

CHAPTER 1

INTRODUCTION

1.1 Statement of the problem

Tourism has become a major sector of socio-economic growth in the world and it is a leading component of international trade. By the year 2020, the World Tourism Organization (WTO) expects that there will be about 1.6 billion international tourist arrivals and international tourism receipts of about \$2 trillion. Domestic tourism is estimated account for ten times more than international tourism globally. Both international and domestic tourism are increasing in developing countries such that the tourism sectors need to be developed so that they may be prosperous. However, tourism which is including holiday and business travel, as well as travel for other purposes. Moreover, it is important for planning to be carried out for all types of tourists, all of whom require facilities and services and spend money in a local area (WTO, 2004).

Tourism accounts for 10% of the global economy and is also a cause of environmental impacts and the wellbeing and culture of host populations. These impacts can be positive or negative, depending on tourism development and management. Meanwhile, the need for sustainable development is recognized worldwide. It directs more responsibility to human and social factors for the future. There is belief that tourism can be a main point of sustainable development. Therefore, The World Tourism Organization obtained a new content to be a specialized agency of the United Nations in order to support policy and operation toward tourism development and management by holding principles of sustainability to all countries (Yunis, 2006).

Chaisawat (2004) stated as tourism industry has become a forceful tool for economic development, especially in the Asia Pacific region which is the world's fastest growing area in tourism as measured by visitor arrivals. Moreover, Thailand is located in the Asia-Pacific region where tourism has increased since the first tourism plan in 1976. As well as it was identified at the end of the 3rd National Economic and Social Development Plan (NESDP) by the year 1972-1976.

Moreover, sustainable development in Thailand is presented in the 9th National Plan (2002-2006) which adapted a “Sufficiency Economy” principle according to H.M. King Bhumibol Adulyadej to be done as development and management framework. The important point is to equalize class of people, society, economy and environment. All of the al 1 significantly points would direct Thailand to sustainability grown and quality which to be recognized in the world community (NESDB, 2003).

Moreover, TAT has been collaborating with public sectors to promote tourism in Thailand to international and domestic tourist by organizing “Unseen in Thailand” campaign of 2003; “Unseen Paradise” of 2004; “Unseen Paradise II” of 2005 and “Thailand Grand Invitation” of 2006. In the year 2006, Tourism Authority of Thailand (TAT) expects that 13.80 million international tourists will travel to Thailand, which is an of increase 18 percentages from 2005 (Chaisawat, 2004 and TAT, 2006).

In Thailand, the main approach of Tourism Development strategy from 2004 to 2006 was respond to the government policy of “to enhance the potential of national competition” toward enhancing income from tourism by both domestic (income was increasing at lease three percentage) and international tourists (income was increasing eight percentage). In addition, it was emphasize on national sustainable development as follows:

- 1) Strengthening the fundamental economy;
- 2) Enhancing efficiency of tourism planning and management at all levels;
- 3) Integrate collaboration in order to enhance tourism in Thailand to become “Quality Destination”;
- 4) Focusing on conservation for natural resources and environment; and
- 5) Setting up measurement devices through which equalization benefits distribution from tourism and conservation to become the fundamentals of “Sustainable Tourism Development”

However, hospitality industry was the way to lead current cash to Thailand. Therefore, the Thai government has been developing and promoting quality of hospitality industry to become “Tourism Capital of Asia” within the year 2006 (Office of Tourism Development, 2004).

In the midst of globalization was led to social changes where a country which one community could not exist separately. Thai communities are similar to many communities worldwide which depend on the outside “urban” world. Therefore, local communities have to obtain sufficient and strong society, culture, and economy in order to interact with outside world efficiently (REST, 1997).

