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GUIDELINES FOR SUSTAINABLE ECO-TOURISM MANAGEMENT AMONG ENTREPRENEURS ON PAYAM ISLAND, RANONG PROVINCE

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ABSTRACT

The purpose of this research was to study the opinions of sustainable ecotourism entrepreneurs on Koh Phayam. And to study the opinions of entrepreneurs towards sustainable ecotourism management on Koh Phayam. The sample group was 109 entrepreneurs of hotels, restaurants and souvenir shops on Koh Phayam. The tools used to collect data. Is a questionnaire about sustainable ecotourism management methods of entrepreneurs on Koh Phayam. and statistics used for analysis Data were frequency, percentage, mean and standard deviation.

The study found that Overall, the sample group of entrepreneurs on Koh Phayam had opinions towards Tourism situation on Koh Phayam that It tends to be very sustainable ecotourism with an average of 4.38. As for the sustainable eco-tourism management guidelines of the sample of entrepreneurs on Koh Phayam, Ranong Province, the overall study results found that the sample of entrepreneurs on Koh Phayam. There is an opinion on the sustainable ecotourism management approach that is most suitable for Koh Phayam with an average of 4.54.

Keywords: management, eco-tourism, sustainability, entrepreneurship

INTRODUCTION

Thailand is now known as one of the countries that are important in the tourism industry. with both Thais and foreigners interested very much It is also a main source of income for the country in another way. Which is not the journey of tourists that will be in any manner. and where to go will inevitably support the creation of products and services and subsequent management to attract tourists to return to travel again and satisfaction in traveling in that place As can be seen that the tourism industry today, despite being affected by many problems from the spread of the COVID- 19 disease and economic problems Both domestically and internationally, but still able to generate income for Thailand continuously The tourism industry can generate income to the country even when the country faces an economic crisis. As the tourism industry utilizes the resources that are considered assets of the country, it attracts tourists to visit the beauty of nature and landscapes. also unique arts and culture In summary, the situation of Thai tourism in 2022 in 3 quarters, the overall tourism sector can generate income of 802,167.64 million baht, which is income from international tourism. or foreigners traveling in Thailand 291,088.81 million baht and income from domestic tourism or Thai travel to Thailand 511,078.83 million baht and compared to the same period last year It was found

that the total income from tourism grew by 414.75 percent, with the increase in both income from international tourism. and income from domestic tourism which grew by 2176.3 percent and 257.28 percent, respectively (Ministry of Tourism and Sports, 2022). Thailand has a variety of natural and cultural attractions spread across all regions. which is popular with both Thai and foreign tourists especially island-type tourist attractions The reputation of many islands has made them well known and important destinations for tourists around the world, and there are also a number of islands and archipelagos that have the potential to be developed as tourist destinations. Or is featured in terms of the abundance of ecosystems suitable to be designated as a conservation area to be a breeding ground for aquatic animals and wildlife. and is a source of learning and use the benefits in accordance with the actual conditions market and local needs and community participation in managing local resources on the basis of green tourism for balanced and sustainable development. which takes into account the carrying capacity of the area (Carying capacity) and the economic benefits that should be equally distributed to the people in the community (Office of the Economic Development Board and National Society, 2016), which is in line with the 20-year national strategic framework that focuses on building growth on the quality of life that is friendly to the environment. by focusing on solving natural resource problems and the country's environment at present, which has continuously deteriorated problems, has caused weaknesses in maintaining and elevating the country's production base and services sustainably in the future. In conclusion, the islands in Thailand have biodiversity that attracts tourists from all over the world. however Instead, there are a number of islands whose natural resources and environment have been destroyed due to tourism-related activities. Relevant agencies should therefore accelerate the implementation of both proactive and reactive measures to accommodate the exponential increase in the number of tourists. Emphasis must be placed on conservation and preservation of natural resources, both land and sea, to prevent them from being destroyed (Methdiya Wongpakdee, 2016).

