

CHAPTER 2

RELATED CONCEPTS, THEORY, AND LITERATURE

This chapter introduces the main concepts and theoretical framework including the relevant researches obtained with a respect to the comprehensive literature review of NBT development. This is indicated by the development of nature tourism-related approaches as well as the availability of new products and activities toward knowledge-based philosophy that recognizes NBT as a complex system. The fundamental outlines are reviewed as:

- 2.1) Concepts and theories relevant to tourism system
- 2.2) Concepts and theories relevant to NBT destinations and resources
- 2.3) Concepts and theories relevant to marketing mix strategies
- 2.4) Concepts and theories relevant to new product planning
- 2.5) Concepts and theories relevant to accommodation management
- 2.6) Concepts and theories relevant to sustainable tourism development
- 2.7) Provincial Administrative Organization (PAO) - Local tourism planning and development policies
- 2.8) General existing circumstances in Suratthani and Nakhon Srithammarat
- 2.9) Relevant research

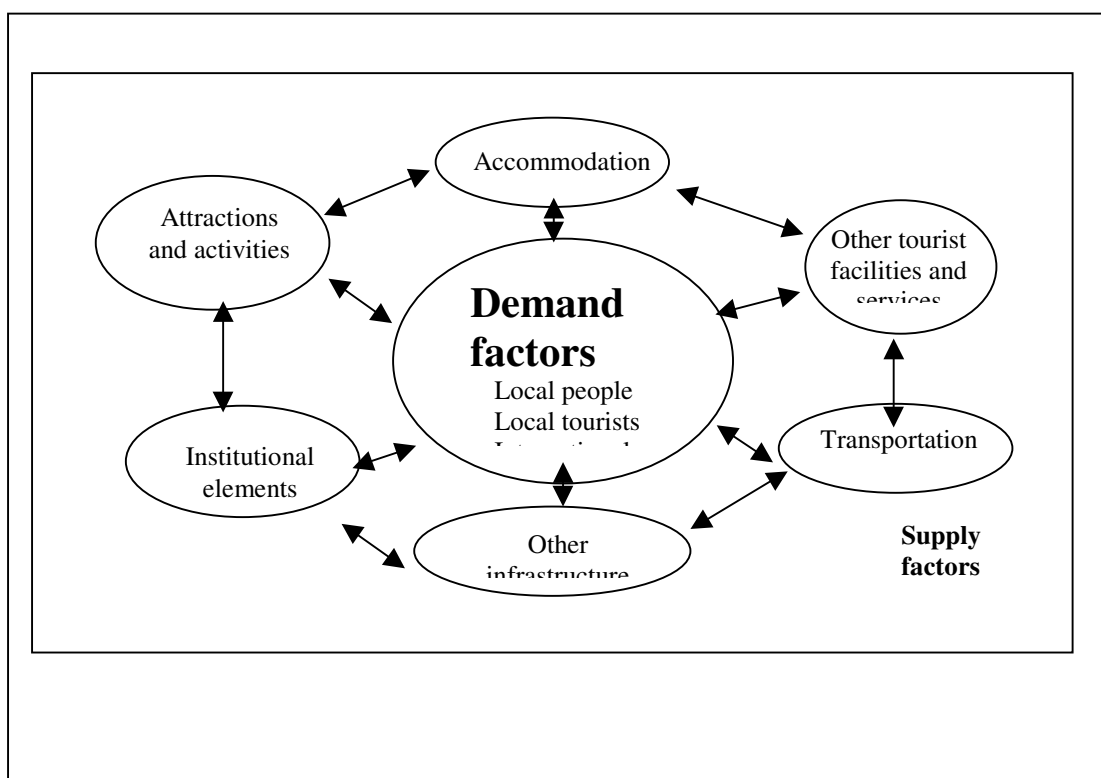
2.1 Concepts and theories relevant to tourism system

In general, the tourism system is considered as a core part of doing tourism research which involves with the investigation of both demand and supply factors. This section examined the concepts of tourism system and planning tourism in order to understand the components of tourism industry and its environment.

2.1.1 Tourism system and its environment

Tourism should be viewed as an integrated system and socio-economic sector. The functional tourism system is based on supply and demand factors as illustrated in Figure 2.1 from a policy-synthesis concept paper on “Policy and Planning for Thai Tourism Industry: a supply side approach” by Assoc. Prof. Manat Chaisawat and Guide for Local Authorities on Developing Sustainable Tourism (WTO,2001).

Figure 2.1 Tourism system and its environment



Social & Cultural Economic factors Technological

Source: Chaisawat, M. (2004)

Demand factors

Tourist markets

There must be existing or potential tourist (the tourist markets) to visit the area. These markets may be international, national (domestic) or from the local region and are often a combination of these types. Some markets may be general interest tourists while other special interests they are seeking to satisfy. Tourist markets include business travelers. Local residents' use of tourist attractions, facilities, services and infrastructure must also be considered in developing tourism.

Supply factors

Tourist attractions and activities

Attractions and activities must be available to induce tourists to visit the area. Attractions can be natural such as nature parks and beach/marine areas, archeological sites and historic places, cultural features such as arts, entertainment, crafts, traditional architectural styles, economic activities, traditional customs and ceremonies and "man-made" feature such as theme parks, casinos and special events including fairs, festivals and sport competitions. Many types of features can be developed as tourist attractions.

Thailand has tourism sources that are mostly concerned with base folk styles, e.g. natural resource, history, traditional and culture. From the past to the present, Thai tourism management was divided from that are natural tourism and culture tourism (include history and archaeology).

After that the way that requested tourism to consider increasable conservation or cultural community reservation need had begun. So, tourism in the present time is divided in four

types (Thailand Institute of Scientific and Technological Research, 1999).

1. Thailand in natural resource is the tourism for relaxation, amusement and pleased about natural tourism. All of these are main objectives of this tourism. This tourism is the natural tourism.

2. Tourism that emphasizes on art, cultural, historical, archaeological appearance and many places that were built by humans. Moreover, it concerns on social livelihood and gives knowledge to the foreigners. Consequently, it brings pride to the native.

3. Tourism that responds the deliration and satisfaction on relaxation, amusement and entertainment of tourists emphasized in appropriate services. This tourism is the sport and entertainment tourism.

4. Tourism that covers the objectives for convention and business, and may have observation and visual education is called convention tourism.

Accommodation

Hotels and resorts in which the tourists can stay overnight must be provided. Accommodation also contains restaurants and other tourist facilities.

Other tourist facilities and services

Tour and travel services are necessary to make travel arrangements for tourists and provide guide services. Other tourist facilities and services include restaurants and other types of dining and catering establishments, postal facilities and services, medical facilities and services, banking and money exchange, retail shops, souvenir shops, personal services such as hair dressing and other types. Providing adequate public safety in the tourism area is essential to protect the tourists from criminal or terrorist acts. Proper public health measures to prevent environmentally based on disease must also be maintained.

Transportation

Transportation includes both facilities and services such as aircraft, train and bus capacities, routes and schedules, and efficiency of the services provided.

Other infrastructures

Other infrastructures are required to serve in tourism. The tourist facilities include hygienic water supply, adequate electric power, proper waste management (sewage and solid waste collection, treatment and disposal) and adequate telecommunications.

Institutional elements

These include education and training of persons to work effectively in tourism (human resource development), marketing and promotion of the tourist destination, attractions, facilities, standards and regulatory mechanisms for tourist facilities, services including land use and environmental controls, and financial mechanisms to encourage investment in tourism development. Organizational structures are essential for both government tourism agencies and association of private tourism enterprises.

The term needed to define the supply side of the tourism system is the tourism product. It comprises the tourist attractions, activities, accommodations, facilities, services and infrastructures. A key concept in developing a successful tourism sector in an area is to match the tourist markets and tourism products. It determines the type of tourist market that can be attracted, and the product must be in suitable form to meet the tourist market' expectations. The tourism product, however, must not be developed to match the tourist market to the extent that it creates local environmental or social problems. Matching the tourist market and the tourism product must be carried within the framework of achieving sustainability and

balanced tourism development that optimizes benefits to the community.

2.1.2 Planning tourism as an integrated system

An underlying concept in planning tourism is that tourism should be viewed as an inter-related system of demand and supply factors. WTO (1999) illustrated the tourism system in Figure 2.2. The demand factors are international and domestic tourist markets and local residents who use the tourist attractions, facilities and services. The supply factors comprise tourist attractions and activities, accommodation and other tourist facilities and services. Attractions include natural, cultural and special types of features - such as theme parks, zoos, botanic gardens and aquariums - and the activities related to these attractions. Accommodation includes hotels, motels, guest houses and other types of places where tourists stay overnight. The category of other tourist facilities and services includes tour and travel operations, restaurants, shopping, banking and money exchange, and medical and postal facilities and services. These supply factors are called the tourism product.

Figure 2.2 The tourism system

DEMAND FACTORS	SUPPLY FACTORS
<ul style="list-style-type: none"> - International tourist markets - Domestic tourist markets - Residents' use of tourist attractions, facilities and services 	<ul style="list-style-type: none"> - Attractions and activities - Accommodation - Other tourist facilities and services - Transportation - Other infrastructure - Institutional elements

Source: WTO (1999)

Other elements also relate to supply factors. In order to make the facilities and services usable, infrastructure is required. Tourism infrastructure particularly includes transportation (air, road, rail, water, etc.), water supply, electric power, sewage and solid waste disposal, and telecommunications.

As an inter-related system, it is important that tourism planning aims for integrated development of all these parts of all system, both the demand and supply factors and the physical and institutional elements. The system will function much more effectively and bring the desired benefits if it is planned in an integrated manner, with coordinated development of all the components of the system.

2.2 Concepts and theories relevant to NBT destinations and resources

Beside of the tourism system, the important factor related to tourism industry is destinations and resources. It is useful in clarifying flashpoints where there are likely to be opportunities for improvement through good destination management and design. Middleton (1998, p.82) argued the destination as “an important common feature of destinations is that they can be marketed and planned as an identified place and most have established systems and procedures for local government purposes.” It is also important to understand the key points of destinations and resources to develop the tourism. These are described in the following sections.

2.2.1 Common characteristics of destinations

Gunn (1988) suggested that all destinations share certain common characteristics and that recognition of this would facilitate their design and development. He referred to the

work of Mathieson and Wall (1987) who listed key characteristics of destinations as:

- Natural environmental features and processes
- Economic structure and economic development
- Social structure and organization
- Political organization
- Level of tourist development

All types of destinations - by definition - have these basic elements (although their scale and significance will show individual variations) and each element of its 'anatomy' offers design and development opportunities. Gunn noted also that within the destination residents and tourist share certain characteristics and elements of the destination while others are used exclusively by one group or the other.

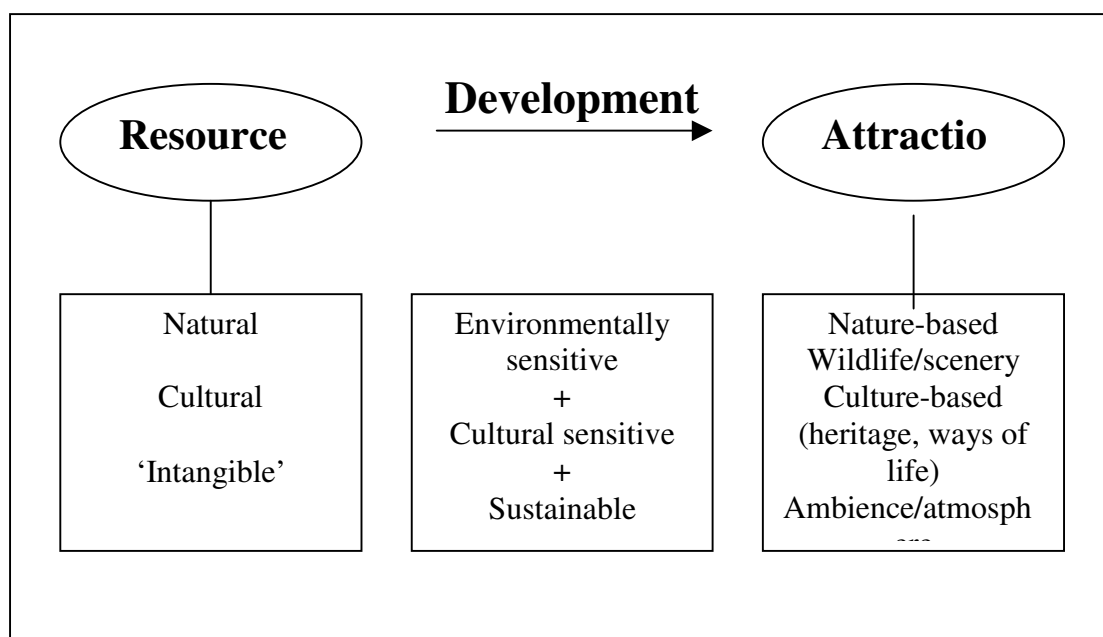
Generally, tourism resources can be defined as destination, activity and culture which reflect the uniqueness of local civilization and attract visitors to experience them. Tourism resources can be categorized in many characters. Isichaikul (2003) quoted in Ministry of Tourism and Sports (2003) identified four types of tourism resources characters:

- 1.) Natural tourism resource
- 2.) Ancient remains, historical and regional tourism resource
- 3.) Cultural and traditional tourism resource
- 4.) Man-made tourism resource

The harsh reality is that some places simply do not have what it takes to be a successful destination. Generally, however, a key in successful destination development is the realization that 'resources' are not 'attractions'. A given place may have an abundance of 'raw resources' such as beautiful scenery, historic towns and fascinating cultural remains. However, if these resources are inaccessible due to lack of adequate transport, an absence of hotels or other accommodation or perhaps political instability and a perceived

lack of security, then some form of appropriate development will be required (see Figure 2.3).

