Assessing the Psychological Effectiveness of the Ministry of Tourism and Sports Administration's Two-Decade Effort in Promoting Sustainable Tourism: An Investigation into the Success of Responsible Tourism in Thailand

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Abstract

The present study intended to explore the state of responsible tourism in Thailand after twenty of policies established by the Ministry of Tourism and Sports. This work aimed to investigate the responsible tourism components specified in the tourism development plan and the Thailand tourism standard handbook. Most of the studies found in the literature review and focus group discussions were also conducted through tourism stakeholders in two major tourism cities and two second-tier cities. The results revealed the components of responsible tourism contained in the national economic and social development plan, Thailand's tourism standard, and the consequences of plan implementation through community-based tourism and government agency projects. The results found that it is necessary that environmental sustainability, safety and security, and sanitation be renewed for standardised tourism.

Keywords: Sustainable tourism, Responsible tourism, Tourism standard, Thailand tourism

INTRODUCTION

The consequences of tourism development broadly affect economic, social, cultural, and environmental dimensions. Tourism has been growing rapidly from 25 million international tourist arrivals in 1950 to 1.5 billion in 2019, before the COVID-19 pandemic (Timur and Getz, 2009; WTO, 2020). After World War II, underdeveloped and developing countries around the world spent their natural and cultural resources developing themselves as tourist destinations to welcome tourists as a means to earn revenue. One in ten jobs in the world are generated from the tourism industry, providing labour and income for those who need the opportunity for work, including vulnerable groups, young people, and women (WTO, 2017). The achievements of the tourism industry in 2019 remained the world's largest export after fuel and chemicals, but ahead of automotive products and agricultural resources (UNWTO, 2020). The bright future of tourism management benefits the economic system. On the other hand, the tourism industry negatively affects numerous economic and social aspects in the host nations, particularly the environmental dimensions that are destroyed in significant and permanent ways (Hilty, J. et al., 2020; Ciarlantin et al., 2021). Considerable tourism impact arises from the realisation that mass tourism could have a crucial role in terms of environmental impact, even if the environmental aspects of sustainable tourism development were passed to ecotourism since the World Conference on Environment and Development in Rio de Janeiro in 1992, called the Earth Summit (Spenceley et al., 2002; McCombes et al., 2015). Sustainable tourism has become a major focus of tourism policymakers, operators in the tourism

industry, and researchers (Hall, 2019), as sustainable tourism is considered to be a panacea to heal the impact of tourism development. Therefore, all tourism stakeholders need to take responsibility for tourism development covering all sectors of the tourism industry (Farmaki and Constanti, 2014).

For Thailand, it could be stated that country has continuously achieved tourism development and promotion. With the friendly and hospitableness temperament of Thais, there is a continuous and increasing number of tourists visiting every year. Moreover, Thailand has distinctive tourism resources scattered through all regions, especially abundant nature resources ranked in the top ten globally (Economic Forum, 2019). However, the trend of world tourism has changed due to tourist behaviour and environmental crises affected by economic development, including the tourism industry's development to meet the increasing demand of tourists. Sustainable tourism is anticipated to balance the economy, society, and environment from tourism development. Responsible tourism is a process that will lead to sustainability in all three dimensions through the cooperation of the relevant parties – government agencies, private tourism business operators, communities and tourists.

The responsible tourism trend in Thailand is not known as widely as mainstream tourism because the area abounds in tourism resources that can meet the needs of general mainstream tourists. Further, the responsible tourism concept is shallowly argued despite tourism resources having been used wastefully to meet the country's economic development plan. Most national tourism development and promotion in the past emphasized numbers and revenue from tourism, but seldom considered the quality of tourists. Therefore, this study aims to investigate tourism quality and standards according to the concept of responsible tourism in Thailand two decades since the Ministry of Tourism and Sports was established in 2003; the concept of sustainable tourism is contained in the 8th National Economic and Social Development Plan onwards.