Koh Phayam is a large island. It consists of a small mountain with a forest of mixed deciduous trees scattered everywhere. There is a traditional community of the Moken people (Chao Ley) who make a living in local fisheries. The islanders also make a living in cashew nut plantations (ka yu) and rubber plantations. Ao Mae Mai is the largest community on the island and is very lively. This is a transportation hub connecting to various bays on the island. It is also a source of trade. restaurant and a source of light at night which is regarded as a natural tourist attraction that is rich and complete There are beautiful views. good place to relax The beautiful nature of Koh Phayam, Ranong Province is also a point that attracts both Thai and alkaline tourists to come and experience the nature, white sandy beaches, clear sea water, complete coral reefs, suitable for tourism activities, tourism management services. Tourism and environment However, there are still some problems and obstacles in the development of tourism in Koh Phayam, namely natural resources deteriorating. and the amount of fresh water is insufficient to meet demand The obstacle is the lack of integrated government coordination. Budget for tourism management and restoration of natural resources and the environment is not enough Lack of serious law enforcement Lack of specific area planning for the development of Koh Phayam conservation. and lack of a main agency as a mechanism for cooperation in solving problems and Serious development of Koh Phayam Causing the current Koh Phayam to deteriorate steadily And there is no concrete development plan for Koh Phayam tourism that goes along with true conservation of natural resources. In the future, various natural resources On Koh Phayam, it may be reduced. and eventually disappeared.

Therefore, in order to make tourism on Koh Phayam an eco-tourism that conducts tourism in conjunction with the conservation of natural resources and in a sustainable way Therefore, we would like to study the opinions of entrepreneurs towards the sustainable ecotourism situation of Koh Phayam and to study the opinions of entrepreneurs towards the sustainable ecotourism management approach of Koh Phayam. What is Koh Phayam like?

RESEARCH OBJECTIVES

1. To study the opinions of entrepreneurs towards the sustainable ecotourism situation of Koh Phayam, Ranong Province.
2. To study the opinions of entrepreneurs towards the sustainable ecotourism management approach of Koh Phayam, Ranong Province.

LITERATURE & THEORY

Concepts and principles of sustainable ecotourism.

Pittaya Sriwattanasarn (2011) defined the meaning of sustainable tourism as Sustainable tourism refers to tourism that meets the needs of tourists, and local owners within the ability of nature to accommodate and realize the participation of the people. Traditions that affect the tourism process. In addition, all parts of the public must equally receive the benefits resulting from tourism. Including managing resources to meet the needs of the people in economic, social and environmental aspects, while still being able to maintain the cultural identity and ecology of that local area.

Seksan Yongvanit (2012) defined the meaning of sustainable tourism as tourism that meets the needs of today's tourists and is protected. Enhance tourism business opportunities and all tourism activities that can be maintained in the long run. Because these activities will benefit society, economy, natural environment, and local culture. Sustainable ecotourism requires three key elements: 1) natural environments such as conservation areas, parks, community lands, buildings and private land, etc. 2) local communities related to the natural environment 3) Tourism management system that entrepreneurs from all sectors are involved in helping tourists. Behavior appropriate to the positive environment with the importance and true value of ecosystems over facilities and services.

Piyanuch Pornprasit and Suthinee Rerkkham (2015) said that ecotourism. It means tourism in natural areas creates cultural experiences, history, lifestyle of local people. It is a tourism that encourages environmental conservation. Both for tourists and local people, and it is tourism that allows local people to participate in tourism management and is socially and economically beneficial to people in the community.

Zeppel (2006) described sustainable ecotourism as Sustainable development of ecotourism consists of preserving diverse ecosystems. Environmental studies and reduction of the impact of tourism in natural areas. The economic benefits of eco-tourism are aimed at preserving nature and generating income for the local community, by employing the purchase of goods and services and fees.