Figure 2.3 Relationship between resources, development and attractions



Source: Howie, 2005

The main source of tourism industry is tourism resources that should be kept for sustainable tourism development. Tourism resources in form of activity could help to promote the attractions as well.

2.2.2 Resources and attractions of destinations

Gunn (1998, p.37) described attractions as the fundamental reason for the tourist visit:

“Without developed attractions tourism as we know it could not exist; there would be little need for transportation, facilities, services, and information system”.

Pakprod (2003) defined the tourism resource management in sustainability as the approach the resource utilization and development involving relevant factors based on tourism. The management is responsible for the needs of economic, social and aesthetics to community at present and in the future. The tourism resource utilization offers greater uniqueness of nature and culture, less impacts and, importantly, available for a long term using.

‘Resources’ are the precious ‘raw ingredients’ of a place and to a great extent determine what it may become - and from the perspective of the residents of the (potential) destination they may be entirely satisfactory as they are. The increasingly important ‘spirit of place’ or *genius loci* of a destination is dependent on both the ‘obvious’ attractions of a place and the intangible characteristics that make it distinctive.

It must also be considered that, in certain location, it will be inappropriate to develop tourism. There may be no possibility for it to exist satisfactorily alongside existing social, cultural or economic activities; or there are simply not the resources for successful tourism development. Development and management will be essential to permit the original function to continue undisturbed - that is part of the attraction - but also to increase the understanding and enjoyment of the visitors.

In addition to the attractions that may be developed from the available physical and cultural resources, a further category must be considered. These are the *intangible elements* that contribute to the attractiveness of the destination and the visitor experience and are essential to the distinctiveness of the

destination - its spirit of place or *genius loci*. These may result from the successful integration of the attractions' interplay of resources and contribute to the good (or bad) experiences and memories that the tourist takes home and share with others. Thus the built environment includes 'heritage' features such as castles and monuments, tourist and leisure buildings such as visitor centers, museums and swimming pools, but also 'ordinary' houses, factories, office blocks and civic buildings that contribute to the general 'townscape' resulting from the 'organic' or planned layout and street pattern. Local festival, fairs, traditions, artistic works and crafts are also part of the reality of places. More subtle and more challenging to develop and manage are the elements that help create a positive image held by a place. These are intangible, but no less 'real' attributes such as a sense of friendliness, security, 'walkability', excitement, 'youthfulness', dynamism, age and history are uplift and inspiration.

2.2.3 Components of destinations

Within a destination, the sum total of what is relevant to the tourist - which is not always the same as the totality of attributes of the place as perceived by its residents - has been described as the *total tourism product* (Middleton, 1994), referring to the combination of 'resources' or the initial attraction the destination has for visitors and 'services', provided to make possible or enhance the visit. Attractions are a key element. Swarbrooke (1995 as quoted in Howie 2003:81) defines four categories of attractions:

- 1.) features in the natural environment
- 2.) man-made buildings, structures and sights designed for a purpose other than attracting visitors or tourists, which, with the passage of time, have become attractive, e.g. cathedrals
- 3.) man-made buildings, structures and sights purpose designed to attract tourists and visitors, e.g. theme parks
- 4.) special events

This is a useful and comprehensive illustration of the diversity of the tourism product, showing the roles of two sectors of the industry - attractions and accommodation. The approach also gives appropriate recognition to the essential 'intangible' elements which contribute to the atmosphere of destinations, for example 'friendliness' and 'ambience'. As Doxey (1975) notes, the 'irritation' stage in the development of a destination occurs when the essential goodwill between tourist and resident deteriorates, hastening the overall decline stage in the destination life cycle. While these elements are 'intangible', they can be purposely encouraged by destination managers and others through training and awareness schemes that target residents and tourism staff. 'Awareness raising' could, for example, explain the benefits for residents that tourism generates in a place, countering the bad publicity that it sometimes receives.

While tourists increasingly identify specific activities or interests as the reason for their choice of destination, in general their experience involves a 'bundle of products'. Thus a visitor to a city may express his/her interest in a destination as an art festival, but he/she is likely also to 'consume' several other products.

2.2.4 A profile of the NBT sector

As suggested by MacKercher (1998), NBT is one of the most exciting sectors in the tourism industry, growing by an estimated 10 to 30 per cent per annum. The scope of NBT encompasses adventure tourism, ecotourism, alternative tourism, educational tourism, sustainable tourism, responsible tourism and many other forms of outdoor-oriented and non-mass tourism. It has been normal practice to pull all these activities under the common label of “ecotourism”.

However, Weaver (2001b) argues that virtually all definitions of ecotourism refer to the naturally environment, with the prefix “eco-” generally taken to mean “ecology” or “ecosystem”. These references generally allude to perception that ecotourism should be “nature-based”; that is, its attractions should be based primarily on the natural environment or some element thereof. This latter clause recognized that ecotourism need not be based on an ecosystem or habitat (such as rainforest or wetland) in its entirety, but may also be focused on some specific components of that environment. An ecotourist, for example, may be more interested in a certain rare species of flora or fauna than in the boarder ecosystem in which it occurs. In many destinations, ecotourism activity is concentrated around specific **charismatic megafauna** such as dolphins, polar bears, pandas or manned lions. The boarder ecosystem perspective is probably preferable in that its elements are not seen in isolation, but rather as interdependent components within a single system. This holistic approach is more conducive to quality learning and sustainability outcomes and helps to explain why many definitions state that ecotourism should occur within a relatively undisturbed natural environment; that is, in a venue that provides exposure to an entire ecosystem.

Nevertheless, the concept of focusing on specific aspects of the “nature-based” environment is also valid. From a marketing perspective, many tourists wish to see particular flora and fauna that are attractive for reason of beauty, charisma and/or rarity, and are only marginally interested in the environmental context of these specific attractions. In such situations, managers should be aware of the problems that may arise in maintaining a narrow product focus, and should implement appropriate management strategies. Where the perception of “nature-based” is narrowly focused, there are also implications in terms of the setting in which ecotourism can occur. Wildlife in most cases is best observed in its natural habitat, but there are numerous examples of partial or complete species adaptation to other kinds of non-captive environments, including some, such as farmland, that have been extensively modified by human activity. This suggests considerable scope for extending ecotourism far beyond the relatively undisturbed, natural environments that many hold to be the only valid venue for this form of tourism.

“Nature-based tourism”, however, is a more all-encompassing term and has suffered less from the marketing overkill that has damaged the credibility of “ecotourism”.

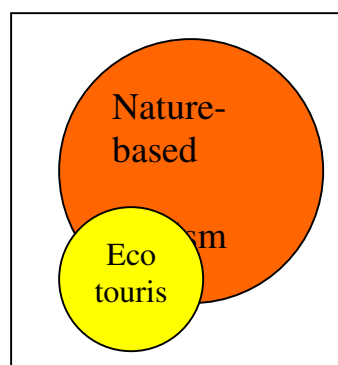
The sector is certainly diverse. The motive of participants and the experiences offered by various operators differ wildly. Some “ecotourism” operators feel superior to “adventure” tourism operators. Yet, from the perspective of practical business planning, product development, product delivery, operations and ethics, these businesses have much in common. For these reasons, the term “nature-based tourism” will be used throughout the text to cover them all.

A number of factors have led to the rapid growth of this sector. A global interest in environmental matters has made more and more people want to experience our unique outdoor wonders. A desire for a healthier lifestyle has prompted many tourists to forsake traditional sun, sand and sea holidays for

more active alternatives. Better-educated travelers are more interested in meaningful vacation activities. More sophisticated travelers expect their vacation experiences to meet higher-order personal need. Further, as society becomes more alienating, people are beginning to prefer personalized and small group holidays rather than anonymous and mass tourism experiences.

Weaver (2001b) notes that NBT is any type of tourism that relies on attractions directly related to the natural environment. Thus, ecotourism is a subset of NBT (Fennell 1999), allowing for the supplementary portion of ecotourism that focuses on the cultural attributes of a destination (Figure 2.4). Other categories of NBT include 3S tourism, adventure tourism, captive tourism (i.e. zoological parks, botanical garden, aquariums and aviaries), extractive tourism (e.g. hunting and fishing) and some types of health tourism.

Figure 2.4 Ecotourism and NBT



Source: Weaver, D. (2001b)

Additionally, MacKercher (1998) considered that NBT plays important roles in the delivery of a world-class tourism product. Firms operating in this field:

- help broaden a region's product base by providing ancillary services or experiences to complement mainstream accommodation and attractions
- provide special interest experiences for niche market
- provide low cost business opportunities for people in region centers
- can reduce adverse social and environmental impacts by providing a means of controlling tourists' activities
- provide a source of management funds for protected areas through licensing fees
- can better spread the message of environmental protection

