

Applying Sustainable Tourism model “NORMAL”: A Case of Khao Sok Tourist Destination, Surat Thani

Kessini Tripongpun¹, Adarsh Batra²

Abstract

Sustainable tourism intends to cease poverty, shield the planet and ensure that humankind enjoys peace and prosperity by 2030. This paper aimed to analyze rural tourism in Surat Thani utilizing the Sustainable Tourism Concept in Thailand. The research samples of the study were three groups: two local business owners, five Thai tourists, and two foreigners whose data were collected through interviews and observation using purposive sampling, a non-probability sampling technique. The 4Ps Marketing Mix as a guidance concept is followed in formulating interview questions that include products, prices, place, and promotions, blended with the three pillars of triple bottom line (3BL) analysis including sociocultural, economic, environmental, and climatic changes. The finding provides the new “NORMAL” tourism in the Surat Thani region represented by N: Norm, O: Ozone, R: Real, M: Movement, A: Atmosphere, and L: Love. In addition, each element in this article can be used as an example for confirmation elsewhere.

Keywords: New NORMAL; Rural Tourism; Tourism Model; Sustainable Tourism; Marketing Mix

Corresponding Author: Kessini Tripongpun

E-mail: kessini.tri@sru.ac.th

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¹Lecturer in International School of Tourism, Suratthani Rajabhat University. Email: kessini.tri@sru.ac.th

²Assistant Professor Dr. In Faculty of Masters of Business Administration in Hospitality and Tourism Management, GS-BATM, Assumption University. Email: adarshbtr@yahoo.co.in

การใช้รูปแบบการท่องเที่ยวอย่างยั่งยืนผ่านการสร้างโมเดลใหม่ “ปกติ” กรณีศึกษาบริเวณพื้นที่ท่องเที่ยวเขาตอก จังหวัดสุราษฎร์ธานี

เกสสิณี ตรีพงษ์พันธุ์¹, อาดาช บราทรา²

บทคัดย่อ

การท่องเที่ยวอย่างยั่งยืนมีจุดมุ่งหมายเพื่อยุติความยากจน ปกป้องโลก และทำให้แน่ใจว่ามนุษยชาติมีสันติภาพและความเจริญรุ่งเรืองจนถึงปี 2573 บทความนี้มีวัตถุประสงค์เพื่อวิเคราะห์ทิศทางการท่องเที่ยวในชนบทของสุราษฎร์ธานีที่ใช้แนวคิดการท่องเที่ยวอย่างยั่งยืนในประเทศไทย กลุ่มตัวอย่างเป็น 3 กลุ่ม ได้แก่ คนในท้องถิ่น 2 คน ในฐานะเจ้าของธุรกิจ นักท่องเที่ยวชาวไทย 5 คน และชาวต่างชาติ 2 คน ซึ่งเก็บรวบรวมข้อมูลผ่านการสัมภาษณ์และการสังเกตโดยใช้การสุ่มตัวอย่างแบบเจาะจง ซึ่งเป็นเทคนิคการสุ่มตัวอย่างที่ไม่น่าจะเป็น ส่วนผสมทางการตลาด 4Ps เป็นแนวคิดแนวทางปฏิบัติตามในการกำหนดคำถามสัมภาษณ์ที่รวมถึงผลิตภัณฑ์ ราคา สถานที่ และโปรโมชั่น และผสมผสานกับสามเสาหลักของการวิเคราะห์ 3BL ที่สำคัญที่สุดสามประการ ได้แก่ การเปลี่ยนแปลงทางสังคมวัฒนธรรม เศรษฐกิจ สิ่งแวดล้อม การเปลี่ยนแปลงภูมิอากาศ ผลการวิจัยพบว่าการท่องเที่ยวแบบ “ปกติ” แบบใหม่ในภูมิภาคสุราษฎร์ธานีเป็นตัวแทนของ N: Norm, O: Ozone, R: Real, M: Movement, A: Atmosphere และ L: Love นอกจากนี้ยังสามารถใช้แต่ละองค์ประกอบในบทความนี้เป็นตัวอย่างสำหรับการยืนยันและปรับใช้กับสถานที่อื่นได้

คำสำคัญ: ความปกติใหม่; การท่องเที่ยวชนบท; โมเดลการท่องเที่ยว; การท่องเที่ยวอย่างยั่งยืน; ส่วนผสมทางการตลาด

