

# Developing Community Participation towards the Safety of Tourists

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## ABSTRACT

The objective of this research is to study developing community participation towards the safety of tourists find that safety is an important factor in their travel decisions. The Thai government and private sector promote and incentivize the increase in tourist arrivals in Thailand, so they must be aware of and pay attention to the safety of tourists. In addition, tourist attractions play a role in ensuring the safety of tourists when traveling to the area together with community participation in helping, caring for, and preventing tourists from becoming unsafe. This is because insecurity is a major risk when making travel decisions. When safety arrangements are made for tourists, it will result in some tourists returning for repeat visits. Public and private sectors, responsible agencies and tourism and hospitality operators are administered. Manage places, services, personnel, as well as information in tourist attractions to facilitate and create safety for tourists. The public participates in various stages of tourist attraction development to achieve development, Improvements, Create standards to enhance the safety of tourists and not affect communities or local people by co-thinking and making decisions about activities or projects.

**Keywords :** Developing Community Participation / Safety / Tourist

## INTRODUCTION

The tourism industry is one of the fastest growing economic sectors, It is an important driver of economic growth and development of each country. In 2018, 1,407 million foreign tourists entered the global tourism industry, 6% more than in 2017. Tourism revenue was \$1.48 billion, up 4.4 percent from last year. It shows that international tourism has become a huge industry in the world (Gosling, Scott & Hall, 2020). Asia is one of the growing regions of the tourism industry and has the second highest number of international tourists visiting for activities and tourism after Europe. This is especially true in Thailand, where the country's economy relies mainly on income from the tourism industry. In 2018, Thailand generated a total tourism revenue of 3.08 trillion baht, the fourth highest in the world (Monchai Wongkittikraiwal, 2019). When the COVID-19 pandemic impacted Thailand's tourism and hospitality industries both economically and socially, Therefore, entrepreneurs and stakeholders in the tourism industry must manage and look for various approaches or strategies to be applied in order for the business to survive.

Public and private sector executives, as well as operators involved in the tourism industry, need to take steps to ensure the safety of tourists. Recognizing factors related to tourist safety is an important opportunity to address them. Academics study factors related to tourist safety, infrastructure factors of tourist attractions contribute significantly to the safety of tourists, as follows: Latiff & Imm (2015) study on tourist satisfaction found that travelers

feel safe and satisfied when they visit a quality hotel or accommodation, with reasonable price, There is an information technology system that can connect quickly. And attractions are well transported. According to Ginting & Sasmita (2018), when traveling, facilities that should be arranged to serve tourists, such as parking spaces, bath room , cleanliness of the premises, souvenir shops are also available, the system that will support the safety of tourists.

Community involvement is an important factor affecting the safety of tourists because if the people in the community accept and take care of tourists to ensure their safety, it will result in confidence and increase the chances of repeat trips. In line with Zou & Yu (2022) study, it was found that the travel process makes a difference in the sense of safety of tourists is the before, during, and after the trip, creating a sense of safety for tourists is important, and engaging local communities in decision-making. Empowerment, sharing knowledge and community knowledge about tourism affects tourist safety and contributes to the sustainability of rural tourism development. According to Chan, Marzuki & Mohtar (2021) study, local community involvement is vital in ecotourism development, and local community responsible tourism practices in ensuring the safety of tourists contribute significantly to Malaysia's ecotourism development.

Chiang Mai is a beautiful province with valuable cultural sites. The weather is suitable and the tourist attractions are diverse, making it easy to get around, making it popular. And the interest from both Thai and foreign tourists who travel a lot, so Chiang Mai province supports a lot of tourists each year. In 2018, there were 2,650,835 tourists, 1,837,775 Thai tourists and 813,081 foreign tourists (Chiang Mai Tourism Office, 2018). Some of the tourists who come to visit are based on word of mouth and travel experiences of friends or family members. If it is unsafe, it will affect the travel to travel. Therefore, the researchers are interested in studied developing community participation towards the safety of tourists.

### **Research Objectives**

To study Developing community participation towards the safety of tourists

### **Research Methodology**

Research on Developing community participation towards the safety of tourists, the researchers 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 results of developing community participation towards the safety of tourists, it was found that most of the informants agreed that tourists are people who leave their place of residence according to normal environment, such as a city or country, both Thais and foreigners who have traveled to Chiang Mai for various purposes such as leisure, health care, meetings, engage in a particular mission, or to make certain decision trades and tourists should be

protected or taken care not to be harmed or harmed or threatened by the actions of persons, events or factors that may affect life, property, physical, mental and emotional health. While traveling, health safety, not harmed by the actions of persons or changes in the environment, climate change or the spread of pathogens that affect physical, mental health, emotions and feelings, as well as tourists receive information and adequate medical services in case of health insecurity while traveling, life safety. Tourist tourists are not physically harmed, life or injury caused by the actions of individuals, groups of persons or accidents and/or incidents, uncontrollable situations while traveling and property safety. Tourists who travel will not lose money, gold or valuable possessions from being touched by individuals, groups of people, sciet, robbery hijacker, burglary, burglary, while traveling. Members or people in tourist attractions or areas near tourist attractions in Chiang Mai province are aware of tourist attraction development, activities and operations of tourist attractions and has participated in various stages of tourist attraction development to achieve development, improvements, create standards to enhance the safety of tourists and not affect the community or local people by jointly making decisions about activities or projects in tourist attraction development, defining activities, including operations or practices related to the provision of services, helping and caring for tourists. Participation in the implementation of resource assistance, administration, coordination, labor assistance or other information to tourists traveling and receive a fair share of benefits in the form of income or other benefits within the group. The benefits may be positive or negative, which may benefit and harm individuals and society. and allow the public to participate in monitoring and monitoring the activities or projects of tourist attractions to achieve the goals. The participation of local people in the assessment will inform the level of project performance to guide further development and improvement. Which the public and private sectors, responsible agencies and tourism and service operators are administered, manage places, services, personnel, as well as information in tourist attractions to facilitate and create safety for tourists.

### **Conclusion and Recommendations**

From this research, it can be concluded that developing community participation towards the safety of tourists can use empirical data related to the safety of tourists by public and private sector executives. Entrepreneurs and concerned citizens can formulate policies, guidelines or strategies to ensure the safety of tourists. lead to awareness, build trust, Confidence for tourists to come and travel and decide to travel. The income generated by tourists will have an impact on Thailand's economy in the future.

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