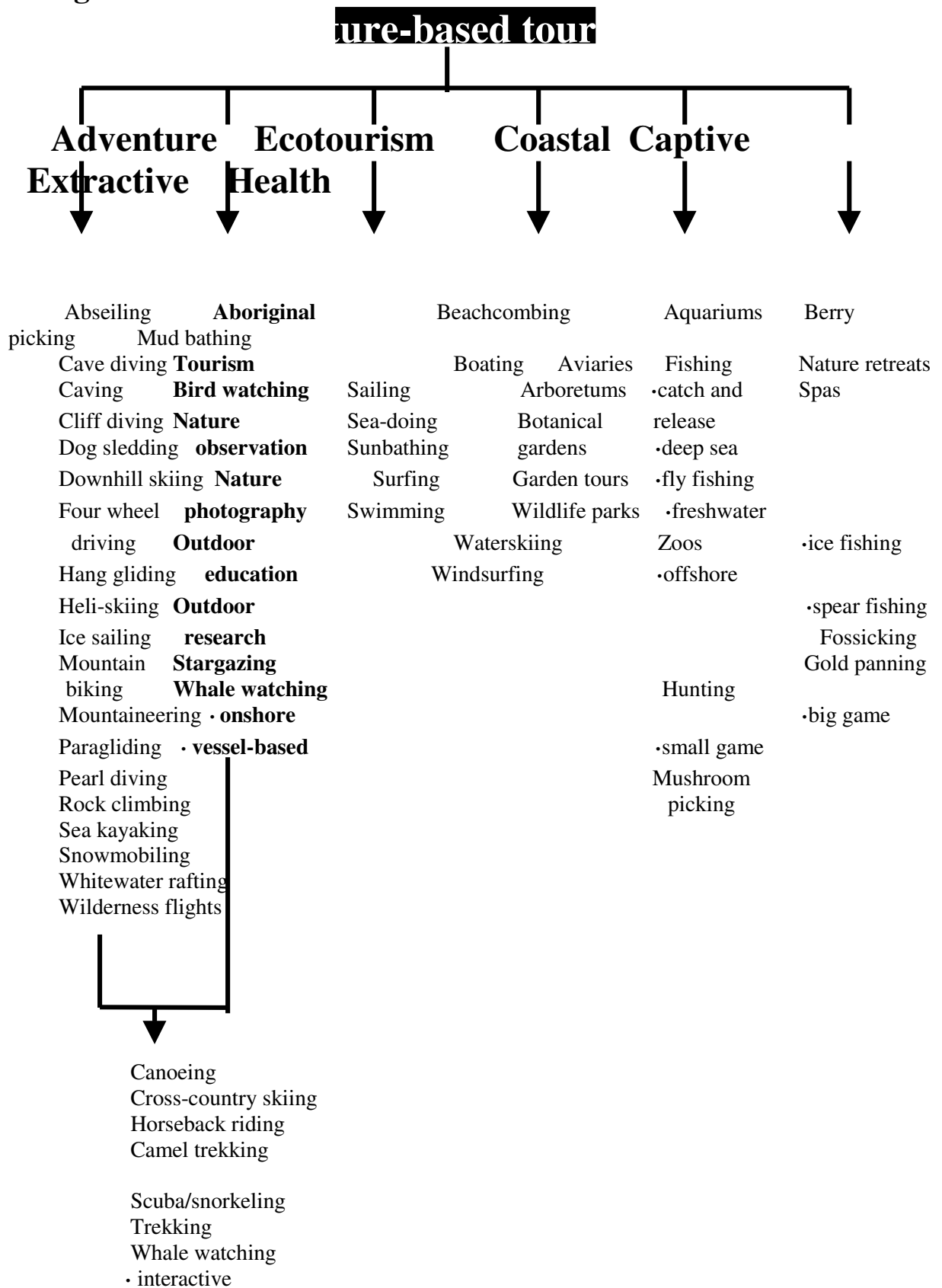
2.2.5 Types of nature-based activities

Weaver (2001b) discussed the criteria that underpin ecotourism and having investigated its relationship with other types of tourism. The specific kinds of activity that constitute ecotourism can now be outlined. These activities are listed in Figure 2.5, while not necessarily including on qualifying activities, allow comparison with other specific nature-based activities, including those that overlap with ecotourism.

The focus of ecotourism is usually on wildlife, activities that emphasize non-living natural phenomena can be classified as ecotourism. Under the category of nature observation, these activities include visits to geological features. Activities that involve captive flora and fauna are not normally associated with ecotourism, although there are many cases where the freedom afforded by wildlife parks and botanical gardens is comparable to that is available in national parks or other protected areas. Associated activities in such situations may be ecotourism-related. The broader issue as to whether

'captive' and 'non-captive' forms are converging is an intriguing area that requires further investigation.

Figure 2.5 Ecotourism activities in the context of NBT



Hiking/bushwalking

Source: Adapted from Weaver, Faulkner & Lawton, 1999

2.3 Concepts and theories relevant to marketing mix strategies

Marketing of tourism for a country or region is essential. The marketing management techniques or tools which are all commercial organizations use to manage their chosen segments of demand in relation to the product they supply at destinations. The following are the principle marketing strategies:

2.3.1 Marketing and marketing mix

Kotler et al (2003) said that “Marketing” is a social and managerial process by which individuals and group obtain what the consumer’s need and want through creating and exchanging products and value with others. He explained more on “Marketing Mix” that it means a group of marketing tool for business. The purpose is to meet target in the market. Another word is to satisfy customer needs and wants.

As aforementioned, the “Marketing Mix” is defined as the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market (Kotler, 1994, p.68). Interestingly, Bovee and Thill (1992) said that “Marketing Mix” is a combination of four elements: product, price, place (distribution), and promotion.

1.) *Product*: Product is defined as anything offered for sale for the purpose of satisfying a want or need on both sides of the exchange process. This includes a tangible object that marketers refer to as a good, as well as an intangible service, an idea, a person, a place, or an organization or any combination of these. The elements that make up a product include features, branding, packaging, labeling, and supporting goods and services.

2.) *Price*: In its broadest sense, price encompasses everything that the buyer has to pay in order to obtain and use a

product. Although price is primarily a financial measure, it also includes time, frustration, and so forth.

3.) *Place*: Place refers to the method used to move products from the producer to the customer. This involves the selection of marketing channels, which are the people and organization, including wholesalers and retailers, who help get products to customers.

4.) *Promotion*: Promotion plays a vital role in the marketing mix by informing potential customers about a company and its product. The major elements of promotion are advertising, sales promotion, public relations, and personal selling.

a. Advertising is defined as paid, non-personal communication with a target market audience including televisions, radios, newspapers, magazines, billboards, and direct mail.

b. Sales promotion comes in various techniques that are used to stimulate product demand, including special events and activities such as coupons, celebrity appearance, and contests.

c. Public relations is non-paid communication, encompasses all the other communications that businesses and organizations have with their various audience.

d. Personal selling is interpersonal contact exclusively; it is one person making a sales presentation to another person or to a group of potential buyer.

Generally marketing mix for physical goods has only four elements; there are product, price, place and promotion, but marketing mix for service products is different from other products. Service products emphasize on people, service process and physical evident, which are main elements to deliver service to the consumer, so marketing mix for service product has to include 7Ps.

Booms and Bitner (1981, quoted in Cooper et al, 1993: p.263) argue that the marketing mix of 4Ps is not

comprehensive enough for the tourism and hospitality industry. The major difference is said to be the intangible element of human behavior, where quality and its control is of paramount importance.

Haksever (2000) explained that 4Ps of good marketing currently incorporated in the marketing mix need to be expanded to the 7Ps for service and the marketing mix for services consists of seven elements: product or service, price, place, physical evidence, participants, promotion, and process. Elements of the extended marketing mix and examples of related activities are shown in the Figure 2.6 “The Marketing Mix for Service”.

1.) *Product or service*: The “product or service” element of the marketing mix for service refers to the variety and depth of service offered within a particular service package. It is concerned with the matching of service to target markets. The core and supplemental services and their quality must be determined by the market demand and competitive positioning.

2.) *Price*: Pricing policy concerns such issues as the list price, discounts, allowances, payment, and credit terms and is much more complex for service than for good. For services, pricing not only affects the level of customer demand, but also sends a message to customers concerning their expectations of service. This is especially important for tangible and professional service. Because price is an indicator of value, service firms typically use factors other than the cost of service to set price.

3.) *Place*: Place basically refers to the location and distribution of service. Some services are delivered right to the home or business. Such delivery may be optional; the decision to bring a customer to a fixed service location or to take the service to the customer depends on the market for each type of service, the price, the cost, and the competition. Service may be transportable, location bound, or a combination, depending on

the degree to which the service or part of it may be separated from its production.

4.) *Physical Evidence*: Physical evidence is an important element of the marketing mix because the customer is usually in contact with least some part of the service production facilities, equipment, and personnel. In addition, because services are intangible and thus difficult to evaluate, physical evidence provides clues as to service quality. Physical evidence adds substance to the service concept.

5.) *Participants*: Participants refer to any and all people who play a role in the service encounter. This includes a particular customer, employees, and other customers. The attitudes and actions of employees can certainly affect the success of a service encounter. It is also likely that the behavior of the other customers, in a movie theater, restaurant, or classroom, can affect an individual's service.

6.) *Promotion*: Service utilizes the traditional methods of promotion, including advertising, publicity, sales promotion, and personal selling. However, because of the interactive and intangible nature of services, there are some differences in how promotions are carried out. Determining message content for a promotion is more difficult in service. Tangible clues of service quality are needed. Customer expectations have to be determined and put into word.

7.) *Process*: Process is a major objective of marketing to identify the needs and wants in the marketplace, so that the organization may design the service to fulfill these needs. This concern extends to the design of the service process and the service delivery system, which are within the domain of operations. Ultimately, the service and the process that creates it reflect how all the marketing mix elements are coordinated to create value for the customer.

Figure 2.6 The Marketing Mix for service industry

Product or Service	Physical Evidence
Target markets	External appearance of the site

Service Service level Rent, lease, or sell After-sales service Warranties	Internal appearance and ambiance Appearance of employees Credentials of employees Equipment Materials
Price Rent, lease, or sell Structure and time Discounts Payment terms Flexibility Customer's perceived value	Participation Interpersonal behavior Skills Attitudes Commitment Discretion used Frequency of customer contacts Duration of customer contacts Selling activities Training
Place Location Accessibility Channels of distribution Distribution coverage	Process Customer needs and wants Customer involvement Demand control Quality control Customer follow-up Policies and procedures Flow of activities
Promotion Advertising Publicity Public relation Selling by salespeople Selling by service providers Employee training in customer relations	

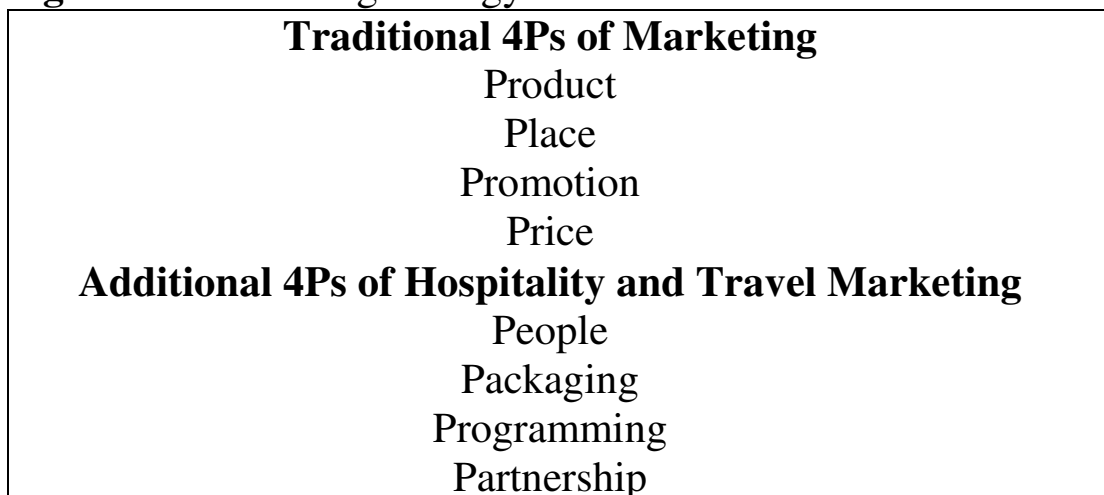
Source: Haksever (2000)

Bruke and Resnick (1999) state that the marketing mix of travel product includes all the variables a company can control in planning and implementing its marketing strategies and meeting its marketing variable. The four traditional variables know as the 4Ps are product, place (or process of delivery), price, and promotion. In recent years, some travel marketing experts have added four more Ps: physical environment, purchasing process, packaging, and participation.

They feel these additional Ps are necessary to describe the processes involved in marketing travel service. Together these variables are referred to as the 8Ps.

Morrison (2001) purposes that every organization has marketing mix. It included the marketing strategy factors (the Ps of marketing) that are used to satisfy the need of specific customer group. Traditionally, four such factors are identified. Morrison added another 4Ps that are especially important in hospitality and travel marketing: people, packaging, programming, and partnership.

Figure 2.7 Marketing strategy factors



Source: Morrison (2001)

2.3.2 The NBT market

The NBT market is a very attractive one. As marketers say, it has the right demographics. Nature-based tourist are generally affluent, independent travelers with high

disposable incomes, who eschew normal packaged tours aimed at the mass market. Many are women and many travel on their own. Moreover, they are experienced travelers who seek new adventures and keen to try things at least once. Most importantly, this market is felt to be growing by 10 to 30 per cent per annum.

However, McKercher (1998) notes that the market also has three features that sound a note of caution to people planning to enter the NBT industry. First, no one knows how big the NBT market is. What is certain is that the absolute number of purely nature-based tourists is quite small. Many existing nature-based tour operators contacted during the research phase of this text commented that they wished they have known how minuscule the market was for their product before they entered business. Some “lifestyle” operators commented that, even after seven years, the market had not grown to the point where they were making a reasonable living. At the same time, the operators commented that competition for a share of this modest market was intense. To survive, they had to broaden their market base by tailoring their products to more “mainstream” tourists.

Second, the NBT market is not a single unified market. Numerous studies have shown that different market segments are attracted to different activities. Thus, the market for one operator providing a similar service to that of another may be quite different.

The third feature is that this market is evolving rapidly. Six or seven years ago, ecotourism is a niche product that appeals to an elite, allocentric type of traveler. Today, it is much more of a main stream activity and, as such, appeals to a near-allocentric or midcentric audience. This expansion of the market has resulted in the emergence of a large group of new nature-based tourists who are seeking more mainstream, recreational experiences rather than purely educational or

adventure holidays. This new market is also more interested in shorter, high-intensity trips than in extended tours.

