



Sustainable Tourism Development Guidelines for the Sairee Community Muang District, Chumphon Province

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Abstract

This research aims to: 1) study behavior of tourists visiting the Sairee Beach, Muang District, Chumphon Province; 2) evaluate the potential of tourism in the Sairee Beach and; 3) develop sustainable tourism development guidelines for the Sairee community. Quantitative and qualitative research methods were applied for the study. In addition, the research sample, 400 Thai tourists in the Sairee community, were randomly selected. Questionnaires, a semi-structured interview, and a focus group of various stakeholders were employed to collect data.

The results showed that behaviors of tourists visiting the Sairee community were as follows: most of them had been there 2-3 times mostly in January-March, traveling with friends and using private car, and spending a day there; and most of the expenses were for transportation. The reason for visiting was the reputation of the place (51.8 %) and they expected to come back in the future (66%). Furthermore, average level of tourism potential in the Sairee Beach for 8 aspects namely; attractiveness, accessibility, activities, accommodation, environment, management, facilities and value from tourism was at moderate level ($\bar{x} = 3.23$ S.D. = 0.53). When considering each aspect, it was found that the attractiveness was at a high level ($\bar{x} = 3.61$ S.D. = 0.63) followed by activities ($\bar{x} = 3.38$ S.D. = 0.69), environment ($\bar{x} = 3.27$ S.D. = 0.68), accommodation ($\bar{x} = 3.23$ S.D. = 0.62), value for tourism ($\bar{x} = 3.16$ S.D. = 0.74), accessibility ($\bar{x} = 3.11$ S.D. = 0.87), management ($\bar{x} = 3.08$ S.D. = 0.68) and facilities ($\bar{x} = 3.01$ S.D. = 0.65), respectively. In Addition, the guidelines for sustainable tourism development in the Sairee Beach consists of 5 issues. Firstly, tourism resource of the community should be developed, maintained, and improved, sufficiently. Tourism professionals' quality should be concerned to enhance service quality. Furthermore, tourism environment and natural resources in the community should be effectively managed, while, facilities and infrastructure's quality should be improved and expanded for tourism. Finally, increasing the participation of various stakeholders in tourism management, promoting tourism activities and developing souvenir and tourist shops should be addressed in tourism planning of the Sairee community.

Keywords: Sustainable Tourism, Development guideline

1. Introduction

The tourism industry is an industry that generates a lot of revenue in the year. At present, the tourism industry is a high growth industry. It is important for the economy of the country which makes investments, creates jobs, and distributes income to people. It also contributes to restoration and conservation of arts and culture.

Past performance found that despite being successful in terms of numbers and income from tourism there are several limitations to the implementation of the goals in the development of goods and services. Thai tourism is a problem that has accumulated over a long time. For example, the problem of the degradation of tourism, the concentration of tourists, lack of facilities, safety issues in life and property of tourists, skills and knowledge of tourism personnel, and capacity of tourists.

Including governmental management issues and integration to make strategic plans, obsolete law and law enforcement (Ministry of Tourism and Sports, 2015: 1), Thailand's future tourism must grow quality and sustainable tourism to prosper. Tourism development should focus on the quality of tourism. Sustainable Tourism is the travel of all types of tourism. It focuses on the value and uniqueness of each tourist attraction and responsibility for tourism resources and environment. It is a tourism that provides tourists with knowledge and experience related to nature and culture in that area. The goal of sustainable tourism is environmental quality and suitability, local participation and quality, and quality of recreation experience.

Chumphon Province has a remarkable potential. It is a sea town with islands, and nature as well as the way of life of local people (Ministry of Tourism and Sports, 2015: 24). Sairee Beach is a sub-district in Chumphon Province. There is a long coastline. The Chumphon Islands are under Chumphon Marine Park which also located in Sairee Beach. Along the coastline, there is a historic place where the Prince of Chumphon monument is located which is respected by Thai people nationwide. There are also community products such as batik or products made of coconut, and one of the important point is the port of Lomprayah Co., Ltd. to take both Thai and



foreign passengers to Koh Tao, Koh Samui and Koh Samui in Suratthani. Sairee Beach is abundant with natural environment (sand, sea, sun), history, culture and lifestyle, and there are many tourists traveling through Sairee Beach each month. Sairee Beach is a long, natural beach, having Prince of Chumphon Shrine and accommodation (hotel and resort). There are convenient roads and public utilities but both Thai and foreign tourists have a shorter period of overnight stay (Interview 11 November 2559). Therefore, the researcher is interested to study 1) behavior of tourists visiting Sairee Beach, Muang District, Chumphon Province 2) Assessment of tourism potential in Sairee Beach, Muang District, Chumphon and 3) To develop a sustainable tourism development in Hat Sai Ri, Muang District, Chumphon Province.