LITERATURE REVIEW

Sustainable tourism development

Sustainability will be achieved if natural, cultural, and human resources are balanced from utilisation (WTO, 2003). Similarly, successful tourism must be planned and managed in a sustainable manner (Southgate & Sharpley, 2002). Sustainable tourism development, conceptually, not only meets the needs of present tourists and hosts, but also protects and enhances opportunities for the future. It is considered resource management that leads to economic, social, and aesthetic needs being fulfilled while conserving local cultural authentication, essential ecological processes, biodiversity, and quality of life (Neto, 2003). Factors leading to social change in sustainable tourism comprise dissatisfaction with existing products and services, increasing environmental awareness and cultural sensitivity, realisation of the significant resource costs and vulnerability of local people, and the changing attitudes of policymakers and operators in the tourism industry (Proser, 1994). Additionally, poverty and social desperation among the local people necessitates a greater need to benefit from tourism development (Liu, 2010). Therefore, sustainable tourism management involves protecting, conserving, and restoring natural resources, as well as inheriting local culture while balancing negative and positive impacts on social, cultural, economic, and environmental factors (Battaglia, 2017). Sustainable development of tourism requires collaboration from relevant organisations. Furthermore, stakeholders including citizens, entrepreneurs, community leaders, and tourists are the key factors in implementing sustainable tourism development to handle multiple perceived issues and particular decision-making processes. Avoiding major conflicts between stakeholder groups and evaluating the implementation of stakeholders on the supply side is necessary (Byrd, 2007; Battaglia, 2017). Stakeholder involvement in sustainable tourism includes leadership quality, quality of and accessibility to information, stakeholders, involving capacity, relationships, and implementation priorities (Waligo et al., 2013). Hall (2019) stated that current sustainable tourism development relating to sustainable development goals (SDGs) emphasizes the importance of marketing-oriented approaches and the private sector, which plays a crucial role particularly in long-term competitiveness, as well as attention to climate change, marine and coastal issues. The world is confronting environmental disasters. Particularly, 2019 was the year of the 'climate emergency' declaration (Areia et al., 2021).

Responsible Tourism (RT)

Mass tourism growth has been influenced by increasing pollution, changes in modes of transportation, and altered social behaviour, as well as economic and political conditions (Nair, M.B. et al., 2012). It is necessary that tourism development is sustainably solved. During the last decade, researchers, government agencies, and global business organisations have paid attention to the concept of responsible tourism to promote corporative social responsibility (CSR), corporative social investment (CSI) and ethical management practices (Mihalic, 2016; George, 2017). Responsible tourism is a matter of responsibility for consumers, suppliers, and governments to make enable better tourism experience, entrepreneur business opportunities, and quality of life improvement through generating local social and economic benefit as well as improve natural resource management (Spenceley et al., 2002; Fennel, 2008; Mihalic, 2016). Responsible tourism action emphasizes competitiveness, development, assessment and monitoring the tourism development impact, linkage meaningful communities economic, encourage natural, cultural, society, and economic diversity and promote the sustainable use of local resources. Therefore, responsible tourism is a sustainable approach to react to destructiveness and exploitation from tourist practices and business section operations (Spenceley et al., 2002; Sharply, 2013; Lee et al., 2017; Booyens and Rogerson, 2016). Responsible tourism increases demand by new tourists for responsible holiday activities, and tourism businesses benefit from doing green business (Goodwin, 2009). Current business organisations have established a department for sustainable environmental management to adopt and certify environmental and social issues to adapt their supply chain because responsible practices are opportunities to gain a bottom-line economic advantage (George, 2017). Therefore, it must be concluded that responsible tourism has become social innovation, including the responsibility for products and services, marketing, environment, organisation, process, structure, and social benefit, thus shifting the responsibility to the main tourism stakeholders – governments, private sectors, and individuals (Booyens and Rogerson, 2016).

METHODOLOGY

Data for this study were obtained using two approaches. The first approach involved searching the database of the Ministry of Tourism and Sports, national tourism organisations (NTOs), and leading domestic as well as international tourism journals related to Thailand tourism and tourism science (J. Bao et al., 2014). Moreover, articles were searched according to topic issues (Sharpley, 2011), work for the convenience of data collection, and comparison. The paper is divided into three sections, the first of which focuses on the national tourism development plan. The second section discusses the responsible tourism approach operated by community-based tourism and organisations relating to tourism, while the third part concerns a typology of quality and standard tourism specified by the Ministry of Tourism and Sports, including tourist attractions, accommodations, and activities. The last part implies the standard components related to responsible tourism. This paper is based on previous literature as well as institution and organisation documents. Desk research methods were used to collect pre-existing data and information sources, which were analysed and used to summarize the findings (Giampiccoli, 2022).

Additionally, a second approach involved in-depth interviews with the representatives of NTOs, involved NGOs, and tour agencies (Table 2) in the main tourism locations and second-tier tourism cities during between 2018-June 2019. Interview participants were chosen based on the research study as well as the knowledge and experience of participants considering the phenomenon under the study topic and the meaning of the phenomenon under their consideration (Venkatesh et al., 2016, Creswell and Clark, 2017). The semi-structured interview approach was used with a broad direction; responses could stimulate further questions from the interviewees (Harrell and Bradley, 2009).

