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## **Management of innovative path of sustainable tourism in the community and society**

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### **Introduction**

Tourism industry has the important role in Thailand's that effect to economic and social stability. The government has a policy to promote tourism continuously until became income from aboard flowing into Thailand. The tourism industry has rapidly growth to become a major service in the international trading system. The tourism policy has a positive impact on the development of Thailand. In spite of the economic development and the good image of Thailand for international. However, tourism has also had a negative impact on environmental management and change the way of life in community where became for the business more. Tourism industry was created the both advantages and disadvantage for Thailand if without the good management. The lack of participation from all parties concerned, especially linking tourism with community sustainable development. The tourism is maintain the old culture of community too.

In Thailand, tourism has played a crucial role in the economy by attracting foreign revenues of about four billion baht a year. The indirect effects of tourism such as the expansion of linkage industries such as hotels, restaurants, transportation, retail and souvenir stores, are also factors led to the growth of GDP, employment, export, and investment as well as government expenditure. The Tourism Authority of Thailand (TAT) has focused on the sustainable tourism development and prepared a Sustainable Tourism Development Plan which aims to balance the three components of the economy, the environment, and society, while applying His Majesty the King's Self-sufficiency Economy concept to the process of development

The development of Sufficiency Economy philosophy is focused on developing from within the individual before and developing into the community. To emphasize the harmony of the people, the environment and the context around the community, not frightening follow as Buddhist principles. From the link of concept above that the tourism is a new social norm which should be developed in parallel with the preservation of the traditional community. It can also bring the tourism economy of the country to a balanced development of policy and practice.

### **2.Sustainable Tourism Community**

Sustainable tourism is the concept of visiting a place as a tourist and trying to make a positive impact on the environment, society, and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment and shopping. It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives). There is now broad consensus that tourism development should be sustainable; however, the question of how to achieve this remains an object of debate.

Sustainable development has increased in popularity in recent decades. It is a concept that encompasses the environmental, economic, and social dimensions (Yu-Feng Ho & Hsiao-Lin Wang, 2008) taking into account social responsibility, cultural ties, a strong commitment to natural resources and the integration of stakeholders, including local people, government and private sector, in any tourist activities and development.

Sustainability of these tourism industry components depend on the understanding of the owners of tourist destination or hosts who will take care and provide success to the external tourists that can vary on beliefs, culture, tradition, and way of life similar to guests who came to visit only. However, when both sides (hosts and guests) understand in the similar manner or follow the same path, the problems will not occur. However, when both sides have contrasting experiences, then conflicts in thinking and behavior may occur. Thus, instead of using tourism as a tool for development, it can turn out to be a tool for destruction or negative impacts.

If these communities have selling mark or a good attractive point or communities with service quality can

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government and private sector concerned with tourism that preserves identity of the community in order to disseminate to tourist with special interests (niche market) which is increasing in number. After this a tourism network of the communities will connect with multilateral collaborations from the outside by following the Sufficiency Economy Philosophy as frame in developing tourism together by emphasizing on managing the available resources in local area which include social resources, natural and environmental resources, and economic resources or manpower by building quality manpower that can communicate by holding high or aloft the meaning of culture of the community and uniqueness of each tribe in order to transfer to the general public and keeping in mind that tourism serves as an alternative or supplementary occupation comprising of running a tourism business with reason, sufficiency, and wisdom or having self-immunity and family having giving up one's own culture but people in the community or in the tourism network still has the fire of seeking knowledge, has thoroughness, and carefulness or caution that requires integrity, diligence, and patience leading to sustainable cultural tourism management following the Sufficiency Economy Philosophy.

Government is the most important sector in the control of tourism development which often results in the exclusion of local residents from the decision-making process. To pursue sustainable community tourism, it is extremely important that residents have a decision-making role in the process of development. A truly legitimate and practical discussion on sustainable tourism development must take place in the communities that are being affected by the tourist industry. Local citizens are the most important persons in defining development visions, a key idea of Community - Based Tourism development.

### **3. Management of innovative path of sustainable in Community**

The sufficiency economy (SE) philosophy is an example of merging adaptation measures within sustainable development. Therefore it is important to find out how the SE philosophy shapes the success of climatic adaptation among local communities.

