

Abstract

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Duration	1 June 2016 – 31 May 2017

This study aimed to demonstrate the plan for developing and managing tourism at Koh Phangan, Surattanee Province, including 4 projects. In order to develop sustainable tourism management, this study focused on the economic structure and guidelines for developing businesses to support sustainable tourism, market structure and creating sustainable tourism brand, studying tourism potential and developing sustainable tourism plan, and also developing interpretation programs and online social network to present sustainably tourism products. In synthesizing the results, this study conducted the meeting with stakeholders in order to examine data and specify development guidelines.

The results show that Koh Phangan has the tourism potential in the diversity of natural resources and way of life. It is in line with the tourists' perspectives that tourism in Koh Phangan does not depend on Full Moon Party, but with the diversity of 5 zones where there are unique potentials in each zone, tourism income can be generated into other zones or activities. The results have been employed to develop management plan of tourism in Koh Phangan, sustainably.

The guidelines for developing sustainable tourism in Koh Phangan are consisted of creating perceptions and understanding with stakeholders of tourism in Koh Phangan – local community, government office, and tourism business, including tourists and public toward positive image of tourism in Koh Phangan, Surattanee. Furthermore, stakeholders in Koh Phangan have to focus on developing social capital e.g. life and asset safety, criminal situations, and so on; conserving way of life at Koh Phangan, e.g. local culture and tradition, local community, way of life, and so on; and developing the Koh Phangan green tourism by allowing all stakeholders – local community, government office, tourism business, and also tourists participate in green action, e.g. planning, doing, evaluating, and developing.