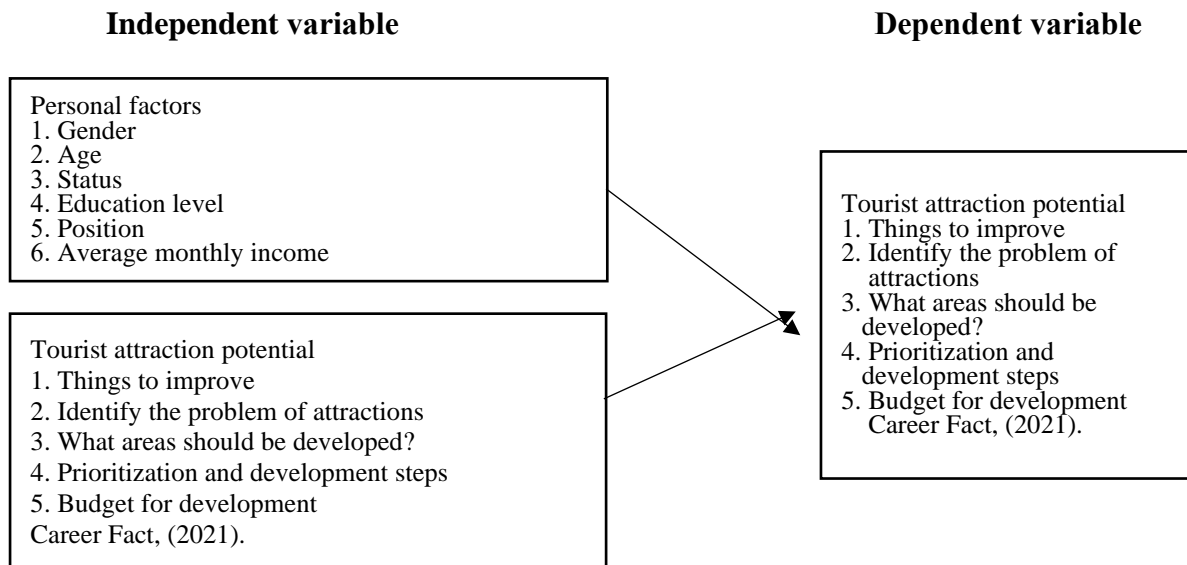
Chiang Mai Province Means a province where the researcher has conducted research studies. which Chiang Mai is a province in the north of Thailand It covers an area of approximately 20 , 107 square kilometers. Which is the second largest in the country with a population of approximately 1.76 million people, the fifth largest in the country Chiang Mai is administratively divided into 25 districts, with the city of Chiang Mai as the center of the province.

integration Refers to the harmonization of alternative tourism. consistent with plans, processes, information, resource allocation Operations, Results, and Analysis to support the important goals of the organization effective integration More than just alignment And this can be achieved only when the actions of each component within the performance management system are fully integrated into one.

Review of Related Literature and Study

1. concepts and theories about potential tourist attractions
2. Concepts and theories about tourism development.
3. Concepts and theories about development management.
4. concepts and theories about sustainability
5. Demography Concepts
6. Related Research
7. Conceptual Framework

Conceptual Framework



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