Corresponding Author: เกสสิณี ตรีพงษ์พันธุ์

E-mail: kessini.tri@sru.ac.th

¹อาจารย์ วิทยาลัยนานาชาติการท่องเที่ยว มหาวิทยาลัยราชภัฏสุราษฎร์ธานี Email: kessini.tri@sru.ac.th

²ผู้ช่วยศาสตราจารย์ ดร. อาดาช บราทรา คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ Email: adarshbtr@yahoo.co.in

1. Introduction

The Sustainable Development Goals (SDGs), also known as Global Goals, are a set of 17 integrated and interrelated goals to end poverty, protect the planet, and ensure that humanity enjoys peace and prosperity by 2030. The 17 SDGs are integrated, recognizing that actions in one area affect outcomes in others and that development must balance social, economic, and environmental sustainability in which participating countries have pledged to prioritize progress in the least developed countries. The SDGs aim to end poverty, hunger, AIDS, and discrimination against women and girls (The United Nations, 2015).

Achieving these SDGs under all circumstances will require societal creativity, know-how, technology, and financial resources planned and pursued by governments and the private sector to sustain our world. For example, for all children, the private sector UNICEF applies a '3A' approach to all children, raising awareness, taking action, and holding decision-makers accountable for progress (UNICEF, n.d.). Sustainable development starts with children, being raised out of poverty, and being healthy, educated, happy, and secure are the foundations of becoming a contributing adult to an economy, a sustainable environment, and a cohesive society. A strong emphasis on justice is therefore at the core of SDGs. The global development goals will only be achieved if they are achieved for all children everywhere. As such, child well-being is now a key indicator of progress toward the SDGs (BAPPENAS and UNICEF, 2017).

At the same time, in many countries, the political and administrative bases of good governance inequality are widening in many countries' economic growth benefits for the wealthiest members of society. Inclusive growth is about changing the rules so more people can contribute to and benefit from economic growth. Inclusive growth governance coordinates opinion, design, implementation, and accountability for shared results. (Organization for Economic Co-operation and Development: OECD, n.d.).

A good example of a public-private partnership. Given the breadth and complexity of their goals, and the unprecedented range of public and private actors that will need to be involved in their formulation and implementation, how governments coordinate their policies is a big deal. The problem is a collaboration with the OECD Government Center has helped the government lead many cross-sectoral initiatives. Many focus on improving governance processes and achieving inclusive growth, helping governments focus on the broader agenda of their SDGs. The OECD is working with countries to better understand their institutional arrangements for implementing the SDGs. (Organization for Economic Co-operation and Development: OECD, n.d.).

In addition, the country uses philosophies from the works of the King of Thailand. Thailand has its own development framework, the Sufficiency Economics (SEP) philosophy, which is used to achieve Sustainable Development Goals. It is based on wisdom, honesty, and the principles of moderation, common sense, and prudence developed by His Majesty the late King Bhumibol Adulyadej SEP's commitment to sustainability has been adopted as a core principle of Thailand's National Economic and Social Development Plan since 2002 (Open Development Thailand: ODT, 2018). Government policies have been adopted at several levels such as national development plans, created constitutions, and country reform proposals. Consideration in detail found it related to 17 Sustainable Development Goals (Thailand Sustainable Development Foundation, 2016).

Thailand set the National Strategy 2018-2037 as a goal of sustainable national development as a framework for advancing the country's operations in dimension by focusing on achieving the vision. In developed countries, the government attaches great importance to eradicating poverty and inequality, including developing people of all ages to provide them with quality of life and well-being (Government Gazette 2018-2037, 2018).

A conceptual framework for development and subsequent adjustment to the context of the details, the challenges, and the possibilities. A key practice at the national level is 'Mainstreaming the SDGs' in state - led national politics. As well as at the local level, it is "localization of the SDGs" or local implementation of the SDGs (SDG Move Team, 2021).

Considering and planning for local sustainability in Thailand, there are government and private organizations that are constantly striving to make their projects more community inclusive. Tourism Authority of Thailand (TAT) created the Thailand Tourism award 26 years ago thinking about how to promote the environmental conservation trend to honor those who have contributed to the development of the quality tourism industry both directly and indirectly, stimulating cooperation and conservation and development of tourism resources both naturally and culturally. These projects were all to support local communities by providing a direct income. For example, a popular one We Travel Together, considers the community projects by the Tourism Authority of Thailand: TAT, Thailand Convention & Exhibition Bureau: TCEB and Designated Area for Sustainable Tourism Administration: DASTA, Top100 destination sustainability stories 2021, CBT How to Become Sustainable, DASTA Certificate in CBT-Integrated (DASTA, 2017), and finding the wonder of 14 communities (DASTA, 2016). For Thailand, business income from tourism is one of the largest industries in the system's national economy, as is the service of the former operating standard and promotion of tourism to local communities as sustainable tourism, creative tourism, gastronomy tourism, as well as rural tourism in Thailand.

