

Tourism Sustainable Development Chiang Mai Province

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ABSTRACT

The objective of this research is to study Tourism Sustainability Development Chiang Mai province found sustainable tourism development to be a recognized concept, many countries have started focusing on sustainable tourism development to stabilize the tourism industry. However, sustainable tourism development, commitment of the public sector together with Thailand's private sector to promote the industry, sustainable tourism both directly and indirectly. In conjunction with the campaign for Thai people to travel to secondary cities by means of advertising, Various public relations channels to attract more foreign tourists to visit Thailand and encourage Thais to travel more. Especially after the COVID-19 pandemic crisis, which is a difficult situation for the tourism sector, Therefore, sustainable tourism development is important to be built to help the tourism industry to continue to operate effectively. Tourism development contributing to sustainable tourism consists of (1) governance, (2) policy, (3) infrastructure and technology, (4) research and data, and (5) education and training.

Keywords : Sustainable Development / Tourism / Chiang Mai

INTRODUCTION

The tourism industry is vital to the economic growth of each country. According to the World Tourism Industry Association, Travel and tourism contribute to the Gross Domestic Product. Gross Domestic Product (GDP) reached 10.3 percent or USD 9.6 trillion. It has created more than 330 million jobs and US\$1.8 trillion in global tourist spending (World Travel & Tourism Council, 2020). But the COVID-19 pandemic in 2019 was a global crisis that never expected and was extremely severe for the population of all countries around the world. The lack of preparedness to deal with the crisis has led to the collapse of the public health systems of many countries around the world, people died in large numbers, people are afraid, the economic losses are so serious that they will cause a global recession. Global negative economic growth, unemployment (Xiang et al., 2021). The COVID-19 pandemic has affected all sectors of each country, It also severely impacted the global tourism sector.

Thailand is one of the countries with rapid tourism growth. Therefore, the country's economy relies mainly on revenue from the tourism industry. In 2018, Thailand had a total tourism revenue of 3.08 trillion Baht, ranking 4th in the world, It expanded by 11.00% from the same period last year. Revenue from the growing tourist groups are China, Russia, India & Malaysia. As for the Thai tourist market, Thai tourism continues to expand well. In the first half of 2018, Thai tourists visited Thailand 74.96 million times. A growth of 4.68%, generating revenue of 519 billion baht. As a result, the total income to the tourism sector from foreign tourists visiting Thailand. And Thai tourists visiting Thailand in the first 6 months of 2018 reached 1.701 trillion Baht, it grew by 12.87% from the same period last year (KASIKORN RESEARCH CENTER, 2018).

After controlling the spread of COVID-19 began to work well, The number of infected people is decreasing and the number of people vaccinated is increasing. The government began to

relax COVID-19 prevention measures by opening the country to allow industries and businesses to operate as normal as before, the COVID-19 pandemic. As a result, more Thai and foreign tourists have begun to travel. Especially foreign tourists who are gradually coming to visit Thailand. According to the Ministry of Tourism and Sports, the number of tourists visiting Thailand in 2022 has increased. 11,163,028 people, generating revenue of 1.25 trillion-Baht and January 2023, there are 2,088, 832 tourist arrivals (Ministry of Tourism and Sports, 2023).

The decline in tourist numbers due to various government measures during the COVID-19 pandemic has benefited the natural ecology of tourist attractions in many countries from a decrease in greenhouse gas emissions from tourism activities. The COVID-19 pandemic has given businesses the opportunity to truly contribute to social responsibility, including promoting environmentally friendly products, increase in nature tourism activities, The emergence of new vegetation or organisms of tourist attractions, better hygiene and hygiene standards and higher awareness of protecting biodiversity (Seabra & Bhatt, 2022). The Thailand Development Research Institute (TDRI) (2020) reported that the decline in tourist traffic and the closure of park areas due to the COVID-19 pandemic have opened up opportunities for natural resources and ecosystems to recover. It was found that rare vegetation quickly returned to its maturity. Wild animals such as wild boars, flying squirrel, Various species of butterflies, birds that rarely appear frequently. Marine resources in many coastal areas have significant recovery opportunities. Especially corals and seagrass. Therefore, it is important that relevant government agencies accelerate long-term planning for natural resource and environmental management. Both the general public and tourists are knowledgeable, awareness and recognition of the importance of natural resource stewardship and conservation. Forests, wildlife, sea creatures, to maintain and maintain Thailand's tourist attractions in perfect condition. Sustainable tourism in the future

