

กลยุทธ์การส่งเสริมการท่องเที่ยวเชิงนิเวศน์จังหวัดพังงา เพื่อพัฒนาสู่ความยั่งยืน

## **Eco-Tourism Promotion Strategies in Pang-Nga Province for Sustainable Development.**

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### **Executive Summary**

Over the last 10 years, Pangnga Province has formulated and implemented its eco-tourism development strategies with the focus on sustainability. This strategy appears in the province's vision of "Being the world's leading eco-tourism attraction and leading agriculture in the Andaman" But the development of the eco-tourism plan is still faced with many problems and obstacles. This is because the income generated from tourism in Pang-nga is still low as the large portion of the income generated in tourism is mostly with the tourism business based in Phuket province even though Pang-nga is the owner of the natural resources for tourism. Most of the residents in Pang-nga still earn their living from agricultural activities.

This study on "Eco-Tourism Promotion Strategies in Pang-Nga Province for Sustainable Development" is based on the survey data, collected from 11 communities in Pang-nga province. It is a review of the past development programs on eco-tourism which is one of the provincial development strategies so that the appropriate direction of such development can be achieved.

#### **Problem Issues Identified :**

1. There is a need for improvement of the tourism sites to be more world-class;
2. The community lacks the awareness of importance of their participation for a sustainable eco-tourism development
3. There is a lack of budget from the government in identifying and developing new tourism sites and activities;
4. There is a problem of encroaching and exploiting the natural resources by community residents, investors and some influential group with power;
5. The government agencies in the area do not provide sufficient support or promotion of the tourism-related activities of the community;
6. There is no budget and knowledge in marketing management for the community.

**Recommendations for sustainable eco-tourism in Pang-nga :**

1. There should be agencies and organizations which are responsible for providing consultancies, resource persons to provide knowledge related to tourism;
2. The community should be educated on sustainable tourism, standard services in tourism activities to build up the good image in the perception of tourists;
3. There should be an effective and strict enforcement of laws imposed on the intruders and exploiters of natural resources;
4. There should be supporting budget for marketing and public relations of the community.

**Policy Implications :**

The success of the eco-tourism industry in Pang-nga will be realized only if there are clear government policies and guidelines as follows:

1. There should be clear eco-tourism plan in all development plans of all levels in the province, i.e., town, district and provincial levels with appropriate budget allocation;
2. Participation of the community residents should be given importance in the process of strategies and plans formulation related to the eco-tourism development;
3. There must be an acknowledgement of the eco-tourism potentials, quality and balanced approaches in eco-tourism programs and strict enforcement of laws for any violations;
4. There should be on-going studies and monitoring program of the eco-tourism development and its impact as well as develop the consciousness and awareness among the community residents and tourists about the utilization of the natural resources for tourism purposes so that the focus is not only on income generation;
5. Promote and support as well as develop eco-tourism network both horizontally and vertically and there should be coordination, management, and sharing of information and relevant data.

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