

PREPARATION OF THE COMMUNITY FOR LOCAL SUSTAINABLE ECOTOURISM: CHIANG MAI PROVINCE

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Introduction

Statement and Significance of the Problem

Ecotourism is tourism that includes activities that involve traveling to natural destinations. These destinations are both residential and non-residential controlled areas. And is under national environmental protection and international level. Ecotourism will create the least negative impact on tourism resources. Because eco-tourism activities are tourism activities that focus on creating knowledge on conservation and stimulating tourists' responsibilities towards natural and cultural attractions that are related to the environmental ecosystem. Through the joint learning process of the people involved in the whole community Entrepreneurs and tourists

The reasons why foreign tourists are interested in and choosing to travel to countries in Asia are important factors. The abundance of tourism resources, both the natural resources and the diverse cultural resources of this region. As for Thailand, it is one of the countries in Asia that is popular with foreign tourists such as Chinese, Malaysian, Japanese, etc., because Thailand has an advantage. way of costing resources It is a country with world-renowned tourist attractions and easy access to tourist attractions. Including the availability of facilities for tourists to carry out activities. tourism

As a result, the tourism of Thailand is popular with tourists from all over the world. Tourism is a huge source of income for Thailand. In particular, eco-tourism is gaining attention nowadays. It is one way for the villagers to unite and cooperate in the management of community-based tourism resources. contribute to the learning process of sustainable and suitable tourism.

Ecotourism has an important element 4 things are 1) It is a tourism that focuses on the value or characteristics that are unique to the resources in tourist attractions in natural areas and may include historical sites. 2) It is a sustainable tourism where all parties involved must be aware of their responsibility to preserve and conserve the natural environment. Ecosystems and local culture 3) It are a tourism with the main objective of tourists 4) It is a tourism that directly and indirectly benefits local communities; 5) It is a regulated form of tourism. the number of tourists to balance and suitable for the capacity of the tourist attraction area per number of tourists Ecotourism is therefore an alternative for tourists with a form of tourism activities related to the preservation and protection of tourism resources intact.

Ecotourism in the Chiang Mai area It's a growing business. Rapidly, each year many tourists come to travel. Both first-time tourists (First- Time Tourist) and repeat tourists (Repeat Tourist) for the preparation and development of eco-tourism. in Chiang Mai Therefore, it is important to consider the elements of tourist attractions, accommodation, and tourism arrangements to natural sites. Responsible cultural resources Local guides Community participatory eco-tourism stay tuned Including participating in the maintenance of tourism resources that will generate local benefits and share the benefits equally which the concept of eco-tourism It is an alternative tourism that has no impact on the community. Tourism that supports natural resource conservation preserve local culture Delivers economic benefits to the

community (Mgonja, Sirima , and Mkumbo , 2015) as well as attractive tourist spots. It is important to be a learning point in the nature study route. by allowing tourists to participate in learning activities It is the use of available resources to generate income for families and communities. Ecotourism is therefore a tool for conservation along with sustainable tourism. (Department of Tourism Ministry of Tourism and Sports , 2017)

In ecotourism management, it is important that the community should be involved from the beginning in managing, planning, setting goals, deciding on activities. Equal sharing of benefits It is truly a community need. The community is willing to participate in tourism development. know every process and feel part of the process (Choibamroong , 2014). The community determines the direction of tourism. managed by the community The community is the owner and has the right to manage and take care of it to create learning for tourists and conserve the environment to live with the community. to support ecotourism management The community must prepare for the tourism component. These include ecotourism management, namely accommodation, tourist attractions, restaurants, safety, travel, guides, and benefits of ecotourism management.

Research Question

1. What is the situation of eco-tourism? Weaknesses, strengths, opportunities and obstacles?
2. What are the factors that will encourage the community to be ready to manage ecotourism?
3. What is the form of preparedness of the community in Chiang Mai for sustainable ecotourism management?

Research Objectives

1. To know the actual situation of ecotourism management in Chiang Mai
2. To know the components of preparing the community for ecotourism management in Chiang Mai.
3. To create a model for community readiness in Chiang Mai province to manage sustainable ecotourism.

Scope of the Study

This research is a participatory action research. The researcher has defined the scope of the study area. in Chiang Mai by collecting data for a total of 6 month between March to August 2016

The researcher conducted interviews and organized a forum. Discussions for data collection Which is divided according to the nature of the data for research as follows data provider used in the research The informants in this research are people in the community, restaurant operators, accommodation, tourism service providers. In the community, the leader of public and private organizations in tourism management. local leader by eco-tourism in Chiang Mai, amounting to 20 locations, selected from the introduction various travel websites with duplicate selected.