2. Literature Review

World Tourism Organization (2004) mentioned that travel means a person traveling from one habitual residence to another temporarily (not more than one consecutive year). Travel is to relax, for business and any purpose but not for a career or earning. United Nations (1963) stated that travelling means Traveling for fun, enjoying, visiting relatives, or meeting but it is not for a career or permanent residence. In addition, Gee, Choy and Maskens (1984) revealed that travel means leaving from one place to go to another places. The Office of Tourism Development (2003) has given the meaning of tourism. It means traveling to relax, or seek exotic experiences. The condition is that the trip is a temporary trip. Travelers must not be forced to travel. This can be summarized as follows: travel means traveling from one place of residence to another, temporarily, not exceeding one year, to relax, seek new experiences or for other reasons not to work or earn money.

The Tourism Authority of Thailand (1996) stated that tourism is the key to sustainable development. It is a tour of nature, culture, traditional, and lifestyle with tourism management focusing on the community to participate in the management.

The Social Research Institute, Chulalongkorn University (2009) mentioned that Sustainable Tourism means tourism that focuses on natural and environmental preservation, art, culture, traditions, and community life. This includes the ethics of the tourism sector and the promotion of a better understanding of the nature and environment of the tourist community. They also participate in the management of their own communities.

The Ministry of Tourism and Sports (2016) said that sustainable tourism means determining guidelines for utilization and development of tourism resources including tourism-related factors to meet the economic, social and cultural needs and the aesthetics of society in both present and future by utilizing the resources wisely. It must meet the needs of tourists and local owners to accommodate the capacity of nature.

Sustainable tourism means all types of tourism, where the value and the uniqueness of each tourist has the emphasis is environmental tourism resources to provide tourists with knowledge and experience related to nature and the culture.

The South Australian Tourism Commission (2007) proposed the concept of sustainable tourism is related to socio-economic development and environment as follows:

- 1) Tourism is committed to the maintenance of the environment.
- 2) Nature supports conservation of tourism, at the same time, it also benefits the environment as well.
- 3) Make a difference from other attractions
- 4) Reflect the value of the community, show the historical value of the community
- 5) Travelers get real experience from the area
- 6) Understand and set marketing goals
- 7) Increase visitor experience
- 8) Increase value and generate income for local people
- 9) Can tell stories about the area
- 10) Promote the sense of place through the design
- 11) Benefit both tourists and people in the community
- 12) Provide community participation in management and have a stake in tourism

The World Tourism Organization (2010) defined the seven principles of sustainable tourism management.

- 1) Tourism management must be within the economic, social and environmental capacity (Carrying Capacity)
- 2) Be aware of the needs of the local community and allow local participation and distribution of benefits (Local Needs / Participation Benefit).
- 3) Activities related to tourism must provide a valuable experience for the visitor (Quality Experience).
- 4) Provide visitors or tourists with learning and understanding about tourism resources and local people (Learning and Understanding).
- 5) Focus on the design of facilities that reflect or blend in with nature or local architecture and try to use local materials (Nature and Local Architecture)
- 6) Integrate sustainable tourism into local, regional and national development plans (Integrated Development)
- 7) Develop a database to use as a tool for monitoring and decisions (Data-Base)

3. Methodology

This research is divided into 3 steps: 1) study documents and related research; 2) study the behavior of tourists visiting Sairee Beach, Muang District, Chumphon Province and assess the potential of tourism in Sairee Beach, Muang District, Chumphon; and 3) establish a sustainable tourism development for Hat Sai Ri, Muang District, Chumphon Province. The research used quantitative and qualitative research methods. The researcher conducted random sampling to obtain data from 400 samples. The questionnaire was used as a tool to collect data. Descriptive statistics have been used to display the general data of the respondents: mean and standard deviation. To show

the behavior of tourists visiting Sairee Beach, Muang District, Chumphon Province and assess the potential of tourism in the Sairee Beach, Muang District, Chumphon a focus group of 7-12 people in both government and private sector including experts related to community tourism. The result of the second step is to study the behavior of tourists who come to Sairee community, Muang district, Chumphon province and assess the potential tourism of Sairee Beach, Amphoe Mueang, Chumphon through synthesizing comments from a focus group. Then, the researcher presented the results of the synthesized research with the SWOT Analysis data for relevant persons. The focus group was asked to brainstorm about the development of sustainable tourism development in Sairee Beach, Muang District, Chumphon Province. The researcher then synthesized the data using the content analysis method to obtain sustainable tourism development at Sairee Beach, Amphoe Mueang, Chumphon.