RESULTS & DISCUSSION

Table 1. Summary of Thailand tourism statistics 2001-2020

Year	Number of tourists	Change (%)	Revenue (Million Baht)	Change (%)

2020	6,702,396	- 83.21	332,013.03	- 82.63
2019	39,916,251	+4.55	1,911,807.95	+1.90
2018	38,178,194	+7.27	1,876,136.90	+2.46
2017	35,591,978	+9.41	1,831,104.99	+12.10
2016	32,529,588	+8.71	1,633,497.55	+12.10
2015	29,923,185	+20.61	1,457,150.28	+24.25
2014	24,809,683	-6.54	1,147,653.49	-4.935
2013	26,546,725	+18.76	1,207,245.82	+22.69
2012	22,353,903	+16.24	983,928.36	+26.76
2011	19,230,470	+20.67	776,217.20	+30.94
2010	15,936,400	+12.63	592,794.09	+16.18
2009	14,149,841	-2.98	510,255.05	-11.19
2008	14,584,220	+0.83	574,520.52	+4.88
2007	14,464,228	+4.65	547,781.81	+13.57
2006	13,821,802	+20.01	482,319.17	+31.29
2005	11,516,936	-1.15	367,380.36	-4.42
2004	11,650,703	+16.46	384,359.77	+24.28
2003	10,004,453	-7.56	309,269.02	-4.39
2002	10,799,067	+7.33	323,483.96	+8.17
2001	10,061,950	+5.82	299,047.05	+ 4.83

Organisations related to tourism in Thailand

Based on the conceptual model of responsible tourism (RT), RT involves the missions of organisations, particularly the government agencies that direct tourism development. Thailand's government administrative system can be divided into five aspects: Central bureaucracy, provincial government, local government, state-owned enterprise, and public organisation, which relate to direct and indirect tourism management in Thailand depending on the significance of each organisation's missions. However, the major mission will fall on the central bureaucracy rather than provincial and local governments. The establishment of the tourism promotion organisation (TPO) in 1960 was an initiative programme for tourism development and the promotion of the country. It (TPO) was thereafter renamed the Tourism Authority of Thailand (TAT) in 1979. The Ministry of Tourism and Sports was established to direct the country's tourism mission because of bureaucratic reforms in 2002. Thailand divided the missions for tourism management of relating agencies into four subdivisions (Table 3). Organisations are under the umbrella of the Ministry of Tourism and Sports (MTS), which responds to tourism development and promotion for outstanding performance by other auxiliary organisations. However, tourism development in Thailand requires cooperation from many relating agencies. It states that a single agency cannot conduct the entire tourism mission of the country. It is necessary that tourism management requires participation from all sectors, although each tourism destination consists of actors and stakeholders with different expectations and operations (Ryan, 2002).

Table 2. Missions for tourism management of related organisations in Thailand

Responsibility for the area of tourism attraction	Tourism development and promotion	Assistance and facilities for tourists	Tourism promotion and marketing (private sector)
- National Parks	- Department of Tourism	- Immigration Bureau	- Tourism Council of Thailand