Zeppel (2006) also mentions the principles of sustainability and capacity building under eco-tourism. The important points are as follows:

Principles of sustainable ecotourism 1) Environmental sustainability, namely the conservation of natural areas. Economic benefits for conservation learning and interpretive activities and environmental actions that reduce impacts and damage from tourism to a minimum. 2) Social and cultural sustainability, including community benefits. Community involvement and decision-making. Community ownership and partnerships. Cultural activities 3) economic sustainability, including finance, marketing and promotion, profit, business cooperation and various regulations and 4) political sustainability, including community administration and decision-making, knowledge of the legal community negotiations with the government.

Sustainable Ecotourism Management Strategies

Zeppel (2006) outlined strategies for sustainable development and ecotourism management. The essence of which is as follows: 1) Land tenure is the right to use resources to occupy community areas. 2) Tourism policy is the policy of the government and various sectors. that supports community-based tourism community participation And benefits are important criteria. 3) Planning the use of space. is planning the use of an area for tourism and obtaining a permission to use it by the government must also develop the public utilities in that area; market in the private sector. 5) Tourism Standards and Regulations, i.e. regulations for licensing, homestays and other local businesses. 6) Training and tourism licensing, i.e. sponsored by governments or organisations. NGOs in tourism training for people in the community Or there are rules and regulations between the community and the private sector. Tourism and give advice And development is supported by the government and NGOs. 9) Development of the park area is that the park agency must support the tourism business. 10) Business loans and funding are loans for small community enterprises. which may be obtained from sponsors or funds from NGOs for community tourism enterprises.

In summary, ecotourism has become an important part of the tourism industry in ecotourism. can develop the economy and conserve the protected area at the same time together by employing local people The proceeds are used to sustainably manage protected areas, but this requires careful planning and management. to avoid undesirable consequences and to achieve a sustainable balance between environmental, social and economic objectives.

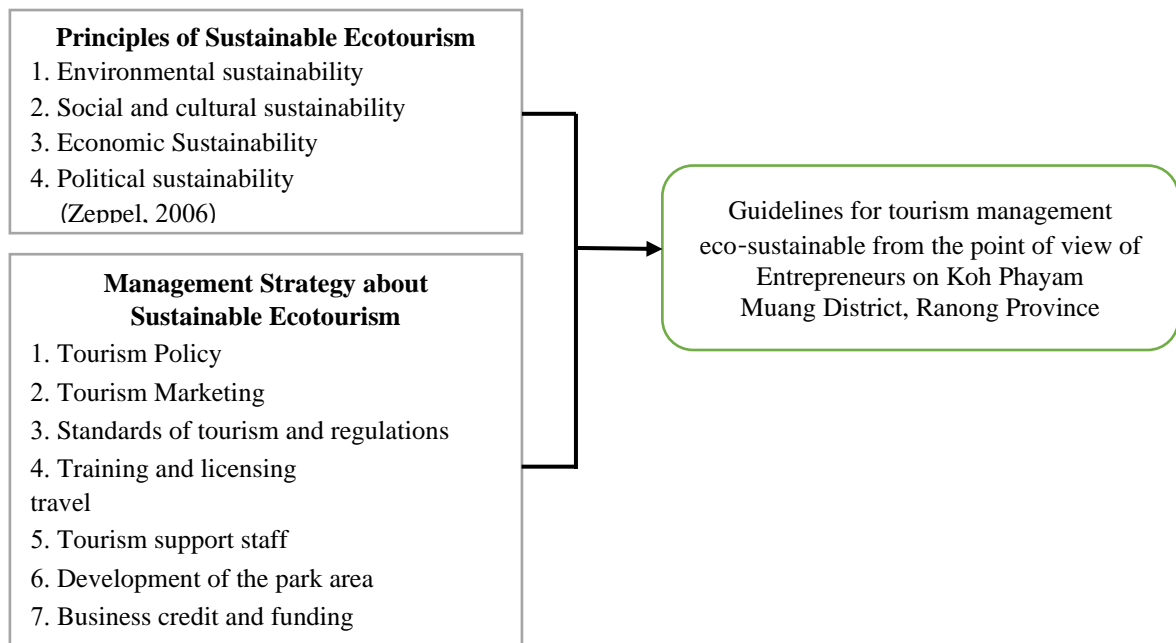
Masupa Nimboonjat (2015) studied the study of tourism components and community participation affecting the sustainability of Khao San Nok Wua eco-tourism. (Khao Laem National Park) found that the results of the study of the opinions of eco-tourists On the sustainable tourism components in Khao San Nok Wua eco-tourism, it was found that eco-tourists had opinions about the overall tourism components at a high level.

