

GUIDELINES FOR THE DEVELOPMENT OF ECO-TOURISM OF SAN SAI SUB-DISTRICT, CHIANG MAI PROVINCE

Arnuphab Kosiwanitchakoon^{*}, Koblap Areesrisom^{}, Saowapark Krajangyooth^{***}**

*Department of Management and Resource Development,
Faculty of Agricultural Production, Mae Jo University*

Introduction

Statement and Significance of the Problem

After the world faced the problem of the epidemic of COVID 2019 Each country closes travel between each other, causing problems for countries that rely on tourism revenue, such as Thailand. However, in the meantime , nature has restored itself to be perfect and beautiful again and when opening another journey Tourism is an industry that expected to bring income into the country causing investment in the tourism business to provide services to tourists, help create jobs, create People , whose incomes have dropped dramatically in the past 3 years, have jobs with high incomes. Resulting in better living and helping to distribute income to the local region. For this reason, countries Therefore trying to attract tourists to travel in the country of the most in order to have the most income from tourism Especially Thailand , which is a country that used to earn the main income from tourism and has cost Beautiful and valuable tourism resources, both natural and cultural , are all incentives for foreign tourists to want to visit. Thailand is a lot and generates a huge amount of income for the country. However, during the COVID epidemic Tourism has halted, many tourist areas have closed down, but at the same time, nature has been given a chance to restore itself to its former glory.

concept of ecotourism Therefore, it is a guideline to support sustainable tourism. which is eco-tourism adhere to conservation principles natural resources and cultural resources, planning, development and management of all forms of tourism lead to sustainable development Which arises from the following three main demands (Boonlert Jittangwattana , 1999) 1. The current needs of the world's population to create awareness to conserve the environment in tourist destinations, especially ecological conservation. to maintain biodiversity 2. Flow of demand of tourists who want to learn more about tourist attractions and 3. Current needs of local communities To participate in the development of tourism more, which is a form of tourism that the government pays attention to Urgent promotion and development to be consistent with the situation and keeping up with the changing tourism trends in the world according to modification behaviors of tourists to meet tourism needs to create new experiences (National Tourism Policy Committee , 2017) in line with the principles of the economic development plan and National Society No. 13 (B.E. 2565 - 2570) aims for new way of community tourism. by promoting community conservation , agricultural and cultural tourism to create value for the local community as well as promoting the area's potential in terms of having good social capital There are beautiful landscapes, atmosphere and facilities to facilitate tourism. and is area that is safe from natural disasters, with two issues driving the development of the tourism network and tourism strategy

Anecdotal tourism is tourism. that give priority with people and living history Place people at the center of development. have a history natural resources, culture, and land, water, and air tourism activities to create distinctiveness and novelty for tourists and visitors Ecotourism is nature tourism and is an activity- led concept. travel and environmental conservation come together which not only reduces Conflicts that may arise during tourism activities and conservation of the environment only , but also makes both activities

complementary and supportive with each other as well. In addition, eco-tourism also It creates jobs for local people to increase their income when people earn more from tourism activities It will reduce the need to rely on resources. nature for subsistence for such reasons Ecotourism is therefore one way to make tourism economic development. and environmental conservation can be carried out in parallel or may In other words, ecotourism is a form of sustainable development. Because eco-tourism is of nature tourism, which has an impact directly to the environment In many cases it was found Nature tourism has a negative impact on the environment. In various forms such as garbage dumping, congestion , pollution from tourism businesses such as Hotels, restaurants, or even the destruction of the environment by tourists themselves. both through ignorance and deliberate negligence Therefore, it is necessary to supervise tourism activities by Prevent negative impacts on the environment beyond the capacity of the environment to support. Supervision of eco-tourism activities to be within the scope of the environment can be supported in many ways, such as managing natural tourism through various management methods or application of economic tools, which consist of collecting entrance fees or fees through the door, collecting taxes in various forms tourist traffic control way tool These economics, in addition to helping to control the number of tourists within the desired limits. It will also be a tool to share benefits from the tourism business. towards the conservation of natural resources and into the hands of local people and is a distribution of income to the local In the end, the business Tourism, natural resource conservation and income distribution can go hand in hand. well balanced It will be a process that will lead to sustainable development.