| - Department of Religious Affairs

 - Fine Arts Department

 - Department of Cultural Promotion | - Tourism Authority of Thailand

 - Designed Area Sustainable Tourism Organisation

 - Community Development Department | - Tourist Police Bureau

 - Marine Department

 - Department of Land Transport

 - State Railways of Thailand

 - Airports of Thailand

 - Thai Airway International | - Thai Hotel Association

 - Association of Thai Travel agents

 - Professional Tourist Guide Association of Thailand

 - Thai Ecotourism and Adventure Travel Association

 - Thai Responsible Tourism Association

 - Provincial Tourism Business Association

 - Community-based Tourism Association of Thailand |

National tourism development plans by the government

According to the national economic and social development plan (NESDP) No.1-7 (1961-1996), the previous tourism development plan emphasized infrastructure – roads, railways, airports and harbours to facilitate tourism for accessible tourist attractions. Significant tourism projects focused on tourist attractions and services development, laws, and regulations, as well as public relations and marketing (Office of the National Economic and Social Development Council = ONESDC, 2021). Sustainable tourism development was fist contained in NESDP No. 8 (1997-2001) as a result of the United Nations conference on environment and development earth summit in Rio de Janeiro in 1992, which highlighted all action in all sectors to be sustained (United Nations, 1992). Sustainable tourism development has been initiated from plan No.8 and passed to the national tourism plan (NTP), which was first launched in 2012. NESDP and NTP were implemented organisations relating to national tourism development organisations (Table 2), particularly the organisations under the umbrella of the Ministry of Tourism and Sports. It vaguely extended the sustainable and responsible tourism development approach in NESDP No.8-12 and first two NTCPs (Table 3). Development plans within the scope of ST and RT include promoting participation of involved stakeholders, empowering local people to manage tourism, integrating tourism work from every sector, establishing tourism SMEs, creating jobs to distribute income to local people, preserving and restoring nature tourism resources, strengthening local culture, livelihood, and traditions, promoting save and standard tourism, reviewing involved laws and regulations, balancing sustainable growth with environmentally-friendly tourism activities, and providing accessibility to tourism for all (ONESDC, 2021; MTS, 2021).

Table 3. Sustainable tourism development approach contained in the national tourism development plan

Involving laws and regulations	Safety and security for tourism	Tourism environment management	Local participation
- Amending laws and regulations - Reviewing, updating, and developing laws, rules, regulations, and	- Developing life and property safety standards - Promoting tourism accessibility	- Strengthen Thai identities by preserving local culture, way of life, and wisdom to create new tourist products	- Develop local economies, small and medium scale enterprises, and cooperative systems - Develop tourism to

policy relating to sports, tourism, hospitality, and tourism business in the country according to the situation, and bringing laws relating to Thai tourism up to international standards	for every group according to their personal rights - Manage safety and security for tourists - provide safety equipment to prevent and assist the tourist - Lighting in the risk tourism sites - Establish tourist assistance centres covering major tourism sites around the country - Sanitize tourism sites	- Promote environmentally responsible operations in service businesses - Revive deteriorated tourist attractions - Promote tourism activities fitting the potential of each area - Manage tourism balance and sustainable growth by focusing on creative and environmentally friendly activities - Consider the carrying capacity of tourist attractions - Reflect Thai lifestyle, culture, and natural tourism resources - Seek to promote tourism that takes carrying capacity into account to support the ecosystem and create balance as well as sustainability in development - Renew the quality of all tourism products and services - Promote authentic and unique local products - Determine carrying capacity at tourism sites - Create awareness for tourism resources conservation	increase employment and distribute income to local communities - Encourage local participation to develop high quality tourist attractions - Strengthen the business capacity of SMSs and local community, and management capacity of local administrative organisations - Establish a collaborative network between the government, private sector, and local community organisations to preserve and develop natural, historical, and cultural tourist attractions - Nurture the aggregation of community members in various manners to integrate people's careers with tourism activities to create jobs and income for the people - Strengthen local communities, small enterprises, and public personnel - Develop the skills and knowledge of human resources in the public sector, local governments, and communities

The specific consequences of plan implementation on RT by organisations relating to tourism in the main tourism cities and second-tier cities concern developing and reviving tourist attractions, integrating environmental management, training skills in the community, providing business opportunities to local, promoting local products, encouraging cultural and natural resources conservation, producing tourism handbooks, and seeking cooperation to prevent crime against tourists. Furthermore, CBT, which has been affected by government agencies operation, conducts outstanding responsible tourism in terms of environmental management, distribution of fair income, conservation of local natural and cultural resources, and rules for tourists (Table 4).

Table 4. Responsible tourism approach operated by community-based tourism and organisations related to tourism

RT approaches operated by community-based tourism	RT approaches operated by government organisations
- Use local materials that do not harm the environment	- Integrate the tourism plan with involved organisations
-Measures to reduce pollution and waste in tourism activity	- Contain RT into the organisation's plan
- Campaign for tourists to save energy	- Revive tourist attractions
- Limit the numbers of tourists to suit the utilisation of community areas	- Control waste management by private business organisations
- Work with group systems and distribute roles	- Establish a unit to conserve natural resources
- Guideline for tourism	- Train hygiene and tourist assistance
- Allocate income to support community public activity	- Check that tour operators set fair prices
- Rotate tourism services to share benefits among members	- Provide opportunities for stakeholders to participate in tourism management
- Provide opportunities for various groups in the community to sell product to tourists	- Collect tourist data and statistics
- Mainly use local ingredients to cook	- Promote local people to gain employment and sell goods and services to tourists
- Hire staff in the local communities	- Promote the diversity of the fundamental economy to support tourism
- Promote the use and development of community products	- Promote CBT that can truly benefit the local community
- Have qualified interpreters	- Promote responsibly local traditions and cultures
- Participate in activities to preserve, restore, and inherit community traditions and cultures	- Prepare various language campaign banners in tourism attractions
- Design tourism activity in accordance with the livelihood and environment in the community	- Preserve and inherit local traditions and cultures through tourism activities
- Contain activity for tourists to exchange, learn and experience local livelihood and culture	- Develop an interpretation system at cultural tourism sites with various languages
- Collaborate with various network partners	- Train local guides
- Promote and encourage individuals or groups to joint CBT	- Publish tourism guidelines and distribute them to tourists
- Landscape around houses to be clean	- Provide equipment to assist tourists
- Develop facilities to support special groups	- Work with related agencies to prevent crime against tourists
- Prepare food suitable for tourist groups	- Develop infrastructure to support tourism for all