2.3.3 Marketing tourist destination

The key features of a marketing destination are the existence of a defined product or service which buyers are willing to pay for, and which sellers are eager to trade. Success for destination marketers depends on attracting sufficient temporary visitors to provide the economic demand needed by all the area's tourism businesses, and crucially, ensuring that visitors are satisfied with their experiences. Laws (1995) stated that most destinations try to attract a variety of clients, for a variety of services such as different levels of accommodation, sporting or cultural activities. The destination marketing plan deals with each major group in turn, identifying appropriate ways of attracting clients to each, considering ways to develop or adapt services, setting prices and creating promotional campaigns which it is hoped, will generate the visitors needed to achieve targets. The marketing plan sets subsidiary targets in terms of client numbers or value of sales for each of the destination's market segments and products, in many cases there will be gap between present performance and the future sales, revenue or growth targets set in the plan. The marketing plan itself is largely concerned with the various steps needed to bridge those gaps during the term of its operation.

The two main industries that comprise the activities we call tourism are the hospitality and travel industries. Thus, successful hospitality marketing is highly dependent on the entire travel industry. For example, many resort or hotel guests purchase travel-hospitality packages assembled by whole-

sellers, hotels effectively eliminate competitors. The significance of package holiday concept in making travel opportunities affordable and readily available to large numbers of tourists should not be underestimated. However, tour operators are highly specialized in moving clients from one origin to many destinations, and this puts destination-based businesses at a bargaining disadvantage because tour operators have obtained the initiative in persuading their clients which destination to visit.

A tourist's choice of destination reflects the relative appeal to that individual of its attractions over those offered by competing places: the scenery, the beaches, the historic buildings, the quality and variety of shopping, the region's opportunities to relax or for sporting activities. The main roles are to create a favorable impression of the destination, thereby attracting tourists, and to determine how best to develop its amenities.

For destination imaginary, consumption decisions are influenced by marketing communications (Laws, 1995). He recommended that the specific messages and images employed to stimulate consumption and to attract clients towards particular destinations at once reflect society's current values, and are the dynamic force in its development. A wide range of products are advertised by the appeal of physically attractive people displayed against the exotic attractions of distant beaches, mountains or great cities, thereby reinforcing the multiplex connections between health, tourism and general consumption decisions. A content study of current advertising campaigns will show that destinations are promoted by emphasizing a wide variety of features such as climate, scenery, welcoming people, colorful traditions, the range of activities, their exclusivity or other special attributes. The effectiveness of image management techniques depends on an understanding of potential visitors' interests and attitudes towards the destination.

Effective market segmentation depends on research to identify the characteristics of the types of visitor who seek particular benefits from the destination. A typical method is to draw up a list of primary and secondary destination attributes. People with relevant demographic characteristics are interviewed (or focus group is held) to explore their interests, opinions and recreational preferences. Wilkie (1986) explained that the technique of segmentation was the process of dividing a potential market into distinct subsets of consumers, and selecting one or more segments as a target to be reached with a distinct marketing mix.

2.3.4 Value added activities and products

In simple term, Evans *et al* (2006) define the key concept of value added to goods or service as the difference in the financial value of the finished product compared to the financial value of the inputs. Value chain analysis (Porter, 1985) seeks to provide an understanding of how much value an organization's activities add to its products and services compared to the costs of the resources used in their production. Although this concept has been applied wildly in the manufacturing sector, several writers have applied the model successfully to a service setting. Poon (1993), for example, adapted the model to the travel and tourism industry. A given product can be produced by organizing activities in a number of different ways. Value chain analysis helps managers to understand how effectively and efficiently the activities of their organization are configured and coordinated. The acid test is how much value is added in the process of turning inputs into the outputs, which are the products in the form of goods and services. Value is measured in term of the price that customers are willing to pay for the product.

Value added can be increased in two ways; including changing customer perceptions of the product so that they are willing to pay a higher price for a product than for similar products produced by other businesses; or reducing unit costs of production below those of competitors.

Similarly, an accommodation gathers together various inputs in terms of transportation, on-site services and ground handling arrangements and 'packages' them together and in so doing adds value to the customer. Efficiencies in procurement, for instance, achieved through the use of buying in bulk can be passed on to the customer.

The activities of the organization can be broken down into a sequence of activities known as the *value chain* (Porter, 1985). Poon (1993) applied Porter's value chain to the travel and tourism industry (see Table 2.1 and Table 2.2). The activities within the chain may be classified into *primary* activities and *support* activities. Primary activities are those which directly add value to the final product. Support activities do not directly add value themselves but indirectly add value by supporting the effective execution of primary activities.

Table 2.1 and Table 2.2 describe the primary and support relating to the travel and tourism industry and how they might add value.

Table 2.1 Primary activities

Activity	Description	Example of how value might be added
Transportation services	Transportation to and from the destination and at the destination	Information provision Scheduling Gate operations Ticketing Baggage handling Passenger management In flight/on board service Reservations Route and yield management Equipment age and specification Timekeeping
Services on site	Services delivered to visitors at their destination	Repair and maintenance of accommodation Age and specification of accommodation Entertainment Added services provided, e.g. car hire, excursions Accommodation locations Quality of company representatives
Wholesaling and packaging	Assembling or 'packaging' the product or service	Commission negotiations Product development Pricing Assembling, integrating and coordinating aspects of the product
Retail distribution	Distributing the product to the market	Retail locations Choice of distribution channels Commission levels Cost of sales Client database management Customer retention levels
Marketing and sales	Making the product available to the market and persuading people to buy	Brochure production and distribution Advertising Public relations Sales force management Frequent flyer programs Brochure display Point of sale materials
Customer service	Installation and after sales support	Customer complaint management Management and monitoring customer satisfaction Speed of responsiveness

		Client advice
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Table 2.2 Support activities

Activity	Description	Example of how value might be added
Procurement	Purchasing, leasing or renting of services and equipment	Lower prices Better contract terms
Technology and systems development	Developing and implementing technology and systems in support of primary activities	Computer reservation systems Internet applications 'Real-time' sales reports Yield management applications
Products and services development	Developing new products, services and market opportunities	New market segments New products New destinations Developing partnerships and alliances
Human resource management	Recruitment, selection, training, reward and motivation	Quality of employees and managers Employee empowerment Team working Level of training Outsourcing
Infrastructure	General management, financial control and accounting, planning, legal affairs, quality control	Speed and quality of decision making Costs of providing infrastructure Coherent and consistent standards

Source: Adapted from Poon, 1993

2.4 Concepts and theories relevant to new product planning

Competition is strong and dynamic in most markets. Hence, it is essential for a firm to keep developing new products as well as modifying its current products to meet changing customer needs and competitors' actions. Not having an active new product development process means that consciously - or subconsciously-the firm has decided to milk its current products and go out of business. New product planning is not an optional matter. It has to be done just to survive in today's dynamic markets.

2.4.1 New product development

Cooper (1993, p.11) defines a 'new product', innovativeness, or 'newness' in two senses:

- New to company, in the sense that firm has never made or sold this type of product before, but other firms might have.
- New to the market or 'innovative': the product is the first or its kind on the market.

A product can become "new" in many ways. A fresh idea can be turned into a new product-and start a new product life cycle. In discussing the introductory stage of product life cycle, McCarthy and Perreault (1993, p.299) focused on the types of product innovations that tend to disrupt old ways of doing things. However, each year firms introduce many

products that are basically refinements of existing products. So, a new product is one that is new in any way for the company concerned.

Cooper and Kleinschmidt (1993, p.90-111) have identified the six different types or classes of new products as follows:

1.) *New-to-the-world products*: These new products are the first of their kind and create an entirely new market. This category represents only 10 percent of all new products.

2.) *New product line*: These products, although not new to the marketplace, nonetheless are quite new to the particular firm. They allow a company to enter an established market for the first time. About 20 percent of all new products fit into this category.

3.) *Additions to existing product lines*: These are new items to the firm, but fit within an existing product line the firm makes. They may also represent a fairly new product to the marketplace. Such new items are one of the largest categories of new product-about 26 percent of all new product launches.

4.) *Improvement and revisions to existing products*: These “not-so-new” products are essentially replacements of existing products in a firm’s product line. They offer improved performance or greater perceived value over the “old” product. These “new and improved” products also make up 26 percent of new product launches.

5.) *Repositionings*: These are essentially new applications for existing products, and often involve retargeting an old product to a new market segment or for a different application. Repositionings account for about 7 percent of all new products.

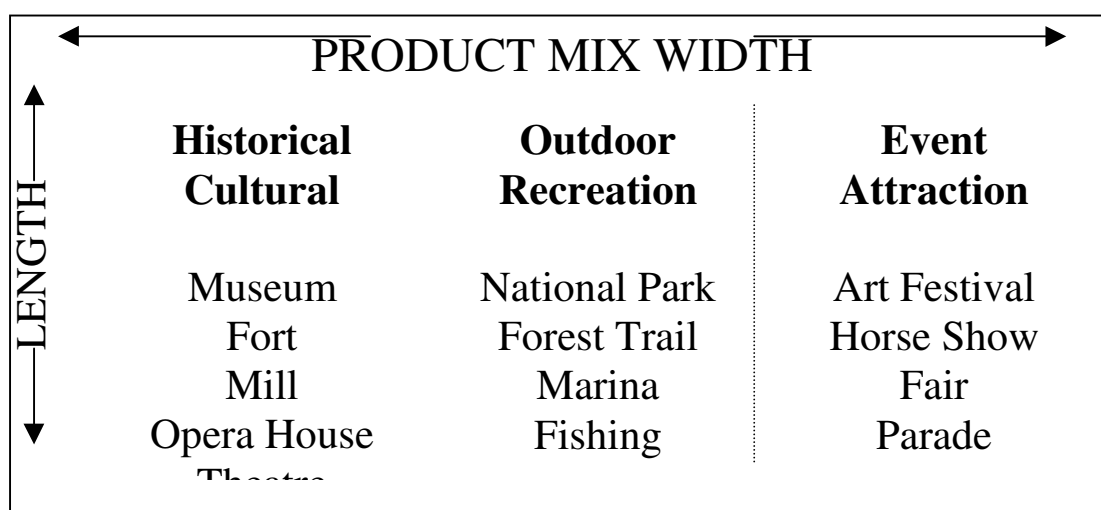
6.) *Cost reductions*: These are the least “new” of all new product categories. They are new products designed to replace existing products in the line but yield similar benefits and performance at lower cost. From a marketing standpoint, they are not new products; but from a design and production

viewpoint. They could therefore represent significant change to the firm and represent 11 percent of all new product launches.

Heath and Wall (1992, p.130) stated that it is important to distinguish between product mix, product line, and product item decisions when developing a regional product strategy. A region's tourism product mix comprises all those product lines and product items that are made available to tourists in the region. A tourism product line is a group of tourism products that are closely related, either because they offer the same benefits or are positioned to the same target markets. For example, many regions offer product lines such as cultural products, outdoor-related products, and entertainment-related products. Each of these product categories can be considered a *tourism product line*. A tourism product item is a distinct unit within a product line that is distinguishable by size, appearance, or some other attributes.

For marketing plan purposes, a region's product mix should be described in terms of width and length. These concepts are illustrated in Figure 2.8. Using the example of put forward in this figure, there are various product mix strategies that can be followed. The product mix can be widened by adding new product line. The existing regional product lines can also be lengthened, perhaps by adding major sporting events, craft festivals, or theme events to the existing product line of events and attractions. Any of existing tourism product items in the product lines can also be deepened.

Figure 2.8 Product mix characteristics



Source: Heath and Wall (1992)

McKcher (1998) also recommended the component of a product in the business of NBT that all products exist at three levels: core product, tangible product and augmented product. The *core product* represents the heart of any product and answers the question of what the consumer is really buying. To be successful, at its heart, any product must provide a range of personal benefits that satisfies the individual's needs, wants and desires. Hence, the second level of a product is defined as the *tangible product*. In the tourism industry, this task is accomplished by assembling a number of component parts into a single entity.

There is a challenge in developing the tangible component of the product when the good being sold is experiential or non-material in nature. The consumer cannot inspect the product and assess its value. New entrants into a marketplace face an additional challenge in that they must persuade clients to switch from another product to their own though they cannot conduct a direct comparison of the relative quality of each product. Making the tangible component of the product attractive will help allay concerns about the quality of the product.