San Sai Subdistrict, Fang District is Located in the north of Chiang Mai along National Highway No. 107, with a distance of 143 kilometers from Chiang Mai. in the south of Fang District 7 kilometers away from Fang District The area is 512 meters above sea level. with a total area of 36,375 rai or about 58.2 square kilometers, mountainous area, open space and public places 12,404 rai of agricultural land of 22,068 rai, residential area of 1,903 rai, most of which are flat areas (In the foothills of the hills, there are some, but it's a small part.) few Most of the land is used for agriculture. There is a Fang River Mae Mao River Huai Ngu River There is also small creek There are many places where water is available only during the rainy season. And most of the time in the dry season the water is dry. and from the local development plan of Tambon San Sai has presented the strengths of San Sai Sub-district as follows: There are cultural tourist attractions in the area, including Wat Sri Mongkhon, where the reclining Buddha image is enshrined Golden teak wood and the image of Kruba Si Wichai 2. There is a community forest in the area of Moo 5 Ban Huai Ngu Nai 3. The area is approximately 58.2 square kilometers. Compliant with public services and systems 4. Most of the land is flat suitable for agriculture. 5. The location of the sub-district is appropriate and convenient for Transportation because National Highway No. 107 cuts through. Therefore, it is necessary to implement the promotion of eco-tourism in San Sai Sub-district to become a reality.

Research Question

From the facts It is highly possible that San Sai Sub-district, Fang District will manage eco-tourism. So there is a question

1. What are the tourism components leading to the development of ecotourism in San Sai Subdistrict, Fang District, Fang District, Chiang Mai Province?
2. The external environment to lead to the development of eco-tourism of San Sai Subdistrict, Fang District, Fang District, Chiang Mai Province. What does it consist of?
3. Guidelines for tourism development What is the conservation of San Sai Subdistrict, Fang District, Fang District, Chiang Mai Province?

Research Objective

1. To study the tourism components to develop into an eco-tourism of San Sai Sub - district, Fang District. Chiang Mai Province
2. To analyze the external environment to lead to the development of eco-tourism of San Sai Sub - district, Fang District. Chiang Mai Province
3. To propose guidelines for tourism development Conservation of San Sai Sub - district, Fang District Chiang Mai Province

Research Hypothesis

1. Gender difference, age, education, occupation, monthly income of Local people affect the potential development of the community's tourism resources.
2. Public participation at all levels affects the development of eco-tourism.
3. Characteristics of tourism activities and safety and facilities Affects the satisfaction of tourists.

Scope of research

1. Population boundary San Sai Sub - district, Fang District, Chiang Mai Province As of April 2021 , including 17 villages, the number of households is 4,902 households. Population 10,998 people

Population age range (years)	Male (person)	female (person)	total (person)
0-9	461	447	908
10-19	596	550	1,146
20-29	645	683	1,328
30-39	717	738	1,455
40-49	758	738	1,496
50-59	805	1006	1,811
60-69	828	1012	1,840
70-79	335	385	720
80-89	140	167	307
90-99	25	34	59
100 years or more	-	-	-
together	5,310	5,760	11,070

The details of each village are as follows.

group	village name	number of households	Population		together
			man	female	
1	Mae Mao	257	272	323	600
2	Nantaram	233	208	247	455
3	apocalyptic	415	287	343	630
4	Huai Ngu Nok	36	364	387	751
5	Huai Ngu Nai	431	500	518	1018
6	Banyan tree	214	180	218	398
7	Song Khwae	626	433	475	908
8	San Ton Du	291	377	373	750
9	Huai Ngu Klang	226	242	244	486

group	village name	number of households	Population		together
			man	female	
10	Sop Mao	210	229	255	484
11	Mai San Ton Du	322	350	373	723
12	San Pa Kha	114	128	134	262
13	San Nong Khiaw	36	391	413	804
14	new north	191	219	256	475
15	wide stance	225	225	250	475
16	north sandbar	347	349	402	751
17	Banyan tree	158	202	212	414
together		4,902	5,258	5,740	10,998