Applying Sustainable Tourism model “NORMAL”

All tourism sectors and projects can generate income from local products, services, homestays, transport, food, activities, and tour guides. The benefits of rural tourism as a driver of economic development and contributing to the quality of life (QOL) of rural people (Chunyan et al., 2020) and over 150 rural communities in Thailand (Mongkhonchairoek, 2019). Rural tourism provides income to communities and lowered the part of negative sociocultural and environmental impacts (Tripongpun, 2021). Tourism initiatives can therefore bridge the gap between rural tourism, balancing socio-cultural, economic, and environmental sustainability, and fully sustainable tourism. Each move has a reward to encourage the community and keep rural tourism meaningful. TAT announced the results of the Thailand Rural Tourism award 2020 as the best creative experience, conservational community enterprise as well as the best for a company outing, and the best responsible tourism (TAT, 2020). All of this contributes to rural tourist attractions in every part of the country.

During the coronavirus situation, Thai and foreign tourists living in Thailand want to relax and travel to nearby residential areas and safe places for recreation and self - healing. Southern Thailand was chosen as the second part of the tour from Bangkok. Percentage of Visitors to South, Phuket, Songkhla, Krabi, Surat Thani, and Phang Nga in 2019 - 2021 (Economics tourism and sports division, 2021). However, Surat Thani is the fourth in terms of income, on the other hand, tourism resources are diverse. Surat Thani has various tourist destinations such as mountains, forests, rice fields, and the sea. This subject is called Khao Pa Na Lay (Tourism and Sport Division, 2020). As part of the preliminary research, the researchers will explore tourist-frequented areas of Surat Thani by interviewing drivers, hotel managers, cafe and restaurant owners, local guides, tour guides, tour operators, and rental cars. Most of the interviewers visit Khao Sok village and surrounding areas. There are still open during the coronavirus situation, but subject to the announcement from the Ministry of Health. Khao Sok's vast terrain makes it one of the last viable habitats for large mammals. During the wet season, you can see bears, wild boars, gauls, tapirs, gibbons, deer, frozen cats, wild elephants, and even tigers. Visitors can spot over 300 species of birds, 38 species of bats, and the rare Rafflesia, one of the world's largest flowers that grow only in Khao Sok, Thailand. Aside from wildlife viewing, the dry season from December to April is the best time to visit. During the June-October monsoon, the trail becomes slippery and leeches are abundant. The advantage is that the waterfall is real. Resources available in this region are managed according to a unique southern pattern as good relationships. These are the reasons why tourists choose the Khao Sok area to visit during the Coronavirus pandemic.

Crucially, the aim of this study is, therefore, to analyze rural tourism utilizing sustainable concepts in Surat Thani, Thailand, and to create a new model of tourism. In measuring progress on

sustainable policies, three pillars of analysis included socio-cultural, economic, environmental, and climate change combined with the 4Ps marketing mix, products, prices, places, and promotions.

2. Research Objectives

2.1 To analyze rural tourism utilizing sustainable concepts in Surat Thani, Thailand.

2.2 To create a new model of tourism.

3. Literature Review Conceptual Framework and Hypothesis

As the diversity of rural tourism evolves in sustainable tourism and marketing mixes, to achieve the objective of this study initially collected the data reviews play an important role from governmental, private, and academic perspectives.

3.1 Literature Review

3.1.1 Rural tourism in Surat Thani

Rural tourism almost unambiguously encompasses four themes: location, sustainable development, community-based aspects, and experiences. This includes challenges for both developed and developing countries, revealed as two internal and external challenges (Rosalina et al., 2021). A core detailed analysis of the topics of sustainable development issue reveals these development themes: economic development, social and cultural preservation, and environmental conservation (Rosalina, et al., 2021). All of these benefit both developed and developing countries. The concept of sustainable tourism development is called the three pillars. It has the same goal and core values focused on balancing economic progress with environmental protection and socio - cultural interests (Batra, 2022). Also, this area definite as rural tourism in Surat Thani, a place under the supervision of the local community, the government sector, and the private sector works together to address the concept of sufficient economics to ensure continued operations in times of crisis and normal situation.