However, Phuket Provincial Administration Organization (PAO) has stated the mission of Phuket development plan as “Phuket is a world class destination and has beautiful natural scenery and the people have got a good quality of life and lives peacefully together”. Those were six approaches as follows:

- 1) Support Phuket to become the World Class Destination;
- 2) Enhancement municipal sanitation development by community participation;
- 3) Enhancement satisfaction of tourists and visitors;
- 4) Support the role of host community to conserve resources;
- 5) Renovate tourist destinations and conserve Phuket’s culture; and
- 6) Develop Phuket to sustainability according to the approaches of WTO

By following the above, Phuket PAO hopes to move forward direction of sustainable tourism development in order to maintain tourism resources that is comprised of natural resources, local culture and residents of Phuket’s lifestyle which provide the benefits gaining not only to serve the present generation but for future generations as well. Chaisawat et al (2003) stated that according to Thai Constitution Act B.E. 2002, Thailand has decentralization to local administration organization (LAO). Moreover, LAO was assigned the responsibility for planning and management and gaining benefits to their own community. Therefore, significant rule for sustainable tourism development were a collaboration of local residents and the Local Administration Organization.

Implementation was done according to a provincial plan. Tambon Chergtaly Local Administration Organization (CTLAO) has stated its development vision as development toward habitable community, local residents to be given a better quality of life, and tourism destinations to be developed and equalized toward sustainability as well. Meanwhile, there were comprised of seven development strategies which are identified in the Three Year Development Plan 2006-2008 which are as follows:

- Infrastructure development strategy;
- Enhancement of quality of life, cultural and local wisdom development strategy;
- Education development strategy;
- Natural Resources and environment development strategy;
- Political and management development strategy;
- Economy and tourism development strategy; and
- Information Technology development strategy

1.2 Objectives of the study

1.2.1 To analyze planning and management of Tambon Cherngtalay Local Administration Organization (CTLAO) on “Three Year Development Plan” (2006-2008).

1.2.2 To evaluate the important level of community participation in planning and management.

1.2.3 To evaluate the important level of benefits gaining from the development plan to the local community.

1.2.4 To create indicators for sustainable tourism development for CTLAO.

1.3 Significance of the Study

1.3.1 The created guidelines of community participation in planning and management for sustainable tourism development at Tambon Cherngtalay LAO in order to strengthen the community and benefits gained to local residents equally as well.

1.4 Scope of the study

Although sustainable tourism development involves with numerous stakeholders both inside and outside the developed area such as private hospitality industries; tourists; local communities; neighboring communities and government agencies (e.g. security and public

health). Nevertheless, the scope of this study focuses on local authority and local community because they are on manageable scales and can also be a starting point to develop sustainable development approaches as well. These were study considerably on planning and management by focusing on “Three year Development Plan (2006-2008)” of Tambon Cherngtalay Local Administration Organization, Changwat Phuket. Furthermore, to assess and evaluate the level of participation and benefits distribution of local residents in planning and management according to the “Three Year Development Plan” which was managed by Tambon Cherngtalay LAO.

1.5 Research limitation

The indicators for sustainable tourism development for CTLAO were created by considering to framework of World Tourism Organization (WTO). Therefore, the suggested indicators were applied with the contents and environment of CTLAO.

1.6 Definition of Key Terms

Sustainable Tourism, the basic idea is to consider the sustainability of the local community and environment and encourage people in the community to get more involved in tourism management. This type of tourism also aims to create the process that tourists and local people can learn about the culture of each other, exchange knowledge and experience together. This kind of tourism also takes into consideration whether or not it will impact the culture or environment. Therefore, it will try to avoid the activities that are likely to impact the culture, natural resources and environment. (Department of Environmental Quality Promotion, Ministry of Science, Technology and Environment, 2002).

Changwat (province), government administration level which in charge of performance of Amphur and directed by central government.

Amphur (district), government administration level which is a subdivision management level of Changwat.

Local Administration Organization (LAO), (Tambon) or (sub-district). The Local Administration Organization is established in order to give more opportunity to local

people to carry out government administration and engage in participation. It is under the control and supervision of the district.

The Village (community), it is a subdivision of Tambon. The village is the smallest component of the government administration.

Community Participation, achieving the objectives of local development with local community participating collaborates with local authorities' responsibility in tourism planning and development. If there were appropriate planning, development implementation, and efficient management in the area, local community will receive the greater benefits from tourism. For example, increasing of local employments and incomes. Moreover, there were opportunities to establish local tourism enterprises.