2. Content Scope

from studying concepts, theories, research and answering research questions and achieve research objectives This research will cover the potential of tourism resources. People's participation in the Lee Led community An environment that leads to satisfaction of tourists and guidelines for the development of eco-tourism

Significance of the study

1. Get to know the tourism components that will lead to eco-tourism of San Sai Sub-district, Chiang Mai Province.
2. Get to know the external environment in order to lead to the development of eco-tourism of San Sai Sub-district . Chiang Mai Province
3. There is a guideline for tourism development. conservation of San Sai Subdistrict, Chiang Mai Province

Definition of term

Tourism means traveling to visit different places. which is not a residence the person's regular and temporary visit Not for a career earning money

Ecotourism Refers to nature tourism that covers the subject matter Education Understanding the natural environment And managed to maintain a sustainable ecosystem. The natural environment also covers local traditions.

Sustainable Ecosystem means sharing benefits back to the local community

Community-based tourism means tourism in which the community determines the direction of tourism based on the concept that All villagers own resources. and is a stakeholder from tourism by bring resources available in local areas whether natural history culture, tradition, way of life, and production culture of the community used as a cost or factor in managing tourism appropriately

Community tourism resources mean tourist attractions. tourism activities Facilities for materials, equipment and personnel, travel, safety

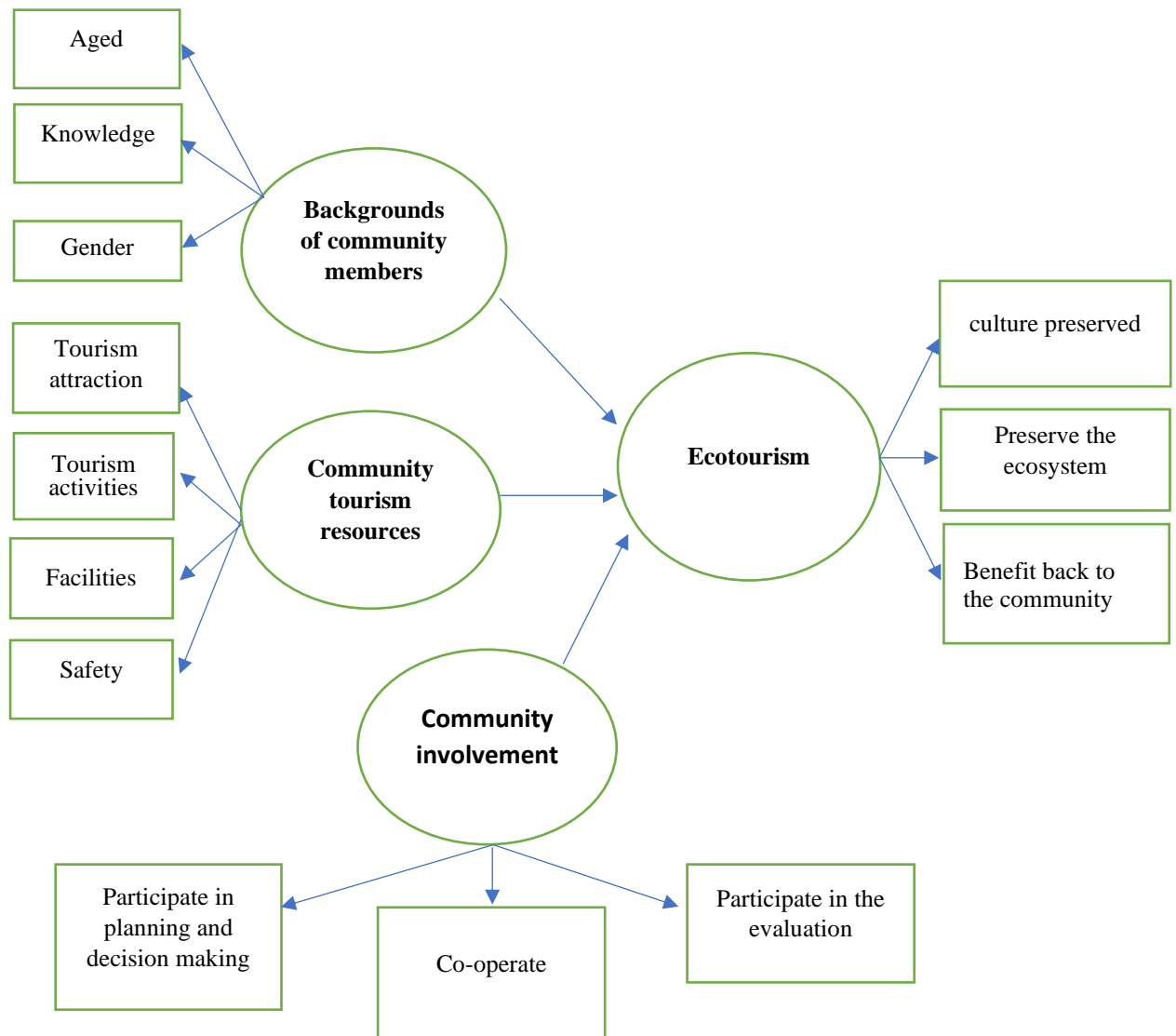
Conserving tourism resources means using the environment wisely by not to cause harm to society as a whole, protect the environment both natural and culture