To become a major tourist city in southern Thailand and a world - famous tourist destination, Surat Thani has developed strategies for quality and sustainable tourism and has the potential for tourism - friendly handicrafts, forests, and unique and diverse folk culture. Surat Thani's vision for 2036 is to promote quality agriculture, Sustainable city tourism, and a happy society by using processes that see it from an outsider's perspective so that all Surat Thani residents can shape the future of Surat Thani through a participatory approach. (Surat Thani Provincial Development Plan, 2017). Considering

various attractions, the rural community will also participate in human resource development and skill improvement for the development of the region, and the region will play a role in tourism management itself. Therefore, the definition of rural tourism is tourism autonomy in municipalities (Emphandhu, 2009; Klinkhajorn, 2018).

Since Phanom district is a tourist attraction worthy of heritage preservation, the development of tourist attractions in Khao Sok National Park, Klong Sok Sub - district, Phanom District, and Surat Thani Province should be seriously developed as tourist attractions. Promoting the culture, making it better known, and increasing it further by encouraging local communities and relevant authorities to develop tourist attraction potential to promote tourist attractions in Khao Sok National Park. (Likkhachai et al., 2021; Naktae et al., 2014). There are activities for attractions within the region that are well known to tourists, and information from research studies can be used as guidelines for future development into sustainable destinations.

Community management guidelines for sustainable tourism cities need to improve the structure of local governments to suit local conditions. At the same time, communities need to be able to work with government agencies to spread the movement to the people. Knowledge and understanding of different aspects of tourism are necessary to drive the development of the region, ultimately leading to sustainable cities with good management systems (Thuekthip et al., 2021).

3.1.2 Sustainable tourism in Surat Thani

The Sustainable Development Goals (SDGs) based on the Sufficiency Economic model of King Rama 9 in the Surat Thani project to support Khao Sok Village are followed by and use the concept of 17 integrated principles that includes No poverty. The Governor of Surat Thani Provides guidelines to proceed with the Poverty Alleviation Project, following the philosophy of sufficient economy to develop people of all ages along with the supply of equipment, plant and pet species that they have used (Surat Thani Provincial Office, 2022).

3.1.3 Marketing Mix and Tourism

The marketing mix is the actions brands take to market their products and services using a specific framework with the four biggest ingredients for successful marketing. Regarding the product, whether it is a physical product or a service that is delivered to the consumer. Price influences how goods and services are offered, and the brand reputation as affordable or high quality. Place where products reach customers. Last, Promotion or advertising, and methods through which customers get their effect as well as advertise your product or service to gain an audience (McCarthy, 1960)

Tourism generates profits from tourism profiles required for the analysis and selection of marketing programs (Batra, 2006). Tourism products have a product and service design approach that

attracts the attention and determination of tourists, which is a marketing supplement to achieve tourist satisfaction according to targeted marketing goals. Contribution to understanding and predicting future traveler behavior reveals the need for attitudes that drive the adoption of products and services (Schiffman & Kanuk, 2000).

Therefore, tourism and marketing strategies merge and can also be applied to types of tourism in the context of sustainable and rural tourism. Looking at the academic research in the Khao Sok area, there are quite a few studies on sustainable tourism marketing. Marketing and public relations of the ecotourism of Thailand, which is the guideline for the formulation of the Ecotourism Master Plan of Thailand (Esichaikul & Chansawan, 2017). The decision to travel in terms of price is a factor that influences Thai and foreign tourists in determining whether current prices are reasonable (Songsuwanwong et al., 2017).

3.2 Conceptual Framework

Focusing on rural tourism, sustainable tourism, and the 4Ps of the marketing mix. Combining the concept to develop a conceptual framework for best practice in this area.

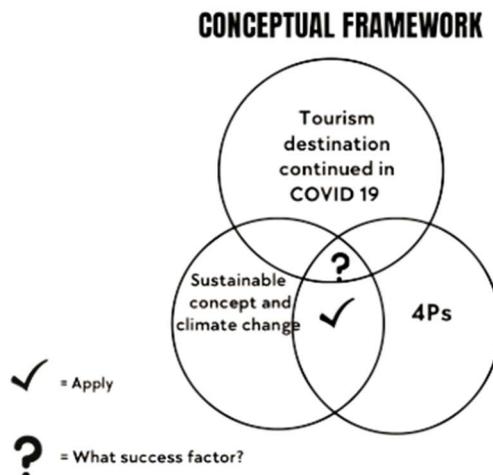


Figure 1: Conceptual framework

4. Research Methodology

This study followed the guidelines and structure of previous studies (Aguinis et al., 2018; Mehraliyev et al., 2020) in conducting thematic analysis. The five steps are to research design, sampling selection, the scope of data, final sample, and data coding analysis can be identified and described briefly as follows:

4.1 Research Design

This study was qualitative design in narrative research that the life experiences of an individual in a special event (Coronavirus situation), gathering personal reflections on events, causes, and effects from one individual (Fraenkel et al., 2012). In particular, the study used design elements related to qualitative thematic reviews. Qualitative review techniques integrate and compare what is found in the depth-interview results to gain considerable insight from each individual (Cooper & Schindler, 2014; Zikmund et al., 2013), revealing common themes, structures, and attribution between identified structures (Kim et al., 2018). This approach was mainly used with pre - defined frameworks and themes for data and analysis types.

4.2 Sampling Selection

Non - probability sampling to answer the research questions was an in-depth study that focused on a small number of cases, perhaps one, and was selected for a particular purpose. The volunteer group and snowball technique representative cases were likely to have characteristics desired and useful for identification (Saunders et al., 2019).

4.3 Scope of the Study

This study found that rural tourism has used sustainable concepts to create a new tourism model in Surat Thani, Thailand. Only during the Coronavirus period, local people as owners, still opened their businesses as well as tourists visit were selected.

Data collection by face – to - face interview on - site with two questions the first questions ask the local business and the second ask to tourists, including 1) What are your products, prices, places, and promotions offered for sustainable tourism? and 2) Why did you choose here to travel during the coronavirus situation?

Final Sample

The final sample population consisted of three study groups; two local business owners five Thai tourists and two foreigners who used the service and continues their business during the coronavirus situation. (Harsud, 2022) whose initial participant information by snowball technique where cases were difficult to identify and particularly knowledgeable about this research (Saunders et al., 2019). For thematic analysis, the depth analyzed in the topic hierarchy is limited by the frequency with which topic-related events (utterances, actions) occur and the number of similar topics detected (Fugard & Potts, 2015). Recent thematic analysis (Morse, 1994) guidelines categorize proposals by type of data collection and project size (“small,” “medium,” and “large”). For small projects, 6-10 participants for interviews, 2-4 for focus groups, 10-50 for participant writing, and 10-100 for secondary sources person is recommended.

Data Coding and Analysis

To fulfill the research objective of this study, data collection by interview, researchers ask questions of large numbers of people either face-to-face or using mass communication tools such as phone calls and emails. This method is the most common method of data collection.

The content analyzes extracted rural tourism in Surat Thani utilizing the Sustainable Tourism Concept in Thailand as follows the principle of creativity. A Thematic development represents patterns drawn from the interview transcripts and calibration process among the coders. As well, interpretation and classification (constructivism) is analyzing data by splitting, integrating, and connecting data from different sources and groups of people (embedded in multiple cases), a combination of data gathered to structure important issues. Using an inductive approach, repetitive code was grouped into overarching themes and variable categories.

5. Results and Discussion

According to the key informants and content analysis, this theme emerged across all levels (e.g. local people, Thai, and foreign tourists), starting to apply in 4Ps, sustainability tourism, and climate change. The following Table 1 and 2, the study analyzes the direction of rural tourism in Surat Thani using the concept of sustainable tourism in Thailand.

5.1 Results

5.1.1 Main Finding 1

Theme 1: Destination Highlights by the Situation-DHBS

Applying Sustainable Tourism model “NORMAL”

According to the key informants based on content analysis, this result emerged across tourist levels, stating that choosing a travel destination during the past Coronavirus period resulted in a shift in both Thai and foreign tourist behavior towards more natural tourism. They chose a place to relax, closer to home, and able to spend time with family and friends. Including being confident from the advice of people close to them about places to visit and where accommodation was safe. This finding is in congruence with the decision - making theory by Herbert (1948), stating that the making a decision process requires a person to understand the information, develop a choice for selection, and make the decision to pursue (Table 1). The followings are the actual statement made by the interviewees/key informants:

“I find a place near town and natural, we need to relax, and my friend told me and recommend this place to visit.”

(Interviewee #3)

“In the cooking area, we prepare everything by ourselves, the price is normally quite cheap and that can feed 16 family members”

(Interviewee #4)

“We find to the natural area in the South, we have driven from Bangkok, and easy to find on Facebook and the admins of this place quickly answered all of our questions and we decided to visit here.”

(Interviewee #5)

According to the key informants and content analysis, this result emerged across the local community (business owner) levels, stating that evaluation of the situation can be seen from the selection of tourists during the coronavirus pandemic. As entrepreneurs continue to protect natural resources and choose to invest in eco-friendly zones (Table 2). The followings are the actual statement made by the interviewees/key informants:

“The fact that we can still open during the Covid situation is very good and we have adjusted the recommendations for preventive measures”.

