

Abstract

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This study aims to demonstrate the guidelines of the sustainable development of tourism industry; both the adaptation of service industry toward changed market structures and the support of data for making decision about policies toward tourism management plans according to the potentials of resources and local community in Krabi Province. The results show that service standard of service sector in tourism industry and local community is crucial factors which need to be improved. This also includes the tourism development which requires destination management plan in order to make sure that the development would follow potentials and context of destinations, and protect impacts from the growth of tourism industry. Therefore, this research project collaborates with entrepreneurs, communities, and organizations regarding to the development of training courses for tourism staffs. Workers who would like to apply for the jobs in tourism industry can use certificates from these courses instead of educational certificates. This would benefit to prepare workers to labor market in Krabi tourism industry. These training courses can be classified into different levels i.e. operating level, supervisor level, management level, and tourism businesses in Krabi Province are willing to use the results from this study with their business.

The results show that Koh Lanta is the potential destination for community based tourism. Moreover, the results also show that tourism routes focused on local way of life are able to serve niche market which is the top tourism market, Scandinavian, especially Sweden, who needs peaceful and green environment, and would like to learn local way of life which is in line with tourism uniqueness. Researchers have developed local community tourism routes in regarding with the differentiation and the variety of local community in 5 areas i.e. Rice Field Muslim Community, Ban Ramad; Au Rak La Woi Community in the area of Toh Ba Lew, Saladan; Green Muslim Community focused on eco-tourism at Ban Tung Yi Peng; Chinese community at Sriraya Old Time; and local fisherman community at Koh Por. This also includes the presentation of sustainable tourism development plans in this destination. Furthermore, there are identifying problems in each destination, analyzing the potential of resources, and also land-use zoning and analysis of carrying capacity in physical and social factors. Local authority regarding to tourism management can employ these data into the policy decision making for creating sustainable tourism and increasing competitive capability of Krabi province.