

Abstract

Head of Project Assistant Professor Siwarit Pongsakornrungrungsilp, Ph.D.
Email psiwarit@wu.ac.th
Duration 1 July 2015 – 30 June 2016

The study – Developing Green Tourism in Krabi Province, aimed to demonstrate the guidelines for developing green tourism in Krabi. This project has integrated the data from 3 projects; i.e. developing the model of green tourism city through the concept of livable city, developing green tourism business in Krabi, and developing green tourism brand in Krabi. This study has integrated the data from the government and household sectors, tourism business, and tourists who travel in Krabi. To synthesis these data, the meetings and focus groups were employed to triangulate the data and to develop the guidelines.

The results show that driving green tourism city requires the related components; overall, these components are consisted of the developing policy and strategy for driving green tourism city from the government sector, developing green tourism community model of Krabi, managing green tourism business, and persuading tourists to travel with responsibilities toward natural resources, including co-creation of green culture in Krabi. Because tourists are the starting point of the infrastructure and facility development that affects the energy and natural resource consumption, Krabi province needs to co-create green culture for persuading all sectors to focus with eco-friendly activities and way of life, and also reducing energy consumption. These actions are guidelines to drive Krabi green tourism city. This study also demonstrates the concept of 5+5 Rs for driving the green tourism community model and Krabi green tourism business, including ‘Double CSR’ to co-create responsibility network.

The guidelines for developing Krabi green tourism are that related organizations should develop the integrated marketing community in order to create the perception with all stakeholders in Krabi and also tourists to perceive and understand toward Krabi image about green tourism city. This is a strategy to focus on target tourism market – quality tourists, who concern with environment. Furthermore, stakeholders in Krabi should collaborate to co-create the Krabi green tourism standard, to develop holistic green tourism policy, and to conduct knowledge management toward green culture and way of life with all stakeholders in Krabi.