- Assess tourists' satisfaction	- Develop tourism that shows the differences and harmonise to tourism activity
- Collect community data and spread to tourists	- Train tourism skills for staff and tourism workers
- Have a safety plan to support tourism	- Create awareness concerning the value of natural resources among local communities
	- Create a code of business conduct/ethics for tour operators

Thailand tourism standard

The Department of Tourism (DT) established the Thailand Tourism Standard (TTS) to prioritise tourist safety and confidence as well as enhance Thailand tourism competitiveness on the global stage (The Department of Tourism, 2011). Standards cover all elements of quality tourism as a guideline for private sectors and entrepreneurs to develop standardised tourism to meet the country's campaign "Tourism Capital of Asia". A typology of quality and standard tourism has been targeted to tourist attractions, services, activities, and accommodations (Table 5). Standards were specified to tourist attractions including nature, history, culture, and health, as well as activities relating to ecotourism and nature-based tourism, which need to be standardised as well. Service locations and vehicles such restaurants, food and souvenir shops, tourist information centres, toilets, boats, and vans were contained in standard service dimensions, as were hotels, guesthouses, eco-lodges, and homestays.

Table 5. Typology of quality and standards for tourism

Tourist attraction standards	Tourism activity standards	Service standards	Accommodation standards
Arts and Sciences Educational Attraction Standard	Adventure parks for tourism	- Wellness	Hotels
Cultural Attraction	Bicycles for tourism	- Food services	Guesthouses
Island attraction	Bird-watching	- Street food	Long stay tourism
Health Tourism	camps	- Public restaurants	Resorts
Historical Attraction	Canoes and kayaks	- Public restaurant	Serviced Apartments
Natural Attraction	Diving	- Halal food services	Thailand homestays
Rapid attraction	Rafting	- Small halal food	Eco-lodging
Recreational Attraction	Elephant camps for tourism	- Shopping centres	
Beach attraction	Jet ski for tourism	- Souvenir shops	
Agrotourism	Rock climbing	- Souvenir shops (gemstones)	
Tourism management handbook	Tourist rafting	- Tourist boat standards	
Landscape attraction	See butterflies	- Tourism services for the disabled, seniors, families with young children, and pregnant women	
Cave attraction	See plants	- Tourist information service centres	
Eco-cultural attraction	Trekking	- Boat services	

| Waterfall attraction | - Van services |
| Ecotourism | - Public toilets |

Responsible Tourism in Thailand

The general component framework for standards relating to sustainable tourism development includes organisation management, staff, safety, and sanitation, as well as environmental management, and local participation (Table 6). The tourism standards point out that organisations must license, develop, and provide infrastructure, facilities, and standardised vehicles and equipment including improve services as suggested. Labour prioritises local people and training skills for specialists. Organisations must obey the labour laws, which is challenging for developing countries. The responsibility of tourist safety and security initiates from building tourism infrastructure and activity design, writing standard operation procedures (SOP) for safety of tourists and a risk plan, give correct information, provide life insurance to tourist and standardised equipment. Meanwhile, sanitation covers clean operating places/areas, ventilation systems, preventing disease spread, separating containers, and using legal raw materials. Moreover, environmental management standards for tourism include waste, sewage, energy saving, pollution control, and wastewater treatment, as well as promoting environmentally-friendly products and raising awareness about natural resources conservation. Finally, tourism social responsibility concerns the work plan, dialogue, and distribution of income by hiring local staff, using promotions, and supporting local products.