Participation of local people means that people or groups within Society is involved in every process of its activities. by effort or use Resources available in the community to participate in activities in 4 areas: ideas, decision-making, join in action and the joint evaluation

Theoretical Concept

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. Theoretical concepts of environmental conservation
11. Related Research
12. Conceptual Framework

Conceptual framework



Bibliography

- Tourism Authority of Thailand. (2001). National Ecotourism Action Plan. Bangkok: Conservation Division. Tourism Authority of Thailand.
- Tourism Authority of Thailand. (2018). Strategic plan. travel. Bangkok: Ministry.
- National Tourism Policy Board. (2012).
- National Tourism Development Plan, No. 11, 2012 - 2016. Bangkok: Ministry.
- National Tourism Policy Board. (2017). National Tourism Development Plan No. 12 2017 - 2021. Bangkok: Ministry.
- Boonlert Jittangwatana.(1999). Sustainable Tourism Development Planning. 1st edition. Chiang Mai: Faculty of Humanities , Chiang Mai University.
- Piyawan Kongprasert. (2008). Integration for sustainable tourism development planning at Koh Phangan, Surat Thani Province. Master of Science Thesis graduate school Srinakharinwirot University.
- Payom Dhammabutr. (2006). Teaching documents on the principles of ecotourism. Bangkok: Tourism Development Institute for Environmental Conservation Srinakharinwirot University.
- Wanna Silpa-archa. (2002). Tourism resource management. Nonthaburi: Sukhothai Thammathirat Open University.
- Sasithorn Pongrua and Penprapha Petchaburanin. (2014). Environmental management of tourist attractions.History of Nakhon Phanom Province according to the guideline for eco-tourism. The 4th Sustainable Rural Development Academic Conference 2014.
- Buckley, Ralph. (2009). Ecotourism: Principles and Practices. USA: CABI North America Office.
- Dickman, S. (1996). Tourism: An Introductory Text. (2nd ed.). Sydney:Hodder Education.
- Glen T Hvenegaard. (1994). Ecotourism: A status report and conceptual framework. The Journal of Tourism Studies., 5(2), 24-35.
- Jerry and Ameeta. (2006). A Framework for Sustainable Ecotourism: Application to Costa Rica. Tourism and Hospitality Planning & Development., 3(2), 131-142.
- The Asia-Pacific Ecotourism Industry. (2012). 7th Asia Pacific ECO Tourism Conference . Retrieved on February 19, 2019. From: <https://www.penang.gov.my/dmedia/2167-7th-asia-pacific-ecotourism-conference-apeco-2012>
- Morrison, A. M.and. Mill, R. (1992). The Tourism System.: and Introductory Text. New Jersey: Prince–Hall Intentional Inc.
- Gozde Ozdemira , Merve Yilmaza , Mihrap Yalçina and Maria D. (2015). Stakeholders' Perception of Istanbul's Historical Peninsula as a Sustainable Destination. Tourism Planning &Development Volume 12, Issue 1, 2015