Nattita Rojanaprasart, Wipawan Dinnangwatana and Prasert Thongnuui (2015) studied about the sustainability of community-based ecotourism in Trang province. From the output/result dimension, both the community and the tourists assessed consistently. Overall sustainability is at a high level. Including the effectiveness of the tourism management of the community accordingly. and the impact of community tourism management However, this level of sustainability is the result of three dimensions, namely, the context dimension, the social capital dimension of the community. and process dimensions

Phuwadol Buabangplu (2018) studied sustainable ecotourism management approaches. Khao Khitchakut National Park Chanthaburi Province It was found that the context of ecotourism in the Chaki Khao Khitchakut National Park was consistent with the eco-tourism components. In terms of the context of the area, it was found that Chaki Khao Khitchakut National Park is a tourist attraction related to nature and cultural and historical sites related to the ecosystem.

RESEARCH CONCEPTUAL FRAMEWORK

The researcher uses the main concept of sustainable ecotourism. and sustainable ecotourism management strategies of Zeppel (2006) were used to study the sustainable ecotourism management approach in the perspective of entrepreneurs on Koh Phayam, Mueang District, Ranong Province as follows:



RESEARCH METHODOLOGY

This research is a quantitative research. (Quantitative research) can explain the research in steps as follows.

1. Population and samples in the research

The population of this research consisted of 109 entrepreneurs in Koh Phayam who operated tourism businesses, consisting of 58 accommodation businesses, 35 food and beverage businesses, and distribution businesses. 12 souvenirs and 4 bus businesses. The samples used in this research were entrepreneurs on Koh Phayam by using the formula of Yamane (1973), which determined the scope of error 0.05, resulting in a total of 109 samples. and using a simple random sampling method (Simple random sanping) from entrepreneurs in each type of tourism-related business on Koh Phayam, Muang District, Ranong Province.

2. Research tools

research tools Is a questionnaire about sustainable ecotourism of Koh Phayam, divided into 3 parts as follows

Part 1 General information of the respondents about gender, age, level of education Types of establishments, locations and tourist attractions on Koh Phayam

Part 2 Information about the sustainable eco-tourism situation of Koh Phayam, Ranong Province.

Part 3 Information about sustainable eco- tourism management guidelines of Koh Phayam, Ranong Province.

3. Construction and quality checking of tools

The questionnaire was created by the researcher himself. The steps to create it are as follows:

1. Study concepts, theories and relevant research on sustainable ecotourism. Then used to define the conceptual framework used in the research. Define definitions to guide the construction of questionnaires.

2. Create a questionnaire about sustainable eco- tourism of Koh Phayam and check the contents of the questionnaire whether it covers the objectives or not. Then bring it to the experts to inspect and further improve according to the advice of the experts.

3. Take the questionnaire to try out (Try out) with 30 entrepreneurs at Koh Chang, Ranong Province to find out the quality of the tool. By finding the reliability or reliability of the questionnaire (Reliability) in Cronbach's alpha format, the reliability or reliability of the questionnaire was obtained.

4. Statistics used in data analysis Descriptive statistics were used, including frequency, percentage, mean and standard deviation.

RESULTS

The results of the research study on Sustainable Ecotourism Management Guidelines for Entrepreneurs on Ko Phayam, Muang District, Ranong Province, with findings on various issues.