Key informants for collecting qualitative data by purposive sampling in Tour operators 5 people Homestay operators 5 people Subdistrict Administrative Organization 5 people Local philosopher 15 local leaders A group of housewives and women, 20 people, village headman 20 village headman, assistant village headman and 330 tourists. Total 400 for interviews, opinions, tools used in research Interview using a structured interview (Structured Interview) with questions. Issues in the interview, part 1 : community context and community tourist

attraction situation Readiness of the community, Part 2 Participation of various sectors and Part 3 Supporting factors.

Significance of the study

The results of the research will make all sectors especially the public sector has a clear role are ready to participate in ecotourism management. The villagers unite and cooperate in the management of eco-tourism resources. contribute to the learning process of sustainable and suitable tourism This will lead to eco-tourism management that creates sustainability for the community and be a model for other areas in the future.

sectors lead to the creation of complementary factors. and readiness of the community

Definition of term

Ecotourism refers to a form of recreational tourism. can learn about the environment Nature, the history of natural attractions Ecotourism will not destroy nature, but it will be a tourism using nature as a base to gain knowledge from surrounding things that make it a tourism sustainable.

Community readiness means confidence and determination in managing ecotourism to be able to accomplish efficiently which consists of availability of tourist attractions Availability of tourism activities Availability of accommodation/ entrepreneurship service provider readiness Knowledge of environmental management and tourism readiness for safety and the availability of various facilities.

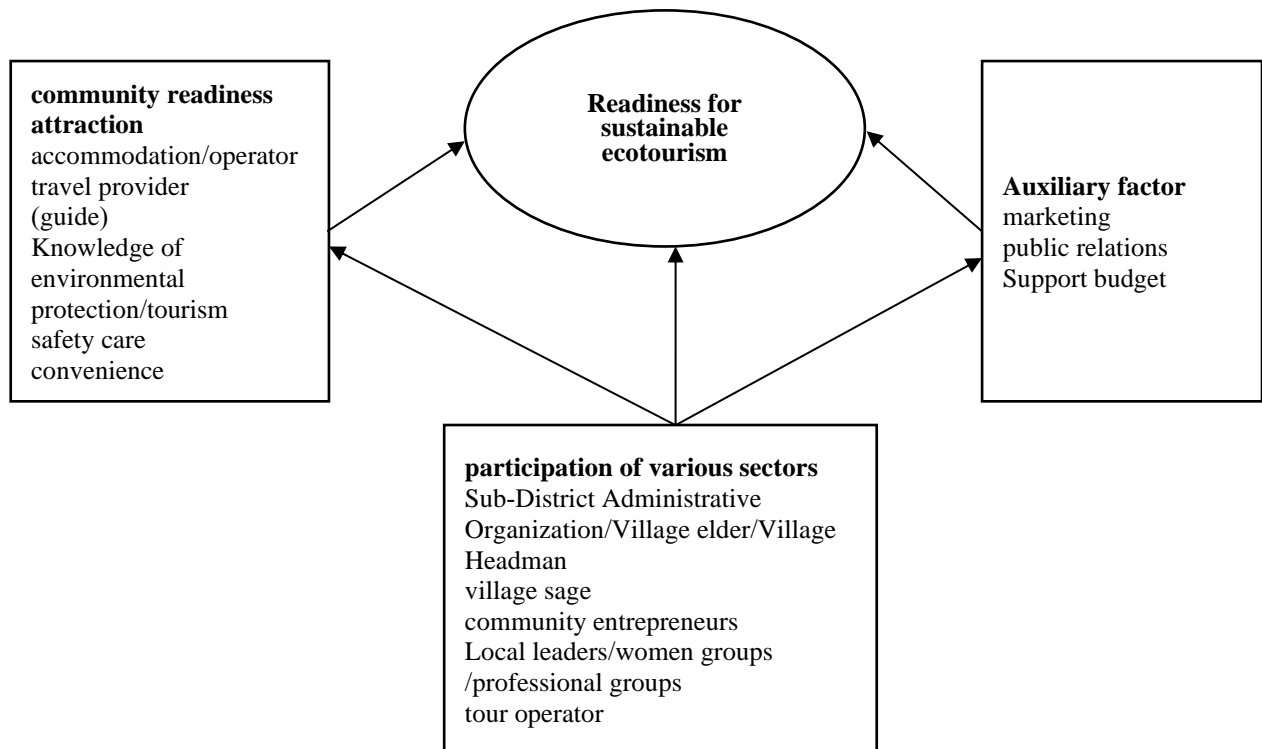
Participation of various sectors means involvement of all sectors from the start. of the community in management, including planning, making decisions according to needs, and following up Evaluate the benefits sharing directly back to the community. It is the need for people in the community to participate. in various activities, setting goals, making decisions, carrying out activities, receiving equal benefits by People must be free. willing to participate.

Concepts, Theories, Conceptual Framework

The theoretical concepts used in this study consisted of

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. Concept of Marketing
11. The concept of public relations
12. The concept of eco-tourism
13. The concept of readiness meaning and composition
14. Concept of Participation
15. Related Research
16. Conceptual Framework

Conceptual Framework



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