Tangible products have five main characteristics that distinguish them from core products:

- They have a quality or value-adding level that makes the product as a whole more valuable than the individual component parts.

- They have distinctive features that distinguish them from other similar products.
- They have some styling that usually reflects the operator's personality.
- As the separate entity, they can be branded.
- They have some level of packaging (such as a brochure) that can be used to make the product attractive.

Heath and Wall (1992) explained that within a strategic marketing planning framework and against the background of the dynamic changing macro-environment, competitive, and market environments, it is essential that new product development receives attention in those regions that want to survive as destination areas and seek tourism growth. In the word of Foster (1985, p.277): "The search for, development and launching of new products is essential for long term survival in tourism. The slow rate of change in demand for tourism products disguises this necessity."

The new product development can begin with a survey to determine the following:

- What are the inherent natural, social, and culture characteristics of the region where the development is to occur?
- What are the characteristics and needs of the various segments of the tourism market?
- What additional infrastructure is required to satisfy the needs of a particular a market segment?

With this information on hand, alternative patterns of growth can be formulated by using the following screening criteria to select the most viable alternative:

- Is it economically viable? Are funds available for investments? What are the expected returns to the developer and the region at large?
- Is it socially compatible? Will it generate employment and foster self-improvement? How will it affect the cultural heritage and community structure?

- Is it physically attractive? Is the climate comparable to competitive areas? Are natural attractions available to stimulate tourist demand?
- Is it complementary? Can the existing infrastructure and economic base support the market?
- Is it marketable? What are the trends in the market? What are the needs of new and emerging markets? How does the market react to the existing offerings? At what market segment is the development aimed? And on what basis is the market segmented?

Opportunity identification involves identifying the regional tourism products with the most potential for future development. *Design* entails converting idea into a form that can be implemented, including a definition of the envisaged tourism product and the development of an appropriate marketing strategy. If the design stage is positive, the tourism product can be *tested* on a board level for market potential and appeal to tourists. If the testing phase is positive, the product can be *introduced* to the market.

However, the product development process being applied on a regional level can receive tourism growth by creating new products. The new products, TAT explained in Tourism Marketing Plan 2004 as quoted in Tirasatayapitak, A. (2005), can be categorized of “Unseen Products” as follows:

- 1.) Unseen Destination: Unseen attractions throughout the country, eg. Thale Waek in Krabi, Phra Thad Hua Klap in Lampang, etc.
- 2.) Unseen Paradise: Hotels, resorts and locations with unique characters and beautiful locations.
- 3.) Unseen Adventure: Adventure tourism activities, eg. Rafting along the Khek River in Phitsanulok, Cliff climbing in Kanchanaburi, Chiang Mai, Lop Buri, Uthai Thani and Prachin Buri, Canoeing and Kayaking in Phang-nga, Hong Island, Krabi and Trang.

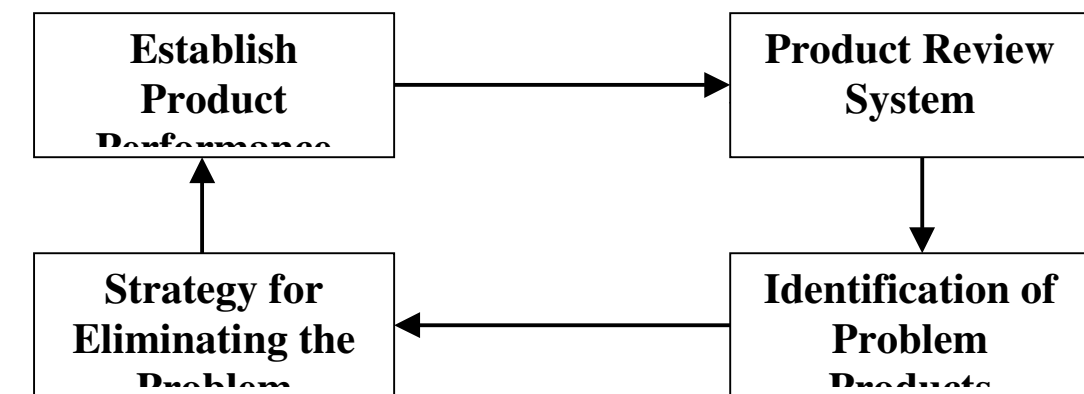
4.) Unseen Thainess: Products offered include traditional and cultural characteristics as well as sacred objects and places, e.g. Phra Non Ngai (Reclining Buddha Statue) in Suphan Buri, Phra Pud in Phuket, Satok Chang in Lampang.

2.4.2 Managing existing regional tourism products

If the reasoning of Cravens (1982, p.241) is related to regional tourism, then it can be argued that since not all regional tourism products are equally important for the future of the region as a tourist destination, the regional tourism organization should consider establishing priorities as the strategic important of each major tourism product and line.

A regional tourism organization can play a major role in guiding the management of existing regional tourism products (Heath and Wall, 1992). Performing this function requires tracing the performance of the products in the regional product mix as indicated in Figure 2.9.

Figure 2.9 Tracking regional product performance

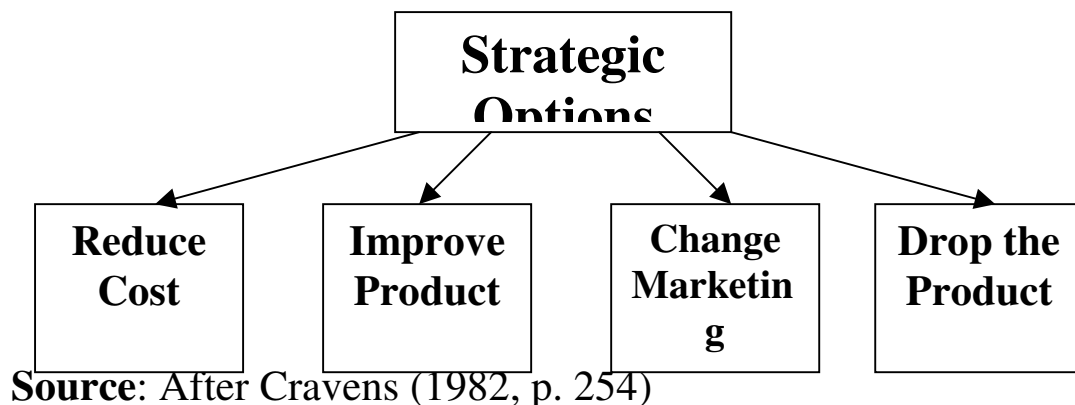


Source: After Cravens (1982, p.214)

The tourism organization can first establish the criteria and levels of performance to be used for gauging product performance. Due to the various interrelationships among tourism products, any investigation to establish how well a particular tourism product is doing require a good information system and a careful analysis by both the tourism business unit concerned and the regional tourism organization. The objective of a tracking system on a regional level should be to establish and maintain a regional product review system that will reveal problem of tourism products so that a strategy can be selected for eliminating the problems.

Once a problem has been identified, there are several options for correction as indicated in Figure 2.10. The choice of a strategy will be influenced primarily by the nature of the problem associated with the product.

Figure 2.10 Strategic options for problem tourism products



2.4.3 Criteria for deciding on new products

Crissy, Boewadt and Laudadio (1975, p.69-70) identified various important criteria for deciding on new products as follows:

- There should be a significant demand for at least one important market segment with the possibility of additional business from other segments of the market.

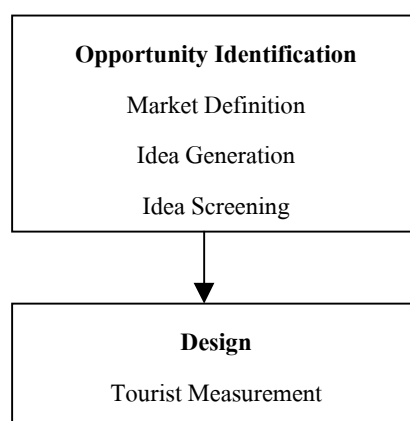
- New tourism products should fit in with the general image of the region or subregion and complement the existing offering as far as possible. In practice, this does not mean that a region or subregion must appeal to only one segment of the market and that all tourism products must meet the needs of that market segment. For example, one part of the regional tourism offering may appeal to the outdoor-oriented market, while other part may appeal to the historical-cultural interest segment of the market.

- Any new tourism offering should be proposed in keeping with the available supply of natural resources and manpower. Although new tourism offerings should exploit an advantage that a region may have, it is important that new tourism offerings will be within the ability of the region to satisfactorily provide them.

- It is necessary that any additional tourism product contributes to the growth of the entire subregion or region. For example, a botanical garden may be developed in a region, not as a revenue-producing venture, but as a necessary means to bring tourists in to spend money elsewhere in the region.

A crucial indicator of a successful development is that it should serve as a facility for both local residents and tourists. In the word of Reime and Hawkins (1979, p. 68): “The long-lived carefully conceived development does not force the whims and aspirations of multitude of strangers on a region – it uses the indigenous qualities of the region, whether social and natural, to satisfy the expressed needs of a selected clientele.”

Figure 2.11 The new product development process in regional tourism



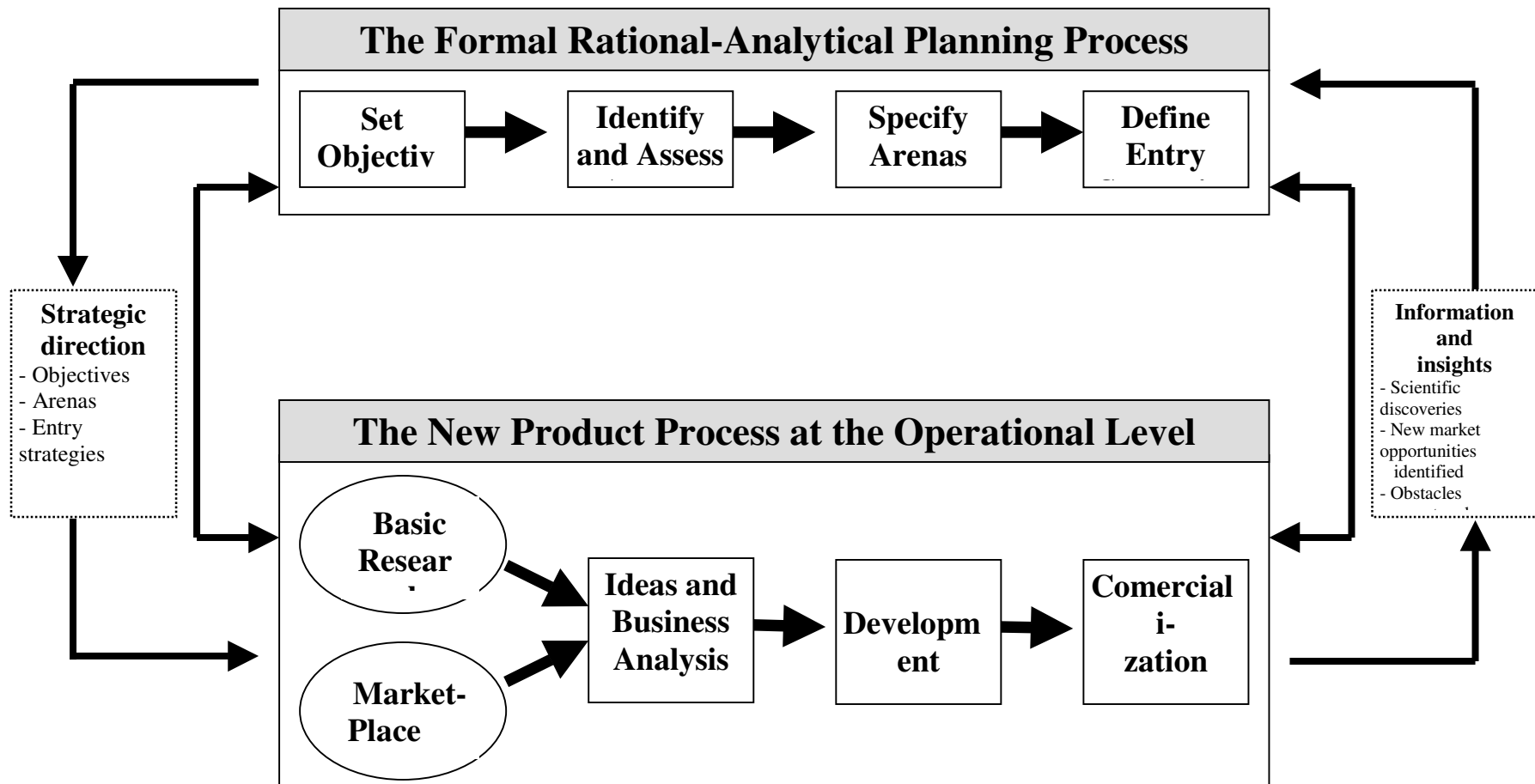
Source: After Urban and Hauser (1980, p.33)

The ideal situation, however, is to develop product improvement strategies that anticipate problems and opportunities, rather than merely respond to problems. In tourism, the implementation of the product strategies requires cooperation and coordination, especially the products of the individual tourism business units and the composite regional tourism product.