The SE philosophy was initiated by His Majesty King Bhumibol Adulyadej of Thailand. The philosophy proposes major principles of thoughts and practices to achieve a balanced way of living under sustainable development. The philosophy presents itself as a middle path toward a well-balanced life through moderation or self-reliance, prudence or social and ecologically responsible production and consumption activities, and self-immunity to be resilient to unpredictable shocks. To live their lives under the philosophy, people need to use knowledge and morality in everyday activities. The philosophy is developed to strengthen not only individual but also community capacities in order to achieve sustainable development goals (Office of the Royal Development Projects Board, 2009, UNDP, 2007).

The philosophy has been continuously contained in the National Economic and Social Development Plan of Thailand since the 8th plan (1997–2001) up until the newly proposed 12th plan (2017–2021). The philosophy has been applied to lead the way of living at many levels—individuals, households, communities, societies, and the country. The current plan focuses on the usefulness of the philosophy in terms of risk management amidst rapid socio-economic and environmental changes in order to achieve sustainable development for the country. The current strategic plan emphasizes the development of the country towards a “cooperative society with happiness, equity, fairness, and resilience to changes”. The current development plan, thus, strengthens people, societies, and the economic system of the country to be resilient to social, economic, and environmental changes and to have high adaptive capacities to absorb shocks.

Increasing climatic variability and extremes including long-term changes in temperature and precipitation patterns induced by global warming pose an important threat to mankind. Ecological as well as social systems need increasing resilience against current and future climate change. However, at present, impacts from climate change and human responses remain highly uncertain. Efforts among academics emphasize identifying factors that strengthen ecosystems and human communities to cope with long-term climatic changes, variability and crises (Bryan and Behrman, 2013, CARE, 2010, Meinzen-Dick et al., 2010). Yet, the confounding effects of socio-economic development bring about unclear pictures of climate change and adaptation among human communities.

Community-based adaptation to climate change takes into account the concept of sustainable development while adapting to climate change. Analytical frameworks to assess community-based climate change adaptation have been variously proposed by scholars. Examples include gender interface with adaptation to climate change (Bryan & Behrman, 2013) by combining the Sustainable Livelihoods (SL) framework (Department for International Development [DfID], 2001), Institutional Analysis and Development (IAD)

framework (Ostrom, 2005), IFPRI Gender and Assets (GAAP) framework (Meinzen-Dick et al., 2010), and climate change framework of the Third Assessment Report of the Intergovernmental Panel on Climate Change (IPCC, 2001). CARE (2010) also developed a conceptual framework that emphasizes success factors on several levels. Those factors include strategies that support resilient livelihood, that reduce risks from natural crises in order to reduce impacts on vulnerable households, that strengthen adaptive capacities of citizens and governmental organizations, and that support research on vulnerability factors. Community-based adaptation to climate change is viewed as a part of normal livelihoods. Communities normally are facing questions of sustainability while managing natural resources. Hence, adaptation measures to climate change need to be reconsidered to match with community-based resource management in order to achieve sustainable goals (Christian Aid, 2009). Climatic risks continuously accumulate from the past and into the future. Therefore, from the point of view of community development, it is necessary to integrate an adaptation framework within community-based resource management, with the concept of sustainable development and to expand the time frame into the future.

#### 4. Conclusion

Tourism management should give importance to the blending of intentions such as conservation of the environment and natural resources, identity and cultural diversities of ethnic groups, different ways of life and traditions including beliefs, religious ceremonies, giving respects to these beliefs, cultural traditions and yet instill consciousness and self-pride in these cultural identities and resources so that they can convey their value and beauty to the outsiders and tourists. At the same time, the tourists can have participatory roles in the whole process of the cultural tourism. Tourism management should be management with responsibility, sustainable management of natural resource and environment, protection and prevention from pollution, with conditions of relations between community and nature in the way of life that is ecological and people maintaining these are also benefited. Furthermore, the community should be characterized as aid between preservation of cultural resources and community development or making a strong and sustainable community following the Sufficiency Economy Philosophy.

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