(Interviewee #1)

“If we keep the environment with us, it will keep everyone’s business in this area as well, so we choose to invest here, I love traveling and stopping in Khao Sok”.

(Interviewee #2)

Table 1 Tourist Overview

Topic	Data	Sustainable Tourism Theme			Climate Change
		Socio - Cultural	Economic	Environmental	
Product	Rafflesia kerrii spot. Natural, camping, hiking trail, survival route, safari, canoe or kayak, raft.	- Still staying rural, all looks harmonious with wood and natural material. - The excursion activities use a local Guide. Integrated school, temple, and local enterprise. - Local knowledge about the sufficiency economy	- Land for sale 5-8 million per rai During covid switched to normal life or self-sufficiency. - Local food and delivery to accommodation.	Natural based tourism	The rainy season starts before July 2-3 years ago and has frequent flash floods.
Price	The basic price for around there and the center tourist price	Buy the local food and product	Pay to the owner.	Cheap and suitable	
Place	Word of Mouth	Social Media involves the local communities	Agencies available	Paperless and Cashless	
Promotion	Depend on season	Attracted to tourist attractions and travel nearby	able to distribute income against the basic economy in that area	discounts and special offers the best area if the tourist bring their own glass	

Table 2 Local Community as owner Overview

Topic	Data	Sustainable Tourism Theme			Climate Change
		Socio - Cultural	Economic	Environmental	
Product	Local accommodation, camping, rental area, shop, OTOB product, restaurant, café, tourist attraction, national park, fresh air, ozone, land for rent, relaxing feeling	- Local raw materials such as fresh vegetables, meat, and egg. - Local handicrafts, Local guide, and local staff	Invest in the local area, hire locals and land for rent	Conserve resources, Interior in harmony with nature, plant a tree project yearly, clear water at the river	The rainy season starts before July 2-3 years ago and more have flash floods.
Price	- Café and restaurant Thai food start 70 baht to 250 baht. - Local accommodation stat 500 – 3,000 Baht - Area for rent stat 150 Baht.	Yearly to the scholarship to school, local sign,	Increasing the land, land for rent, for sale,	Including and separating new investments, to preserve the environment.	
Place	Social Media, travel agencies,	Local people share the post on social media, travel to the local area and local people receive a commission.	Easy to decide to rent, sell, or service.	QR code payment, cashless and paperless.	

Table 2 Local Community as owner Overview (Continued)

Topic	Data	Sustainable Tourism Theme			Climate Change
		Socio - Cultural	Economic	Environmental	
Promotion	The season depends, green heart and re-visit, local people and Southerners.	WOM from local people as good relationships.	Connection to each local business.	Special service or discount to green tourist	

Theme 2: Adaptation to any Situation–AAS

Marketing educators simply extend definitions of product, price, place, and promotion to serve as an operational mnemonic organizational structure for marketing education and practice (Table 3).

Table 3 Measuring Progress

Key Indicator	Sustainability Pillars Plus	New Concepts	Data/Outcome
Product	Socio-cultural	PROCIO	Camping, café, local activities, chitchat and cultural decoration.
Price	Economic	PRIECO	Directly to community land rent 6 million THB / Rai.
Place	Environment	PLAEN	Natural zone and easy access.
Promotion	Climate Change	PROCLIM	Bring your own tent, and glass bottle and get a discount.

5.1.2 Main Finding 2

This research developed a new model called NORMAL was created for this area by accumulating six themes of sustainable tourism. Involve sustainable development; Economic development - ED, Social & Cultural preservation - SCP, and Environmental conservation - EC:

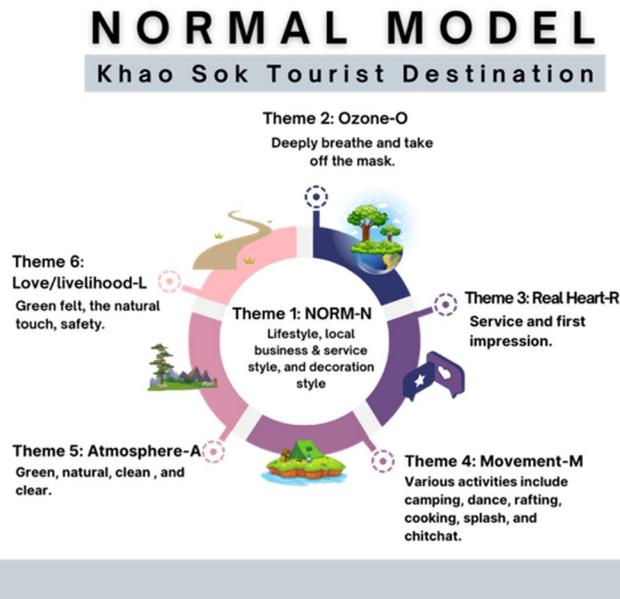


Figure 2: NORMAL Model at Khao Sok Tourist Destinations

Source: Researcher, 2023

According, the six themes of NORMAL can linkage to the Sustainable Development themes of Rosalina et al., 2021 start with theme 1: Norm with Social & Cultural preservation, the commonality and continuity of society, and the culture of that area can attract people from all over the world to experience the difference in lifestyle or local character (Xue & Kerstetter, 2019). Theme 2: Ozone with Environmental conservation, when maintaining the environment in the tourist area (Kieffer & Burgos, 2015), also, the weather is getting better, travel times and restrictions are affecting the environment, and the environment is getting better, which can be good for the past, present, and future. Theme 3: Real from a heart with Social & Cultural preservation, the best service comes from the heart. This is the result of a happy and self-sufficient culture and society (Trukhachev, 2015). Every moment is born here, between conversation, service, and care. Theme 4: Movement with three pillars Sustainable development, every movement is a journey between activities in the area. Oversight by local staff and impact on the local circular economy and creating balance. Theme 5: Atmosphere with Environmental Conservation, green shows the attractions of nature seen through the eyes of tourists. Walking around this tourist spot will make feel good. Finally, theme 6: love or livelihood with Social & Cultural preservation, A good relationship with each other will lead to love, kindness, and always a good life.

Any good relationship can attract tourists and make them feel comfortable. Realizing the safety of life and property.

5.2 Discussion

5.2.1 Main Finding 1

Theme 1: Destination Highlights by the Situation–DHBS

Similarly, Karl et al. (2021), the study uses the COVID - 19 pandemic as a proof of concept to demonstrate, how sentiment prediction can be used as a tool to influence tourists' travel and accommodation decisions. Emotional anticipation has been shown to reduce perceived risk and positively influence travel decisions. Positive thinking and sentiment can also be used to develop marketing and management strategies that help tourists unknowingly behave in a more environmentally friendly manner.

This finding is in congruence with the cycle in the tourism life cycle model by Butler (1980), stating that the development of tourist destinations faces various challenges. A major challenge is the loss of competitiveness of destinations as a result of poor management actions or due to changing demand motives. There one can follow and analyze the stage and the decision to continue or close the business as follows, the 6 stages 1) involvement stage 2) development stage 3) consolidation stage 4) stagnation stage 5) decline stage 6) rejuvenation stage. Similarly, Herrero et al. (2022), made a study that uses a review of perspectives and new challenges for the tourism sector in the last couple of decades under a life cycle thinking approach. The COVID - 19 pandemic has prompted the use of eco - labeling and the digitization of tourism experiences as valuable tools to minimize environmental harm, promote green market access mechanisms, and design effective synergies. as well as being a topic of discussion in the context of sustainable tourism.

Theme 2: Adaptation to any Situation-AAS

This finding is in congruence with the marketing mix by McCarthy (1960), stating that since then, there have been many advances in marketing thinking and conceptualization, including the expansion of marketing concepts (the 1970s), the emphasis on barter trading (1980s), and the more recent (1990s) development of relational marketing and total quality management. Similarly, according to Gronros (1994), many marketing professionals believe that mixes are a planning tool for operational marketing and help in actual transaction operations. In addition, Karim et al. (2021), stated that almost all business leaders trust to incorporate the 4Ps concept of the marketing mix into their business-related processes.