Part 1 General information of the sample of entrepreneurs on Koh Phayam

The study found that most of the entrepreneurs on Koh Phayam who were the sample of the research were male. Representing 62.75 percent aged between 51 - 60 years, representing 59.61 percent, most of them graduated with a bachelor's degree. representing 60.92 percent are operators from the accommodation business accounted for 69.50 percent, with establishments located in the Ao Yai area Representing 58.49 percent and operating for 6 - 10 years, representing 52.45 percent, most of them are establishment owners. Representing 47.10 percent and from the comments on the beautiful island of Koh Phayam. And able to attract the most tourists, most of them think that it is Ao Yai 54.45 percent and tourism activities on Koh Phayam that can attract tourists the most are swimming in the sea. accounted for 45.35 percent

Part 2 Opinions of a sample group of entrepreneurs on Koh Phayam towards the sustainable ecotourism management approach of Koh Phayam, Ranong Province.

The results of the study revealed that overall, the sample of entrepreneurs on Koh Phayam had opinions on the tourism situation on Koh Phayam that It is most likely to be sustainable ecotourism with an average of 4.28, and when considering each aspect, it is found that the tourism situation on Koh Phayam in the environment tends to be the most sustainable ecotourism, ranking first with an average of 4.45. The social and cultural aspect of Koh Phayam tends to be the second most sustainable ecotourism with an average of 4.33. The tourism situation on Ko Phayam economically tends to be the most sustainable ecotourism as the third with an average of 4.21 and the situation Tourism on Koh Phayam politically tends to be a very sustainable eco-tourism. was the last with an average of 3.89

Table 1 Mean, Standard Deviation and interpretation of the opinions of the sample Entrepreneurs on Koh Phayam with the potential for sustainable ecotourism in Koh Phayam Ranong Province.

Sustainable Ecotourism Situation	Opinions of a sample of entrepreneurs on Koh Phayam			
	\bar{x}	SD	Interpretation	rating
environmental	4.71	0.61	It is most likely to be sustainable eco-tourism.	1
economic	4.28	0.90	It has a very sustainable eco-tourism trend.	3
Social and cultural aspects	4.62	0.70	It is most likely to be sustainable eco-tourism.	2
political	3.92	1.19	It has a very sustainable eco-tourism trend.	4
overview	4.38	0.85	It has a very sustainable eco-tourism trend.	

Part 3 Sustainable Ecotourism Management Guidelines of Entrepreneurial Samples on Koh Phayam, Ranong Province

The results of the study showed that, overall, the sample group had an opinion on the sustainable ecotourism management approach that was most suitable for Koh Phayam with an average of 4.54. Sustainable in all aspects, which is most suitable for Koh Phayam, consisting of tourism policy as the 1st place with an average of 4.79, the development of Aduthai area as the 2nd place with an average of 4.63, and tourism marketing as the 3rd place. with an average of 4.59 in terms of training and licensing Tourism was ranked 4th with an average of 4.54, Tourism Standards and Regulations was ranked 5th with an average of 4.52, Tourism Support Officers was ranked 6th with an average of 4.41 and Business Credit and Capital Support. was the last with an average of 4.32.

Table 2 Mean, standard deviation and the interpretation of the opinions of a sample group of entrepreneurs on Koh Phayam toward the sustainable ecotourism management approach of Koh Phayam, Ranong Province.

Situation Sustainable Ecotourism	Opinions of a sample of entrepreneurs on Koh Phayam			
	\bar{x}	SD	Interpretation	rating
Tourism Policy	4.79	0.56	It is most likely to be sustainable eco-tourism.	1
Tourism market	4.59	0.91	It is most likely to be sustainable eco-tourism.	3
Tourism standards and regulations	4.52	0.89	It is most likely to be sustainable eco-tourism.	5
Training and Licensing Tourism	4.54	0.01	It is most likely to be sustainable eco-tourism.	4
Tourism support staff	4.41	0.99	It has a very sustainable eco-tourism trend.	6
Development of the park area	4.63	0.77	It is most likely to be sustainable eco-tourism.	2
Business credit and funding support	4.32	1.77	It has a very sustainable eco-tourism trend.	7
overview	4.54	0.89	It is most likely to be sustainable eco-tourism.	