Therefore, we are interested in studying Tourism Sustainable Development Chiang Mai Province. After the COVID-19 crisis, to obtain empirical data that can be used to promote, Support the tourism industry in Chiang Mai to have managed, Modify, Enhance tourism to be of high quality and standard to build trust and attract more tourists.

Research Objectives

To study Tourism Sustainable Development Chiang Mai Province

Research Methodology

Research on Tourism Sustainable Development Chiang Mai Province, The researcher used a qualitative research method by collecting data from documents (Documentary Research) by reviewing concepts and theories from relevant documents and researches.

Data Analysis

The researcher analyzed data from documents and analyzed content (Content Analysis) by studying various documents and research related to the study to be analyzed and compared in order to obtain accurate and reliable information and perform data validation and reliability with triangular data validation, i.e. Consider the consistency and differentiation of data from time sources, Sources of places and sources of people

Findings

The study of Tourism Sustainable Development Chiang Mai Province found that the majority of informants agreed that, the preservation and conservation of natural resources by people in the community and entrepreneurs in tourist destinations, Chiang Mai Province jointly find ways to be able to live with tourists. It is systematically managed, with minimal disturbance to the natural environment. It can preserve the uniqueness of nature and culture for as long as possible, Minimal impact and for the longest time. After the COVID-19 crisis brings benefits

to the government, Business Sector, Local people and communities, employment, income increase, occupations and jobs that will provide services to tourists, people with income security and the ability to meet the needs of tourists as well as create satisfaction for tourists. Sustainable tourism that occurs in the area or local Chiang Mai province, improving the quality of life of people. Improve the standard of living of people in the community or locality, People anyway, have fun, family stability, People in the community have good relationships and are proud of the people in the area or locally. Sustainable tourism development is a recognized concept, Many countries have begun to focus on sustainable tourism development to stabilize the tourism industry. However, sustainable tourism development, Commitment of the public sector together with Thailand's private sector to promote the industry. Sustainable tourism both directly and indirectly together with the campaign for Thai people to travel to secondary cities by means of advertising, Various public relations channels to attract more foreign tourists to visit Thailand. And encourage Thais to travel more. Especially after the COVID-19 pandemic crisis, which is a difficult situation for the tourism sector, Therefore, sustainable tourism development is important to be built to help the tourism industry to continue to operate effectively. This will contribute to the sustainable growth of Thailand's economy as well. Many citizens see benefits from economically and socially sustainable tourism, employment, business opening, Tourism infrastructure development and growth. However, it was found that the nature and the environment of the capital have deteriorated, there is social vulnerability from excessive land use, encroachment from outside culture, air and water pollution. Due to traffic congestion, accumulation of garbage, Sewage and carbon dioxide emissions. Factors contributing to sustainable tourism include: (1) governance is relevant to the government, Private, Public Contribution (2) Policy: Formulating policies conducive to the tourism economy, such as the provision of goods and the deduction of service taxes, More can be done to promote care and collaboration and reduce harmful practices (3) Infrastructure and technology: Investment in infrastructure and digital systems to support tourism, facilitate travel and create safety (4) Research and data: High-quality data is essential for making travel decisions, Research helps with knowledge towards sustainability and (5) education and training. The shortage of personnel skills impacted the tourism business, so additional training programs and sustainability content were required.

Conclusion and Recommendations

From this research, it can be concluded that Tourism Sustainable Development Chiang Mai Province, tourism operators can use the research results to improve the resources of tourist attractions in Chiang Mai to be beautiful and perfectly suitable for travel. The research results support both public and private sector stakeholders in realizing and giving importance to management to create safety for tourists traveling in Chiang Mai.

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