

# INTEGRATED ALTERNATIVE TOURISM FOR THE SUSTAINABILITY OF CHIANG MAI

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## Introduction

### Statement and Significance of the Problem

Master Plan under the National Strategy on Tourism Issues, the importance of maintaining a global tourism destination is therefore paramount. Which must develop the entire tourism system focus on quality tourists and create a variety of tourism. And focusing on developing tourism in potential areas but still maintains the country's distinctive points of customs, traditions, culture, and Thai identity. As well as giving value to the environment, the goal of tourism development in the next 20 years in the early stages focuses on generating income from tourism continuously. Laying a foundation for tourism that focuses on 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. Aim for the ultimate goal of tourism as a tool to reduce inequality in Thai society. (master plan under National Strategy Tourism 2018 - 2037 , 2022). However, Thailand realizes the importance of tourism as a main mechanism to help drive the country's economy. In 2017, Thai tourism generated revenues of over 2.75 trillion baht and has the potential to compete in tourism ( Travel & Tourism Competitiveness Index) ranked 34th out of 136 countries, showing that Thailand's past tourism development guidelines can effectively increase the capacity of the Thai tourism industry. However, the tourism industry is constantly changing according to global conditions and consumer behavior. Thailand's tourism industry has to adapt to the changing global trends. and develop plans in line with market demands to maintain and develop the country's tourism capacity (20-year national strategy , 2022)

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. For example, the location is the center of Southeast Asia. Diversity of natural resources, arts and culture, traditions that are unique to Thai people. 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. Since many countries will use tourism as an important strategy to generate income for the country, especially in the ASEAN countries, Thailand must develop its competitiveness and create a variety of tourist attractions in line with the needs of the country. Tourists include 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. (National Tourism Development Plan 2012 - 2016 , 2022)

For the above reasons, the researcher therefore aims to research the areas of integrated alternative tourism for the sustainability of Chiang Mai. Because of government policy on tourism in Chiang Mai Province In terms of government policies that will help drive tourism

in Chiang Mai Can be divided into 2 parts, the first is the policy from the province and local. Both the public and private sectors have always worked together to push and promote tourism in the province, including the TAT Chiang Mai office. has played a part in helping to publicize And has always been organizing the promotion of tourism in Chiang Mai. Which in the near future, Chiang Mai is going to have a big festival, Yi Peng Festival. with the Chiang Mai Provincial Administrative Organization presided over the event and Chiang Mai city decorations, such as Tha Phae Gate, etc., organized by the Chiang Mai Municipality. and another part is Policies from the central government sector We travel together project It is a project that entrepreneurs pay more attention and join. But still there is a problem with the registration of the operator. Which relevant government agencies have already helped and encouraged entrepreneurs who want to participate, so this research is to continue to create new knowledge for the locality.

### **Research Question**

1.2.1 What is the condition of the problem, an integrated alternative tourism model for sustainability in Chiang Mai?

1.2.2 New Alternative Tourism Behavior What is Chiang Mai Province like?

1.2.3 What are the consumer behavioral approaches towards integrated alternative tourism for sustainability in Chiang Mai?

### **Research Objective**

1. To study the problem of integrated alternative tourism for sustainability in Chiang Mai.

2. To study and analyze integrated alternative tourism for the sustainability of Chiang Mai.

3. To propose guidelines and create a new form and body of knowledge in integrated alternative tourism for the sustainability of Chiang Mai.

### **Research Hypothesis**

1.4.1 Individual factors affecting the level of participation affecting the integrated alternative tourism for sustainability in Chiang Mai differently

1.4.2 Tourism Behavior of tourists and characteristics of tourist attractions affects integrated alternative tourism for the sustainability of Chiang Mai.

### **Scope of the Study**

**1.5.1 scope of population** .The target groups used in the research were divided into 2 groups:

1) 30 tourism entrepreneurs using in-depth interviews and questionnaires .

2) The number of tourists traveling to Chiang Mai aged 18 and over according to the population census. There are 9,364 people in Chiang Mai Province (Office of Registration Administration, Department of Provincial Administration, Ministry of Interior, data as of September 16, 2022). district The researcher defined a sample of 400 people.

#### **1.5.2 Scope of content**

1) Personal factors such as gender, age, status and education

2) Social and economic factors: occupation, monthly income family roles role in tourism and membership in social groups

3) Tourism environmental factors, namely perceptions of tourism news tourism culture tourism environment and tourism development

4) Participation of entrepreneurs or communities

**1.5.3 Time scope** Schedule for data collection and synthesis analysis during January - September 2023

### **Significance of the study**

1.6.1 Aware of the problem of integrated alternative tourism for the sustainability of Chiang Mai.

1.6.2 Aware of the results of an integrated alternative tourism analysis for the sustainability of Chiang Mai.

1.6.3 Get feedback Guidelines and creation of new forms and knowledge of integrated alternative tourism for the sustainability of Chiang Mai.