CONCLUSION AND FUTURE WORK

1. From the overall research results The sample group of entrepreneurs on Koh Phayam saw that The tourism situation on Koh Phayam tends to be the most sustainable eco-tourism. when considering side by side It was found that the tourism situation on Koh Phayam tended to be the most sustainable eco-tourism. in terms of environmental, social and economic aspects, respectively, while the political situation on Koh Phayam There is only a high trend of sustainable ecotourism. This is in line with Zeppel's (2006) theme of sustainable ecotourism, which states that Sustainable ecotourism includes political sustainability, economic sustainability, social and cultural sustainability. and environmental sustainability In addition, it is consistent with the research of Masupa Nimboonjat (2015) found that the level of opinions of eco-tourists toward sustainable tourism components in Khao San Nok Wua eco-tourism has an opinion level about with the overall tourism component at a high level The most important aspect is the activity aspect, where the appropriate form of activity is the most important aspect.

2. From the overall research The sample group of entrepreneurs on Koh Phayam saw that Sustainable ecotourism management approaches are most suitable for Koh Phayam. when considering the opposition It was found that the sustainable ecotourism management approach was most suitable for Koh Phayam. in tourism policy Development of the park area in tourism marketing Training and tourism licensing Tourism standards and regulations Tourism support staff Land tenure and business credit and capital support, respectively, in line with the concept of Sustainable ecotourism management strategy of Zeppe! (2006) states that sustainable ecotourism management strategy consists of support staff. in terms of tourism tourism policy tourism market space utilization planning land tenure Tourism standards and regulations Tourism Training and Licensing development of the park area Business credit and financing and joint ventures in tourism It is also in line with the research of Phuwadon Buabangplu (2018) studying sustainable ecotourism management approaches. Khao Khitchakut National Park Chanthaburi Province In the context of the opposition area, it was found that Chaki Khao Khitchakut National Park is a tourist attraction related to nature and cultural and historical sites related to the ecosystem. and consistent with the study of (Boonying, J., Ninaroon, P., & Vorasiha, E., 2022). Results had shown that most of tourist destination attractiveness had positive and significant association with destination image except access and climate. In the same vein, the destination image also had a positive and significant association with destination attachment. The indirect effect also shown that cultural capital also had a positive and significant moderating effect on the relationship of cultural capital and destination attachment.

POLICY RECOMMENDATIONS

1. According to the results of the study It was found that the situation of tourism on Koh Phayam in terms of politics tends to be sustainable ecotourism only at a high level. which has the lowest average And the issue of tourism activities of tourists on Koh Phayam at present has no effect on the economy. The average level is low, so it is proposed to the tourism agencies at the national level. and provincial level Improve tourism policies to attract more tourists to visit Koh Phayam. To stimulate the economy, trade and investment of entrepreneurs who have just gone through the monsoon during the past COVID-19 epidemic situation.

2. According to the results of the study It was found that sustainable ecotourism management approaches Tourism policy with the highest average being the first, so it was proposed to Mu Ko Phayam National Park Improve the policy on the area development of Mu Ko Phayam National Park. Established as a policy in the Koh Phayam Development Strategic Plan in line with the national strategy. And in line with the development guidelines for SDGs or the Sustainable Development Goals.

3. The study found that Sustainable Ecotourism Management Guidelines for Business Credit and Funding with the highest average number 7, so it was proposed to Mu Ko Phayam National Park in conjunction with government agencies, or Koh Phayam local government agencies There is a credit policy for small community enterprises. which may be obtained from sponsors or state bank to support community tourism enterprises.

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