Furthermore, Cooper (1993) recommended the figure of interaction of the formal analytical process with the operational facet of product innovation for implementing the new products development and its strategies. The top part of figure 2.12 shows the planning process identification and selection of arenas and formulation of entry strategies. The bottom half shows the innovation process at the operational level, yielding new discoveries, insights, and information, which come only a result of investing in an arena, and gaining firsthand experience within arena.

In short, both processes are important to defining strategy, and as shown in Figure 2.12, they complement each other. If only the operational/implementational facet of the process (the bottom half) were in place, there would be chaos: a “ready, fire, aim” situation. Conversely, a strictly normative approach relying on the rational-analytical planning framework and assuming that we can accurately foresee that nature of each opportunity is not likely to be effective on its own either, the result a lot of aiming, some firing, and quite a few surprise.

Figure 2.12 Interaction of the Formal Rational-Analytical Planning Process (top) with the Operational Facet of Product Innovation (bottom)



From chapter 2 by Cooper, 1993 in: *The Interface of Marketing and Strategy* by Day, Weitz, Wensley, Greenwich, Conn.: JAI Press Inc., 1990

2.5 Concepts and theories relevant to accommodation management

The concept of well plan and integrated accommodation management is appreciated for less negative environmental and socio-cultural impacts and offers a much better quality of product to tourists. It is interesting that these accommodations, in addition to providing a variety of their own recreation and entertainment facilities, also serve as bases for tourists to visit attractions in their region. The concepts involve with the following:

2.5.1 Accommodation in the destination

Howie (2003) argued that a basic requirement in a destination is tourist accommodation - preferably a range of accommodation types appropriate to the place. A full range would include budget to luxury accommodation but this might not be necessary in all destinations, depending on their target markets for tourism. The integration of accommodation into the wider life of the place is a further consideration. Many of these accommodations also provide food, beverages, cleaning services, and a range of other services normally associated with travel and commonly sought by travelers.

Dittmer and Griffin (1996) explained the definition of accommodation that it covers transient and residential hotels, motels, and inns as well as resorts, college dormitories, hotels, boarding houses, condominium rentals, and other related establishments. However, the 'new tourist', the 'green tourist' and other contemporary tourist types may preferentially seek out bed-and-breakfasts or smaller guesthouses, not as cheap options but in the expectation that there will tap into local knowledge and gain a deeper insight into the 'real place' that is the destination. For this market, the changes required in accommodation are less structural than cultural and educational.

Destination-oriented organizations such as local enterprise companies and tourist boards offer training programs under such names as 'Welcome Host' (Scotland) to staff across the range of accommodation types who recognize the contemporary tourist's wider demands for tourism that is REAL - 'Rewarding, Enriching, Adventuresome and a Learning Experience' (Howie, 2003).

Additionally, Young (1983) and Miossec (1976) both indicate how the tourist attraction may change over time. Young, writing of the development of a Maltese village into a tourist resort, identifies a six-stage process. Initially, the village is in its early traditional stage, where its traditional economic functions still provide the main sources of income for the village. Secondly, it comes with the less traditional stage which is characterized by the arrival of some summer homes, and in Young's model, by the arrival of a police station. In many of those models, there is often a supposition that one is considering the arrival of foreign tourists, but this is not necessarily the case.

Indeed in many instances, tourism is first developed by nationals of the same country as the location of the tourist resort, these being the first to identify tourist potential (Ryan, 1991). A tourist resort area can be defined as a destination area that is relatively self-contained (WTO, 1999). It typically provides a wide range of tourist facilities and services including those designed for recreation and relaxation. WTO also reveals the present trend is that more tourists want to participate in recreation, sports, cultural and other activities, resort are now emphasizing the provision of a wide variety of facilities and services. In seeking to analyze the tourist resort area, the four approaches (Ryan, 1991) are recommended as follows:

a. The descriptive approach

Essentially, this approach consists of creating an inventory of facilities and assets possessed by the tourist area

and describing them. The description might also extend to a description of the tourists' perceptions of the area.

b. An explanatory approach

This considers the patterns of travel and usage rates of facilities within the area, and attempts to explain them. It notes the nodal points within the area, the route taken by tourists between these points, and the mode of travel used. It seeks to establish the patterns of tourist travel behavior within the area.

c. The predictive approach

If it becomes possible to establish patterns of usage within the tourist area, then by definition, it could become possible to make predictions as to not only future patterns of use, but also the future shape of the tourist zone. The predictive studies of an area are thus concerned with trend analysis and the special interactions within the zone.

d. The prescriptive approach

Forecasts in themselves are of little purpose unless used for management strategies in establishing priority of use. The establishment in priorities requires a series of normative judgments in the case of tourism, for the assets that are being used are habitats and social groups; possibly fragile, non-renewable assets with limited carrying capacities. In consequence, the structure plans of planning authorities contain prescriptions as to use in terms of zoning levels of activity within the tourist resort.

According to the current trend, WTO (1999) affirms that it is important for these resorts to offer facilities and services for year-round use, often catering to different types of guests during the different seasons. Most new resort areas are carefully planned to function efficiently and provide an interesting environment for tourists while not generating any serious environmental and social problems. Integrated resorts are ones which have been carefully planned as single entities,

even though larger integrated resorts are usually constructed in phases over a long period of time.

2.5.2 Camping grounds

Dittmer and Griffin (1996) explain that the national and state park systems offer excellent opportunities for camping. Camping has become an increasingly popular activity, particularly for family-partly because it is comparatively inexpensive. Camping is by no means restricted to national and state parks. There are many private campgrounds from coast to coast.

In general, there are three kinds of camping as follows:

1.) Primitive camping is normally associated with public lands-forests and large national parks. The areas set aside are normally unimproved and appeal only to dedicated backpackers who are willing to make the best of it for a very few nights.

2.) Transient camping is for those who intend to remain for no more than a very few nights. The areas set aside for transient camping are somewhat improved, with electricity, bathing facilities, and toilets available. The campsites are more or less organized, and many are privately run. This type of camping is more likely to appeal to individuals who are put off by the rigors of primitive camping.

3.) Vacation camping is for those who plan to spend a greater number of nights at a single site from four or five nights to a period of several weeks or more. Vacation camps are improved, with electricity and bathroom facilities. Some even provide cabins that can be rented by the day or the week. Improved camps commonly have stores selling basic supplies and recreational facilities for such activities as baseball, volleyball, swimming, boating, and waterskiing, among others.

Camping has also led to the growth of tourism-related business in some areas. Many of those camping trips patronize foodservice and lodging facilities of one type or another before, during, or after the camping activity. Some will stay overnight in a motel before setting out early in the morning on a trip into the wilderness; others will do so on their return. Many are especially eager to find foodservice facilities after several days of cooking over a campfire.

One interesting element in the growing popularity of camping has been the accompanying increase in the popularity of recreational vehicles, commonly known as RVs.

Recreational vehicles-wheeled vehicles with temporary living quarters-include motor homes, travel trailers, park trailers, truck campers, folding camping trailers, and van campers. They are a significant part of the American scene. About 8.5 million people in the United States own some form of recreational vehicle, and about 25 million people regularly use them on an average of about 23 times per year. About one out of ten families owns at least one RV.

When RVs first became popular in the early and mid 1970s, a large number of them were sold. However, gasoline prices increased significantly in the late 1970s and 1980s, when there was a recession, and interest rates on automobile loans were very high. This led to the dramatic drop in the number sold. In recent years, sales of RVs have not only recovered considerably but also have become to climb to new heights. Recreational vehicle sales and rentals have made this a \$14.5 billion industry in the United States today.

Recreational vehicles range in price from just a few thousand dollars to over \$100,000. There are many different types. These include fold-down trailers, very large trailers pulled behind automobiles and trucks, campers that fit into the back of pickup trucks, and self-motorized vacations vans of many sizes that are actually homes on wheels.

2.6 Concepts and theories relevant to sustainable tourism development

Arguably, the formulation of the methodologies of types of sustainability and environmental indicators has to remain a priority in the sustainability agenda as their success could exist in overcoming the current limitations facing the meaning and effectiveness of sustainability. Ideally, two different agendas should handle the discussion in tourism, that of sustainable tourism development and sustainable tourism (Knowles et al, 2004, p.154). The management tools and the principles for tourism are also important to implement to sustainable tourism development.

2.6.1 Sustainable development

The theme of sustainable development has no shortage of definitions offered to define what is meant by *sustainable*. One of the most frequently cited definitions is from *Our Common Future*, the report of the World Commission on Environment and Development (1987). It states that the sustainable development is 'development that meets the need of the present without compromising the ability of future generations to meet their own needs'. This is a value positive concept of sustainable development. The other concept, Fennel (2003) argued that the sustainable development was seen as a guide to the management of all resources in a way that it could fulfill economic, social and needs while maintain cultural identity, ecological process, biological diversity, and life support system.

The major strength of sustainable development derived from the WCDE 'short definition' is a definition of a set of objectives demonstrating that sustainability is a powerful tool for consensus (Lele, 1991).

With regard to the goals of sustainable tourism, GLOBE' 90 (1990) as quoted in Fennell (2003) interestingly guided the goals as follows:

1.) To develop greater awareness and understanding of the significant contribution that tourism could make to the environment and the economy.

2.) To promote the equity in development.

3.) To improve the quality of life of the host community.

4.) To provide a high quality of the experience for the visitors.

5.) To maintain the quality of the environment on which the foregoing objectives depend.

Interestingly, the precise concept was that sustainability principles referred to the environmental, economic, and socio-cultural aspects of tourism development, and a sustainable balance must be established between these three dimensions to guarantee its long-term sustainability (WTO, 2004). WTO also mentioned in the similar way to the components that contribute to sustainable tourism. It mentioned that the first component was sustainable tourism made optional use of environmental resources that was a key element in tourism development as well as maintained essential ecological processes and helped to conserve natural heritage and biodiversity; secondly, sustainable tourism development must respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; the last important component was sustainable tourism must ensure possible, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders in host community.

Additionally, the roots of sustainable development branches out into six different perspectives which assisted with the transformation from the early idealism view to the current

realism stance of the important of sustainability (Kidd, 1992; Mitlin, 1992; Pezzey, 1992):

1.) Ecological/carrying capacity view: deals with the physical phenomena and sociocultural resources and issues.

2.) Resources/environmental view: concerns the research instruments of the adequacy of resources and environmental quality.

3.) Biosphere view: focuses on the concerns over human activity and its impacts on the biosphere.

4.) Technological view: assesses the effects of the technological movement.

5.) No-growth, slow-growth view: concerns the era of growth theories, especially in term of economics, and “no-growth” philosophies in terms of resources used.

6.) Eco-development view: refers to the research in the late 1970s, especially in terms of harmonizing social and economic objectives in line with ecological management principles.

2.6.2 Sustainable tourism

Ecotourism is a subset of sustainable tourism, given that sustainability is one of the core criteria discussed earlier. Figure 2.13 can therefore be modified to include an area of sustainable tourism that accounts for all ecotourism, most (but not all) of alternative tourism and a substantial portion (but probably still a minority) of mass tourism. This structure reflects the tendency of the knowledge-based platform to view both alternative and mass tourism as either sustainable, depending on the circumstances that pertain to particular destination.

Figure 2.13 Ecotourism and sustainable tourism



Theoretically, the concept of sustainable development took place in Earth Summit in 1980. In Agenda 21, it proclaims that all types of development must be sustainable development.

