



Sustainable Business Tourism

**Why? How? To what extent?
Strategy and implementation with focus on
experiences from practice, education and
research**

**A selection of papers presented at
ATLAS Business Tourism
Special Interest Group meetings**

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Alternative tourism marketing development: A case study of Wang Pu Pai Farm-stay, Wang Nam Kheaw District, Nakhon Ratchasima Province

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Introduction

The world today is a borderless world. Therefore, when conducting research like this, it is important to consider not only questions of economic and social feasibility but also to be concerned about the impact on the environment by using the principles of Agenda 21 as a management framework for the development of sustainable tourism. Thailand is a member of the Pacific Asia Travel Association (PATA) whose mission it is to enhance growth, value and increase quality in all sectors of the travel industry in order to attract tourists from over 100 countries. The code for sustainable tourism has been adopted by both PATA and APEC. This code urges members to control tourism development and cooperate with each other to define a standard and forms of sustainable tourism. The farm-stay is one of the new alternative forms of tourism through which visitors can connect with the existing culture, nature and the environment and get new experiences by learning with local communities (Sustainable Tourism Group, 2010).

In accord with the code, sustainable tourism can be defined as a form of conservation tourism, environment friendly tourism, responsible tourism, ecotourism, appropriate tourism and nature-based tourism. However, the most well-known of these is "ecotourism" as defined by the Tourism Authority of Thailand. The Tourism Authority of Thailand has a strategic plan to develop tourist attractions, by carefully using the principles of development and conservation to protect Thailand's tourism industry. According to this strategy, the Thai government has taken on the responsibility of managing sustainable tourism in terms of Ecotourism for Thai tourism. The Tourism Authority of Thailand firstly defined "conservation tourism" in the Thai language, in order to communicate to all local villagers that quality tourism management involves conserving the environment. The Tourism Authority of Thailand is one agency that promotes the awareness of ecotourism as a means of protecting tourist attractions in such a way that they remain in their original condition or with minimal damage. It also works with the government sectors, educational institutions, media agencies and NGOs to stimulate the awareness of tourists whose visits preserve rather than destroy tourist attractions. The attractions primarily targeted for conservation awareness through the government's planned policy are those that receive the most interest from travellers and those that visitors would most like to experience the local way of life, folk culture, local tradition or activities in which they can participate. The policy also covers those forms of accommodation where visitors are close to the locals (ecotourism), including home-stays. All of these encourage more tourists to come visit and stay longer. (Takoon Komarkun Na Nakhon, 2008: 88-98) The Thai people's focus on community culture follows the current trend of development and is consistent with the guidelines of the Ministry of Science, Technology and Environment to support the development and promotion of tourism. This is particularly so in the case of tourism management characterized by aggressive marketing, accelerated development, and reconstruction of