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This is finding truth in the Sustainable Development Goals-SDGs by World Tourism Organization - UNWTO (2015), stating that promoting tourism as a driver of economic growth, inclusive development, and environmental sustainability and provides leadership and support to the sector in advancing knowledge and tourism policies around the world. With the key informants and content analysis, these results emerged across the key indicators and three pillars plus, stating four new keywords as follows; 1) product and socio - cultural called PROCIO, are camping, café, local activities, chitchat, and cultural decoration. Likewise, SDGs goal 2 argued tourism can increase agricultural productivity by promoting the production, use, and sale of local products in tourist destinations and its full integration into the tourism values chain. 2) price and economics called PRIECO are direct to community land rent or sale of 6 million THB/Rai. As well, SDG goal3 proves tourism's contribution to economic growth and development on health and well-being from foreign earnings and tax income from tourism. 3) place and environment called PLAEN, are natural zones and easy to access. 4) promotion and climate change called PROCLIM, include bring your own tent, or glass bottle and get a discount or unique offer. Correspondingly SDGs goal 15 states that through efforts to reduce and conserve waste and consumption, sustainable tourism can play an important role not only in conserving and conserving biodiversity but also in terms of terrestrial ecosystems (SDG Move Team, 2021)

The finding developed the patterns and concept of rural tourism in Surat Thani PROCIO (include and integrate local products and services), PRIECO (income - based community activities and sharing), PLAEN (local conservation and limited travel zone), and PROCLIM (local touch to unique offers). The findings are the actual statements made by analysis revealing a difference in this tourist destination, looking at keywords post - interviews and reflections, new models emerge for this area. A vital conclusion can be made, this evidence shows it is possible to apply a sustainable tourism model operated during the COVID situation.

5.2.2 Main Finding 2

Similarly, according to Rosalina et al. (2021), four emerging themes include location, Sustainable development, community-based aspects, and experiences. From the owners, the followings are the actual statement from all levels (e.g., local people, Thai tourists, and foreign tourists) made by the interviewees/key informants and support these themes of Rosalina et al. (2021)

These results create the charm of a particular area of Surat Thani, making it more attractive to open up the country and attract both Thai and foreign tourists to experience the term “NORMAL” attracting everyone from around the world to Surat Thani province. Similarly, Rosalina et al. (2021), in

relation to experience, argued that the theme of experience encompasses the tourist's physical, social, or psychological experiences related to authentic as well as tangible attractions.

Integration between conceptual framework includes tourism destinations continued in COVID - 19, Sustainable concept and climate change as well as the 4Ps marketing mix. It can be found in the key success factors "NORMAL Model at Khao Sok Tourist Destination" Finally, it is a value in tourism area management that has long-term effects and can be used in all situations along with thinking the owner value in terms of product forms, services, pricing, marketing based on changes from tourists and entrepreneurs. The principle of flexibility is the main thing that keeps Khao Sok open for service continuously.

6. Conclusion

Balancing of sustainable tourism theme and 4Ps of marketing. The creative application of the two theories creates new questions and answers and extends the questions to get the answers needed in different situations. When analyzed, it creates a new word by observing and conducting interviews with tourists and entrepreneurs in the area.

Khao Sok National Park, a NORMAL model for tourism destinations, can be used in the next survey to test for success with this new model or to find success in another direction. There was successful use and application of sustainable tourism. This concept was confirmed by the researchers' analysis with a group of local people and entrepreneurs, and after this work was further developed to take the usual path to sustainable success.

7. Suggestions

7.1 Suggestion for Research

This research focuses on rural tourism and the coronavirus pandemic period in Surat Thani. However, other destinations can create new themes of balancing the 4Ps of the marketing mix and sustainable tourism. Therefore, the results of this study cannot validate that the NORMAL model is representative of rural tourism destinations as a whole. This is a part of the limited area in the NORMAL model that is successfully represented in Surat Thani.

7.2 Suggestions for the Future Research

As a result, future research can broaden the set of theories, increase the sample size, and use quantitative research to get answers using the NORMAL model from tourists, on the other hand, learns more about sustainable tourism to achieve the SDGs. The results of the following studies will increase sustainable tourism and inform Surat Thani's actions in marketing long-term plans.

7.3 Policy Recommendations

The findings apply to the Tourism Authority of Thailand, Surat Thani Branch, to promote a NORMAL model for attracting eco-tourists and green tourists to eco-friendly. This value can identify new trends in rural tourism and tourist demand, and raise awareness of local communities to prepare and support local services.

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ประวัติแนบท้ายบทความ



- Name and Surname:** Kessini Tripongpun
- Highest Education:** Ph.D. HTM candidate in Hospitality and Tourism Management
- University or Agency:** Lecturer of International School of Tourism, Suratthani Rajabhat University
- Address:** Graduate School of Business and Advanced Technology
Management GS-BATM
- E-mail:** kessini.tri@sru.ac.th



Name and Surname: Assistant Professor Dr. Adarsh Batra

Highest Education: Ph.D. Tourism Management

University or Agency: Assumption University of Thailand

Address: Faculty, Master of Business Administration in Hospitality
and Tourism Management

E-mail: adarshbtr@yahoo.co.in