1.6.4 Continue to bring the work published in other journals.

### **Definition of term**

1.7.1 Alternative tourism refers to a form of tourism that is different from mainstream tourism 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.

1.7.2 Sustainability means tourism that meets the needs of tourists and 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 managing the benefits arising from tourism are distributed in all sectors. of Chiang Mai

1.7.3 Chiang Mai means the province where the researcher has conducted the research. 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.

1.7.4 Integration means the harmonization of alternative tourism. consistent with the plan, process, 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.

### **Theoretical concepts used in research studies**

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

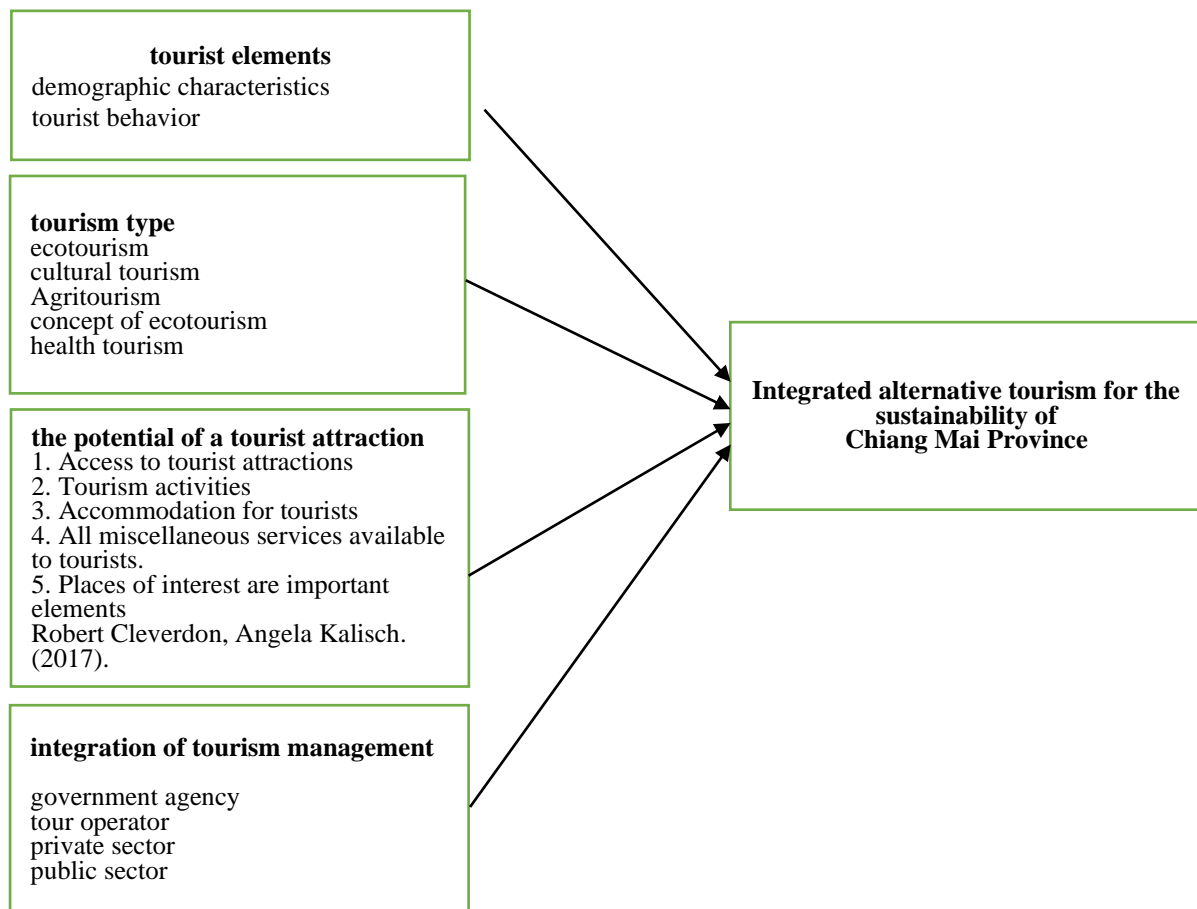
8. Concept of demographics

9. Integration Theory

10. Related Research

11. Conceptual Framework

## Conceptual Framework



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