4. Results

For objective 1, to study the behavior of tourists visiting Sairee Beach, Amphoe Mueang, Chumphon Province, it was found that tourists' behavior in Sairee Beach, Muang District, Chumphon Province was that most of them visited this place (64.5%) and came 2-3 times, mostly in January - March, with 24.3% and 41.8% in private cars, with 50.3% and 25.2% spending 1 day travelling with friends. Most of the average costs are food and beverage 0-100 baht (58.5%), with an accommodation cost of 0-100 baht (77.5%), a transportation cost 0-500 baht (97.3%), souvenir cost 0-100 Baht (76.3%). Most of the reasons for the decision were the reputation of the place (51.8 %). It is expected that in the future they will return (66.3%). Objective 2 was to evaluate the potential of tourism in Sairee Beach, Muang District, Chumphon Province. In this research, the researcher identified eight potential aspects of tourism in Sairee Beach, Muang District, Chumphon Province: attraction, access, activity, accommodation, environment, management, facilities, and the value of tourism. It was found that the overall score was moderate ($\bar{x} = 3.23$, S.D. = 0.53). The seven other attractive aspects were at a moderate level. When considering each aspect it was found that attraction is a high level of potential ($\bar{x} = 3.61$, S.D. = 0.63). When considering each item, it was found that the potential of tourist attraction in Sairee Beach, Muang District, Chumphon Province were at high levels and the item that had highest mean rating was that natural conditions of the tourist attraction are beautiful ($\bar{x} = 3.74$, S.D. = 0.77). Accessibility had a moderate potential level ($\bar{x} = 3.11$, S.D. = 0.87). When considering each item, it was found that Sairee Beach, Amphoe Mueang, Chumphon Province had a moderate level for all items. The item that had highest mean at a moderate level was the routes used to travel to tourist destinations are convenient and safe ($\bar{x} = 3.18$, S.D. = 0.93).

An overall mean of activity aspect was at a moderate level ($\bar{x} = 3.38$, S.D. = 0.69). The highest mean of tourism was in tourism ($\bar{x} = 3.40$, S.D. = 0.77). Considering each item, it was found that the activity level had a moderate level of potential. The highest mean of moderate level was tourist attractions in tourism area ($\bar{x} = 3.40$, S.D. = 0.77). The overall mean of accommodation was at moderate level ($\bar{x} = 3.23$, S.D. = 0.61). When considering each item, it was found accommodation had a medium level of potential. The items with the highest average mean were the modern facilities, adequate, welcome, and appropriate service, according to service standards ($\bar{x} = 3.31$, S.D. = 0.79). An overall environmental impact mean was at a moderate level ($\bar{x} = 3.27$, S.D. = 0.68) The environmental items that had the highest average score was conservation of natural resources and the environment at the high level ($\bar{x} = 3.60$, S.D. = 0.73). An overall mean score of management was at a moderate level ($\bar{x} = 3.08$, S.D. = 0.68). Two aspects are considered: participation and security. Considering each item, there was a medium level of potential in all items. Safety was the highest mean score at moderate level ($\bar{x} = 3.14$, S.D. = 0.65). Secondly, participation and detailed consideration in each item. The overall level of participation was at moderate level ($\bar{x} = 3.02$, SD = 0.82), and for all items and items with the highest mean was community participation or leadership. The highest mean scores at a moderate level was the people in the community or leader to determine the tourism planning activity ($\bar{x} = 3.04$, S.D. = 0.91). For Safety Management, an overall score was at a moderate level ($\bar{x} = 3.14$, S.D. = 0.65), and for all items the highest average mean value was secure parking ($\bar{x} = 3.30$, S.D. = 0.78).

Overall facilities were at a moderate level ($\bar{x} = 3.01$, S.D. = 0.65). The researcher considered four aspects: basic facilities, restaurant, food, souvenir, and tourism services. Considering each item, it was found that for the level of tourism potential of Sairee Beach, Muang District, Chumphon Province all facilities aspects were at a moderate level and items with the highest mean were basic facilities ($\bar{x} = 3.12$, S.D. = 0.77) followed by luxurious restaurant, restaurants, food, souvenirs and travel services respectively. Considering each aspect, it was found that the basic facilities were at a moderate level ($\bar{x} = 3.12$, S.D. = 0.77). Considering each item, it was found that for the level of tourism potential most of the basic facilities were at a medium level. The highest average mean items were utilities such as electricity, water supply, mobile network, Wifi ($\bar{x} = 3.29$, S.D. = 1.68). Facilities of luxurious restaurant, restaurant, and food had an overall score at moderate level ($\bar{x} = 3.02$, S.D. = 0.68). When considering each item it was found there was a medium level of potential of all items. The highest average was food and drink are clean and hygienic. The price was clear and quality was worth the price ($\bar{x} = 3.08$, S.D. = 0.79).