Currently, there are many countries facing the pollution and the environmental decline. These problems have been affected by the rapid growth rate of economic competition and development. The untended and uncontrolled utilization of natural resources causes many problems and, especially, environmental impacts. Hence, the theoretical concept of sustainable development manifests itself to offer the suitable development.

However, the concept of sustainable tourism management can be categorized in four elements as follows:

1.) Operating tourism activities under the recognition of the capacity of community, tradition, culture and local resident's way of life.

2.) Becoming aware of tourism impacts on local community, tradition, culture and way of life.

3.) Participating of community in tourism activities to eliminate the impacts on ecological system, tradition, culture and way of life.

4.) Compromising the needs of economic, social lasting and environmental development in sustainable manner.

Regarding to the 9th National Economic and Social Development Plan (2003-2006), the sustainable tourism development is emerged as a national agenda. As a consequence, it is able to boost up the healthier tourism industry in long term development. The concept of alternative tourism development is applied to solve tourism problems. This concept is contributed to sustainable tourism development in the tourism industry. In case of environmental reservation and preservation, NBT can keep the fertilization of ecological system which leads to sustainable tourism. It is responsible for the capacity of natural and environmental resources.

As aforementioned, NBT is an alternative option of sustainable tourism. In these regions, NBT consists of ecotourism, agro-tourism, coastal tourism and cultural-based tourism.

Ecotourism

Ecotourism destination is defined as the destination where is to study, visit and impress atmosphere, environment, social, culture and local way of life based on knowledge gaining and responsible for ecological system. Generally, ecotourism is a form of tourism which helps to reserve environmental and natural resources.

Agro-tourism

Agro-tourism destination is defined as the agricultural destination for studying and participating on agriculture activities and local farmer's way of life such as farm stay.

Coastal tourism

Coastal tourism destination is defined as the tourism place where tourists can participate in any activities on the

beach. Specifically, the southern of Thailand is the outstanding destination of coastal tourism.

Cultural-based tourism

Cultural-based tourism involves the local cultural uniqueness and activities at destinations. It is a form of tourism for visiting and studying local culture and tradition based on knowledge gaining and responsible for environment and culture.

2.6.3 The five main management tools for local government

Middleton and Hawkins (1998) recommend the five tools for local destinations by the explanation of a highly complex to its principles. They present the main part of this chapter a brief resume of the five main powers available to control and manage tourism at the local destinations. Four of them are the resource-based or supply-side measures, and one focused on demand:

- Land-use planning regulations (reactive and proactive).
- Building regulations (reactive and proactive).
- Provision of infrastructure, especially access.
- Investment incentives and fiscal controls and regulations.
- Influence over demand.

2.6.4 Principles for tourism in the countryside

A set of principles for tourism in the countryside is prepared by the English Tourist Board/Countryside Commission, 1989.

Enjoyment

The promotion of tourism enjoyment in the countryside should be primarily aimed at those activities which

draw on the character of the countryside itself, its beauty, culture, history and wildlife.

Development

Tourism development in the countryside should assist the purposes of conservation and recreation. It can, for example, bring new uses to historic houses, supplement usage and incomes to farms, aid the reclamation of derelict land and open up new opportunities for access to the countryside.

Design

The planning, setting and management of new tourism developments should be in keeping with the landscape and wherever possible should seek to enhance it.

Rural economy

Investment in tourism should support the rural economy, but should seek a wider geographical spread and more off-peak visiting both to avoid congestion and damage to the resources through erosion and overuse and to spread the economic and other benefits.

Conservation

Those who benefit from tourism in the countryside should contribute to the conservation and enhancement of its most valuable asset, the countryside, through political and practical support for conservation and recreational policies and programs.

Marketing

Publicity, information and marketing initiatives of the tourism industry should deepen people's understanding of and concern for the countryside leading to fuller appreciation and enjoyment of it.

Additionally, three fundamental principles underlying management of sustainable development for tourism at local destinations as Middleton (1998, p.92) suggested are developed as follows:

- That setting sustainable goals is necessarily associated with specific aspects of demand and supply experienced locally, and that measurement is the essential basis for developing sustainable management techniques.
- That targeted groups of visitors have to be managed in relation in a supply of products, using a range of techniques mostly already available in the public and private sectors.
- That effective management cannot take place without forms of partnership between those who market products at a destination, those who produce them on the ground, and those who are responsible for the local implementation of statutory planning and regulatory powers.

2.7 Provincial Administrative Organization (PAO) - Local tourism planning and development policies

The findings of the local tourism planning and development policies were investigated and described in terms of overview of local development policies and plans and then existing tourism development plans (strategies).

2.7.1 Overview of local development policies and plans

Tourism planning is the process for tourism development including goals and objectives, plan formulation, recommendations, implementation and evaluation of tourism costs and benefits. Clearly, any form of development requires careful planning in order to achieve the objectives set associated with such development. Hence, the Provincial Administrative Organization (PAO) significantly disposes of a three-year Development Plan which is an economic and social development plan associated with development strategies.

The development strategies include with:

- 1.)The strategy of infrastructure development

- 2.)The strategy of economic development
- 3.)The strategy of education, religious and culture development
- 4.)The strategy of quality of life supporting and development
- 5.)The strategy of natural and environmental resources development
- 6.)The strategy of tourism supporting and development
- 7.)The strategy of political and social management

These strategies are systematically related to its vision, mission and objective. Remarkably, the PAO clearly specifies the vision to signify the sixth strategy as the leader of sustainable tourism. The missions and objectives are also clarified to support and develop the sustainable tourism for the strategic planning.

The PAO defines its leadership of sustainable tourism as to provide the information and skills of tourism resources reservation and conservation to the related parties, to improve and standardize the service quality in the international marketing competition, to develop opportunities and potentialities for local tourism industry in both push and pull management by adopting information technology, science and technology to tourism development, to generate income and employment through the community and then to develop, support and reserve tourism resources including with environment and local culture in order to sustain carrying capacity.

The mission of tourism is also to support and reserve tourism resources as well as destination development. The service quality is standardized to marketing competition. The opportunity and potential, moreover, is developed to achieve the sustainable tourism.

The PAO's tourism objective aims to the availability of beautiful destinations, standard management system and

tourism hub attracting both domestic and international tourists and investors as well.

Generalizing from policies and plans, it would seem plausible that the tourism is becoming a crucial strategy for sustainable growth of the region. It is also one of the most energetic socio-economic sectors that have high potential for becoming a major industry in this region. The region is facing with the challenge of harmonizing the tourism industry and careful management of tourism.

2.7.2 Existing tourism development plans (strategies)

In regard to the plan revision, the PAO has defined tourism as one key sector of the local economy because it recognizes that the development of tourism industry will bring about suitable conditions for the development of many other industries. The PAO set the approaches of Tourism Development Plan (Year 2006-2008) as shown in the Table 2.3 to support its planning strategies and the projects was authorized by the government.

Table 2.3 Tourism Development Plan (Year 2006-2008)

Strategy/Approach	Project	Budget (M.Bht.)	
		Total	2004

1. Tourism destination development	1. Broaden coastal area at Nathon beach	450. 32	180. 78
	2. Drought disintegration in Koh Samui	307. 97	252. 00
	3. Approaches of Koh Tao and Koh Tan development studies	117. 50	2.50 14.5
	4. Khun Talay swamp development	14.5 1	1
2. Service and operator development	1. Koh Samui as wellness spa of Asia	2.81 40.0	1.26 40.0
	2. One stop service	0	0
	3. Data base of tourism information searched by touch screen computer	3.60 10.0 0	3.60 10.0 0
	4. Hotel, restaurant and OTOP standardization	2.50	2.50
	5. Marina feasibility		
3. Marketing development	1. Tourism market supporting	9.50 4.00	9.50 4.00
	2. Sister city		

Source: Suratthani Provincial Administrative Organization

For the reason, the PAO considers projects based on infrastructure development, competitiveness and strength of the economy, quality of human resource, scientific and technological capability and then protection of ecological environment as a firm basis for the development of tourism and as a requirement for the tourism industry to make much greater contributions to country.

However, the development concept of the Plan is focused on the realization of tourism potential of the natural resources. The Plan realizes that the current tourism products are

in different stages of development. One of the challenges is to ensure that the product development is appropriate to the existing conditions of each place. If tourism products are well designed, they will help relieve poverty, respect and maintain the regional and local nature and satisfy the demand of international and domestic markets.

The results of the study explain that the tourism development strategy is based on the regional approach of establishing tourism zones. Each of them focuses on a cluster of different types of attractions and a unique tourism theme appropriate to each zone. However, this area has encountered some differences in the development of collaborative policy of sustainable tourism promotion between Suratthani and Nakhon Srithammarat. Some tourism plans are not available for the operation and some tourism products are needed to develop in promotion. To strengthen the tourism spaces and places are requested to reach the healthier tourism.

2.8 General existing circumstances in Suratthani and Nakhon Srithammarat

According to the review of the existing circumstances including geography, location and natural resources, culture and festivals, and attractions based on natural tourism of Suratthani and Nakhon Srithammarat, the study of all characteristic details found out that the two provinces have featured some similarities in geography, natural resources, cultural aspects and dramatic attractions. The findings can be described as follows.

2.8.1 Geography, location and natural resources

The southern part of Thailand is considered a paradise for tourists from Thailand or aboard for it offers them both the glorious beach along the coastline paralleling the

emerald green sea and the misty mountain ranges rich with fantastic caves and many magnificent waterfalls.

Geographically, the southern region of Thailand extends through the Golden Peninsula bordered to the east by the Gulf of Thailand and the west by Myanmar the Andaman Sea and the Indian Ocean and to the far South by Malaysia.

The peninsula is covered with the mountains area and the long coastline stretching from Chumpon to Narathiwat. The coastlines of the southern part of Thailand is dotted with the small islands which have gained the world wide reputation as the best tourist retreats for all year round since the weather is always warm with light sunshine.

South Thailand is rich in tourism resources, particularly the natural attractions, of sun, sand and sea. When talking of the South, most tourists think about Phuket or Koh Samui. Malaysain tourists dream of Songkhla/Hat Yai, Thailand's best known, international attractions are Bangkok, Pattaya, Chiang Mai, Phuket and Songkhla/Hat Yai, which represent but a few of Thailand's attractions. This study discloses and describes two fascinating provinces full of interesting attractions in the upper south of Thailand, i.e. Suratthani and Nakhon Srithammarat.

Suratthani: Suratthani is the southern Thailand's largest province, covers some 12,800 square kilometers, and has an extensive coastline lapped by Thai Gulf waters. The provincial capital is 685 kilometers south of Bangkok. Suratthani boasts some of Thailand's loveliest islands namely the Penang-sized Koh Samui, Thailand's third largest island, palm-fringed jewel of a sparkling archipelago that includes the stunning 250-square-kilometre Ang Thong Marine National Park. Suratthani once formed part, and may have been the centre of the Mahayana Buddhist, Srivijaya Empire which, steeped in legend and mystery, dominated the Malay Peninsula and much of Java some 1,500 years ago. Srivijaya was best described by the itinerant Chinese monk I Ching after a

pilgrimage he made to India during the late 600s. Archaeological discoveries at Chaiya indicate the former empire's splendor. It is administratively divided into 18 districts.

Nakhon Srithammarat: Nakhon Srithammarat, the second largest province of the South and the land of predominant Buddhism during the Srivijaya Period, is 780 kilometers from Bangkok. It occupies an area of 9,942 square kilometers consisting of high plateau and mountains in the west then sloping down towards the east and becoming a basin along the coastline of the Gulf of Thailand. In addition to its great history, Nakhon Srithammarat boasts pristine verdant jungles abundant with luxuriant vegetation and is also noted for picturesque beaches and beautiful waterfalls.

2.8.2 Culture and festivals

Besides having scenic areas, the southern region is subtly different from the other parts of Thailand for its unique traditions and cultures influenced by multiple socio-religious groups. They are the Thai Buddhist, Thai Muslims and Chinese Thais. They will be seen, all year round, celebrating or displaying the festivals, dances, sports, holidays according to their different faith, customs handed down to them from their ancestors. Tourists with love of art, the handicrafts as well as architecture will be astonished to eyewitness the blending of cultures of these different ethnic groups of Thai citizens.

In Suratthani, the highlight of its culture and festivals goes to Rambutan Fair, as known Ngao Rong Rien Festival and Chakpra Thot Phapa Festival. Nakhon Srithammarat shares ethnic culture consisting of Chakpra Thot Phapa Festival, Festival of the Tenth Lunar and Hae Pa Khuen That Festival.