Table 6: Standard components related to responsible tourism

Organisation management	Staff	Safety and security	Sanitation	Environmental management	Local participation
- Physical area	- Local staff	- Warning and emergency signs	- Ventilation and temperature air control	- Carrying capacity	- Public hearing
- Location/ place	- Labour law	- Capacity	- Cleanness	- Waste and sewage management	- Activity planning
- Accessibility	- Skills training	- Insurance	- Occupational health and safety	- Save energy	- Hire local workers
- Facility	- Specialist	- Safety equipment i.e., life jacket, helmet	- Prevent disease spread	- Energy conservation	- Offer business opportunities
- License	- Transparent recruitment	- Maintenance	- Waste management	- Pollution control	- Promote local products
- Building/ vehicle condition	- Dress	- Fire extinguishers	- Smoking areas	- Soot protection	- Support local

					products and ingredients
- Decoration to reflect local identity	- Educating tourist	- Primary care units or infirmary rooms in the unit	- Separate non-halal equipment	- Prevent engine noise	- Sponsor and take responsibility for the operation of community projects
- Internal audit	- Health	- Universal design, i.e. lift and handicapped parking	- Hygiene and enough toilet	- Waste water treatment	- Give special privileges to communities
- Tourist satisfaction	- Personal license	- Standardised equipment and transportation	- Storage of products used in service	- Green areas	
- Communication system	- Do not cause annoyance to customers	- Fire escape routes map	- Use legal raw materials	- Use environmentally-friendly products	
- Use the results of customer evaluations to improve services	-	- Speed control		- Promote conservation of nature resources and environment	-
- Produce education media	-	- Spare parts		- Create awareness of natural and environmental conservation	-
	-	- Classify tourists	-	-	-
	-	- SOP manual	-	-	-
	-	- Manage the risks for accidents, violations, and injuries	-	-	-

It sounds good when considering the work of related organisations, particularly the agencies under MTS to improve and expand tourism standards. Therefore, it is not amazing that tourists and tourism revenue figures have increased continually over the past twenty years (Table 1) for developing countries. On the other hand, the travel and tourism competitiveness index annual reports by WEF over the past ten years revealed that tourism environment, safety and security, health and hygiene situations have worsened persistently, especially in terms of environmental sustainability, which was only better than Indonesia and Cambodia in the ASEAN region in 2019, decreasing extraordinarily in 2019, while the safety and security situation fluctuated similar to health and hygiene (Table 7). Meanwhile, the overall world ranking has progressed as gradually as the tourism infrastructure, such as tourist service infrastructure, and nature resources. Surprisingly, the environmental sector has been slow to reach the trend, despite the country's major tourist attractions depending on natural resources (Frey and George, 2010). The role of the government to control the economic and political system has a harmful impact on the sustainability of tourism (Bramwell, 2011). Therefore, environmental sustainability, safety and security, health and hygiene have been a challenge for Thailand's sustainable tourism development, though natural tourism resources remain at a high level.

Table 7. Rank of Thailand tourism for environmental sustainability, safety and security, and health and hygiene between 2009 and 2019

Year	Tourism world rank/economic	Number of countries	Environmental sustainability	Safety and Security	Health and hygiene
2009	39	133	99	118	71
2011	41	139	97	94	80
2013	43	140	99	87	84
2015	35	141	116	132	89
2017	34	136	122	118	90
2019	31	140	130	111	88

Source: World Economic Forum 2009 – 2019

CONCLUSION

Thailand has succeeded excessively in terms of the number of tourists and amount of tourism revenue since it first implemented its national economic and social development plan in 1961 to open the country to tourism, thus earning revenue to drive internal economics together with crop exports. It has harvested economic benefit through tourism based on natural and cultural resources by establishing major and auxiliary organisations to drive tourism missions. It can be concluded that tourism generates more economic benefit than other industries two decades ago. Sustainable tourism development was officially contained in the national economic and social development plan after tourism business had been conducted for over thirty years. Additionally, numerous quality and standards for tourism development have been produced since the MTS was established in 2003, including safety, security, hygiene, and environmental management, which were contained in almost every component of the Thailand tourism standards to protect tangible and intangible tourism resources as well as create opportunities for local populations. However, environmental situations have been opposed to tourism growth. Unclear project implementations have reduced environmental resource values, including the safety and security tourism image, thus causing degraded competition for national tourism management. Sustainable and responsible tourism is conceptualised in the national tourism plan but has been seemingly ignored by operating organisations. Hence, environmental sustainability, safe tourism, and sanitation should be prioritised for renewable tourism management.

Acknowledgment

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