The overall score of facilities of souvenirs was at a moderate level ($\bar{x} = 2.99$, S.D. = 0.83) and all items were at a moderate level. The highest average items were found in convenience store and souvenirs ($\bar{x} = 3.08$, S.D. = 0.92). An overall mean score of facilities was at a moderate level ($\bar{x} = 2.89$, S.D. = 0.85). All items were found at a moderate level. those with the highest average were travel info signs, explanation of history is clear, and in the appropriate position ($\bar{x} = 2.95$, S.D. = 0.92). The value of tourism as a whole was at a moderate level ($\bar{x} = 2.89$, S.D. = 0.85). All items were found at moderate level. The items with the highest mean was tourism has academic and educational value ($\bar{x} = 3.25$, S.D. = 0.85).

Objective 3 was to develop a sustainable tourism development for Sairee Beach, Muang District, Chumphon Province. The strengths, weaknesses, opportunities and obstacles of the Sairee community in Muang District, Chumphon Province were as follows:

5. SWOT Analysis

Strengths	Weaknesses
1. Sairee Beach is a famous tourist attraction, Prince of Chumphon Shrine, national park Chumphon Islands, sea, Sairee Beach, and seafood.	1. Tourist Attractions Decline, The landscape of the beach is not beautiful.

2. Sairee Beach has potential natural resources: beach and island.	2. Waste problem affects the environment, inappropriate and inadequate sanitation services.
3. Sairee Beach is well equipped in infrastructure.	3. Not enough hotels and accommodations, unpleasant to stay, under a standard.
4. Sairee Beach has a convenient location.	4. There is no development of merchants, negative image of restaurant operators at beach area, (There is competition among merchants, taste, service and prices fluctuate, shops are not attractive, not clean.)
5. Sairee beach has facilities, accommodation, restaurant, and bathroom.	5. Lack of local skilled tourism professionals
6. Sairee Beach offers local products as souvenirs.	6. inconvenient traffic, inconvenient travelling, less public transportation, need to hire cars
7. Sairee beach has professional groups, organizations and learning centers.	7. A few signs, not clear, beach lights are not fixed, the place does not facilitate sitting at night.
	8. There is less public relations that why Chumphon province is not very known. It is a passing city.
	9. Less public participation, lack of publicity
	10. Local leaders who dare to decide, villagers are presenting the Sairee beach development project, beautiful and good place to relax.
	11. Many organizations who respond for Prince of Chumphon Shrine. The development guidelines are not unity and do not match well.
	12. Management of the public and private sector lack of unity, no power to work truly. Private monopoly makes tourists more expensive.
	13. Local lack of budget to improve and develop tourism landmark.
	14. Fresh water shortage, plumbing is not standard.
Opportunities	Threats
1. State sponsored tourism.	1. Economic downturn
2. Traveler's behavior like to travel a short distance.	2. Sometime, there is Monsoon weather.
3. Tourists have a sudden tour.	3. The dams make the beautiful Sairee beach disappear.

In this way, the development of sustainable tourism of Sairee Beach Community, Muang District, Chumphon Province are:

- 1) Develop, maintain and improve tourist resources of the community. The project is to improve the landscape of the beach, the Royal Crescent Court and nearby, and the local wisdom conservation of the Sairee community.
- 2) Enhancing the Quality of Tourism Personnel. The project is to develop entrepreneurs, restaurants, retail stores and tourism agents, and leaders.
- 3) Natural Resources and Environment Management by organizing a waste management project, and optimize waste management.
- 4) Infrastructure Development, facilities by preparing infrastructure project and hygiene management.
- 5) Upgrading Tourism Management by running the project involved participation, tripartite to support Sairee community, and do public relations.
- 6) Promoting Tourism by running Family Project, Sairee Mini Half Marathon, Sairee Sea Food Day, Cycling, Tasting, and Thinking of Prince of Chumphon Project to get gather with people in the community.
- 7) Local Product Center by running the project to adjust the landscape of the souvenir stores and improve OTOP products center.

6. Conclusion

Most tourists who come to visit Sairee Beach, Muang District, Chumphon Province come about 2-3 times. Most of them travel in January-March by private car and spend about 1 day with friends. The average cost is no more than 100 baht which includes food and beverage, accommodation fee, souvenir, and transportation fee not exceeding 500 Baht. Most of the reasons for the decision to come to visit are the reputation of the place and in the future they expect to return. Tourist attractions in Sairee Beach, Muang District, Chumphon have 8 aspects including attractions, access, activities, accommodation, environment, management, facilities, and the value of tourism. Overall, 8 aspects were at a moderate level. When considering each aspect, there is only a high level for attraction. The other 7 aspects of attractiveness are at a moderate level.

Guidelines for Sustainable Tourism Development in Sairee Beach, Muang District, Chumphon Province consist of development, maintenance, improving tourism resources of the community, improving the quality of tourism personnel, Natural Resources and Environment Management, infrastructure development facilities, Enhancing Tourism Management, Promotion of tourism activities, and the development of local distribution centers.

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