2.8.3 Attractions related to natural tourism

Lush tropical islands, dazzling palm-fringed beaches, coral reefs teeming with colorful marine life, picturesque fishing villages with distinctive hand decorated boats, remote national parks both inland and on the sea, forested mountains, waterfalls, historic cities, ubiquitous rubber estates, scenic wildlife sanctuaries the juxtaposition of temples and mosques clearly define South Thailand.

Geographically, the main tourist attractions and its nearby destinations as described in Table 2.4 include the connecting area with Suratthani and Nakhon Srithammarat. Some geographical parts of these two provinces such as City (Muang District), Kanchanadit District, Don Sak District, Panom District, Ta Khun District and Moo Koh Samui in Suratthani and City (Muang District) and Khanom District in Nakhon Srithammarat are, in relation to the regional tourism development, defined as a connecting area with main attractions and nearby destinations. The location and physical aspects jointly share the linked NBT resources with impressive characteristics such as botanical national park, magnificent waterfall, ecological system, tropical beaches, offshore islands as well as historical and cultural attraction.

Table 2.4 Main attractions and nearby destinations in Suratthani and Nakhon Srithammarat

Suratthani	Nakhon Srithammarat
<p>1. City (Muang District) - Khao Tha Petch Nature & Wildlife Centre - Sri Surat Stupa - Tapee River Estuary</p> <p>2. Kanchanadit District - Monkey School - Oyster Farms</p> <p>3. Don Sak District - Wipawadee Waterfall - Wat Khao Suwan Pradit - Wat Suan Mokkhaphalaram - Pra Borom That Chaiya - Pum Rieng Village</p> <p>4. Panom District - Khao Sok National Park</p> <p>5. Ta Khun District - Ratchaprapa or Chiew Lan Dam</p> <p>6. Koh Samui Islands - Koh Samui - Ang Thong Marine National Park - Koh Pha-ngan - Koh Tae Nai - Koh Tao</p>	<p>1. City (Muang District) - Arts and Culture Centre of Nakhon Srithammarat Rajabhat Institute - Bang Pu - Chedi Yak - Chinese buildings at Wat Pradu and Wat Chaeng - City wall - Ho Pra Isuan - Nakhon Si Thammarat National Museum - Pra Phutthasihing - Pra Wihan Sung - Residence of Ok Ya Sena Phimuk - Shadow play house of Suchat Sapsin - Somdet Pra Sri Nakharin 84 Park - The Thai-style monks' residence of Wat Wang Tawan Tok - Wat Chai Na Meditation Centre - Wat Pra Mahathat Woramahawihan</p> <p>2. Khanom District</p>

	- Ao Khanom: Had Nai Plao Had Na Dan Had Nai Praet - Ao Thong Yi
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Interestingly, a diversity of natural, historical and cultural tourist attractions has much potential to promote a variety of tourist activities and products such as cultural tourism, ecotourism, coastal tourism, agro-tourism, and particularly, NBT in order to encourage and expand the tourism development in the area.

2.9 Relevant research

2.9.1 Evaluation of an international collaborative tourism development in the Mekong Delta: Southeast Asia

Tirasatayapitak (2005) studied the doctoral dissertation in the title “Evaluation of an International Collaborative Tourism Development in the Mekong Delta: Southeast Asia”. The study examined international collaborative tourism development in Mekong Delta, Southeast Asia. The Mekong Delta is a contiguous area within the southern coastal zone of the Greater Mekong Sub-region. The dissertation mentioned about the tourism development plans of Thailand which have adopted the principles of sustainable development in each strategy, for instance, the tourism product development strategy and marketing strategy. NEAT (nature-based tourism, eco-tourism and adventure travel) tourism and aspects of sustainability are well accepted by the Royal Thai Government in integrated planning and plan implementation. Since the competition in regional tourism has increased, the tourism policy of the Royal Thai Government seems to focus on improving competitiveness of the tourism industry at macro scales to compete with other destinations. New tourism products

have been continuously presented. Small-scale and low impact facilities and services have not seriously been encouraged. The measure to control and enhance quality of the tourism industry itself is still in the critical implementation process.

Moreover, in view of sustainable tourism development, the Tourism Authority of Thailand will avoid promoting tourism in the areas with poor management of tourism resources and inadequate services. Eco-tourism, as a subset of natural area and sustainable tourism may combine elements of both NBT and adventure tourism. It is comprised of three important factors: the promotion of public awareness about nature and conservation, tourist satisfaction and the participation of local communities who would receive a fair share of the tourism income. The policies of the Tourism Authority of Thailand cover eight important issues, three of which concern eco-tourism. They are expansion of tourism sites to more remote areas to facilitate more equitable income distribution to the people of all regions, conservation and renovation of the Thai culture heritage, natural resources and the environment so as to maintain the Thai identity and encouraging public participation in activities related to the development of tourism. Eco-tourism offers real possibilities for a new direction in Thai tourism. This offers the government the opportunity to improve its management of natural resources while also providing economic incentives to protect Thailand's natural heritage. The eco-tourism and soft adventure tourism development in Thailand now has the country being marketed in every destination regions, for example: mountains in the north, auto adventure along the Mekong river route in the north-east, culture in the central, bird watching in the west and beaches in the south.

Additionally, tourism products for domestic markets comprise of two sections which are conventional tourism products and new tourism products. There are six groups of conventional tourism products, which are spotted around the country and capture market interest as follows: Nature,

History/Culture, Special interest, Border town tourism, Man made attractions and Festival/Traditional events. There are four categories of new tourism products presented in the word “Unseen Products” as follows: Unseen destination, Unseen paradise, Unseen adventure and Unseen Thainess. Besides, tourism products for overseas markets are comprised of the major tourism products classified into four characteristic clusters (Seaside and islands, Nature areas and national forest parks, Historical and archeological sites, Tourism activities and special interests) and new products with more value added as follows: New destination, Golf, Marine activities, Wellness and spa, Eco and soft adventure, Gateway to Greater Mekong Sub-region (GMS), Historical site, Agro-tourism, Cultural and life style, MICE, Man-made, and Events/Festivals.

2.9.2 Governance models for NBT in China

Su (2006) studied the research in the title “Governance Models for NBT in China”. The result indicated that the concept of NBT reflects a global trend of tourism developing on the basis of nature. Although the development of NBT in China has been very phenomenal, the government agencies are facing a dilemma. On one hand, they can't obtain enough funding from the central and local governments to maintain the tourism operation and environmental protection of natural scenic spots. On the other hand, if they rely too much on the income from the development of NBT, they might have to pay the price of degradation of natural environment. These government agencies are making efforts to find an innovative governance model in cooperation with the private sector/ public investor so as to attract both their financial resource and business expertise. The opinions from Chinese tourism academics and professionals exist in a debate about whether or not the governments should retain all the property rights of protected areas. Nevertheless, they do all agree that protected

areas are naturally monopolistic resources to different degrees. Such kinds of resources could and should be utilized to provide economic value for local people and aesthetic value for tourists under the condition of environmental protection.

2.9.3 The Inter-Relationship between NBT in a Community and Nearby Lodges in the Brazilian Amazon

Nelson (2000) studied the research in the title “The Inter-Relationship between NBT in a Community and Nearby Lodges in the Brazilian Amazon”. The result indicated that the NBT in the Acajatuba lake region currently involves interaction between lodges, tourists and community residents. As shown, it is a satisfactory form of tourism but there is room for improvement, which would result in benefits for all, involved. As tourism evolves from nature based to ecotourism, the community will potentially play a larger and more participatory role. To truly benefit from this industry attention first, however, needs to be directed towards social aspects such as health, education and skills training.

For ecotourism to become a viable economic alternative it needs to be carried out successfully. In order for this to occur, challenges that have been discussed will need to be met and changes take place.

2.9.4 Evaluating a special NBT event

Brunson (2002) studied the research in the title “Evaluating a Special NBT Event”. The result indicated that the first annual Great Salt Lake Bird Festival was a success, and many people feel the Festival should become an annual event. However, the event did not draw many tourists from far away, so there is considerable untapped tourism potential.

Most participants got all or most of what they wanted from their experience despite weather conditions that were less

than optimal. The Festival appears to have had at least a short-term positive effect on visitors' attitudes toward the Great Salt Lake as a recreation/tourism destination, and most people spent some money related to the Festival even though the event drew almost entirely from within a 40-mile radius of Davis County.

The secret to improving the Festival's tourist-attraction potential lies in improving the way it's promoted. Newspaper promotion of the event was useful, and the organizers may want to consider spending money on advertisements in papers that have a wider circulation, such as the two daily Salt Lake City papers. Several people said they wished they'd had more information about the Festival, and gotten it sooner. One way to do that is through the World Wide Web, for example, through links with the Utah Division of Travel Development's Utah.com site.

2.9.5 Modeling potential for NBT

Arrowsmith (as cited in NBT and Land Management, 2003) studied the research in the title "Modeling Potential for NBT". The result indicated that the diverse impacts on the environment, which could potentially diminish the overall tourism experience of the region. It is anticipated that using the tourism-potential model will help to identify new opportunities for tourism growth in the region, particularly in the south of the Grampians National Park. The model has particular application in planning in NBT and will assist in identifying locations that are attractive, environmentally resilient and can form part of an interesting and diverse series of NBT attractions in close proximity to each other.

2.9.6 Small recreational and tourist vessels in inshore coastal areas: a characterization of types of impacts

Warnken and Byrnes (as cited in NBT and Land Management, 2003) studied the research in the title “Small Recreational and Tourist Vessels in Inshore Coastal Areas: a Characterization of Types of Impacts”. The result indicated that in most parts of the world, recreational boating activity are confined to sheltered near-shore coastal waters. Increased per capita leisure time and rising disposable incomes have kept growth rates of boat registrations at levels of 4% annually in most developed countries, including Australia. In many areas, this has led to increasing levels of congestion at popular anchor sites and launch facilities and to greater chances of producing significant impacts. This chapter examines two principle types of impacts associated with small recreational and tourist vessels and highlights current management strategies to mitigate adverse effects on the environment. Where possible, technical information and simplified models, rather than quantitative field data, were used to provide some estimates about pollution loads that can be emitted at crowded mooring sites.

2.9.7 The net economic benefits of recreation and timber production in selected New South Wales native forests

Ward (as cited in NBT and Land Management, 2003) studied the research in the title “The Net Economic Benefits of Recreation and Timber Production in Selected New South Wales Native Forests”. The result indicated that the National Forest Policy Statement recognized that forests provide a multiplicity of jointly produced goods and services. The resulting Regional Forest Agreements (RFA), as a joint Commonwealth and State compliance initiative, attempt to resolve contentious and protracted debate regarding the allocation and conservation of forest resources. Proposed outcomes are designed to ensure conservation of forest diversity in concert with industry resource security.

Net economic returns of the two main direct-use economic activities of forestry and tourism in selected New South Wales (NSW) native forests for the 1997/98 financial are compared. The research analysis is based on 11 distinct sites of paired, contiguous or proximate native forests, under the management of either NSW State forests or the National Parks and Wildlife Service. The sites are located in the three RFA regions in NSW and provide a geographically dispersed sample of native forests situated on the eastern seaboard of Australia. The logging revenue and management costs derived from selected native forests were calculated from disaggregated raw data supplied by State Forests of NSW. The economic value of recreation at selected national parks was determined by the analysis of one-site survey results, using the travel-cost method.

For six of the 11 research sites, recreation confers higher economic benefits than timber production, inclusive of estimated error statistics. For the remaining sites, the magnitude of estimated variance in net economic values precludes the conclusive determination of site differentials. It is of note that there is a negative net value of lodging at 12 of 17 state-forest sites. The magnitude of the estimated values for native-forest recreation established by this research challenges the conventional wisdom of the economic primacy of logging compared with alternative non-wood outputs. Modeling based on the research results indicates that the promotion of recreation in native state forests will maximize both the economic values of individual state forests and, in aggregate, the economic benefits accruing the society. In contrast, the failure to incorporate and account for the substantial value of native-forest recreation into the decision-making process breaches the codified Nation Forest Policy Statement of maximizing the economic benefits of native forests within an ecologically sustainable framework.

The main concepts and theoretical framework which are obtained with a respect to the comprehensive literature

review of NBT development guide to the approach of conceptual research framework for this research as shown in 2.10.

2.10 Conceptual research framework

The potential for NBT development

