THE ROYAL COAST TOURISM: AREA POTENTIAL AND INTEGRATED MANAGEMENT FOR SUSTAINABLE COASTAL TOURISM DEVELOPMENT

Maturose Prabpriree
Asst. Prof. Dr. Thirachaya Maneenetr
Tourism and Hospitality Innovation Management, Faculty of Management Science, Khon Kaen University, Thailand

ABSTRACT
This article was a study of sustainable coastal tourism in the Royal Coast, which aimed to analyze the content of tourism in the Royal Coast, including Phetchaburi, Prachuap Khiri Khan, and Chumphon Provinces; and to study the integrated tourism management concepts which created competitive competence in economic, social and environmental sustainability contexts. Document research, in depth interviews, 35 key informants and focus group, 84 representatives from local community were employed for this study. The coastal tourism situation had been analyzed and adapted from five theme-based issues were area-based, networking, tourists, competition, and external environment. The results were as follows:

1) The situation analysis of the five issues found that there were approximately 586.23 kilometers of coast line along the three provinces with more than 76 beaches and mangrove areas. Problems found area invasion and wastewater. The corporation of the stakeholders, both public and private sectors were managing coastal tourism in different ways. Most tourists preferred to visit Phetchaburi, then Prachuap Khiri Khan and finally Chumphon respectively but the highest income from tourism was from Prachuap Khiri Khan Province. The most competitive areas for business were value and quality of tourist attractions. As for the external environment issues there were the preparation for the AEC, trends toward increased consumption of green tourism and the influence of technology positively affect the competitiveness of the sectors while natural disasters negatively affected to the Royal Coast area.

2) It was suggested that further development and integration of the economic, social and environmental aspects should be implemented. The management approach of each province would depend upon the context or the potential of tourism resources. The integrated management should concern community and area as the green tourism concept is not only for
profit but also to reach environmental harmony and sustainable tourism.

**KEY WORDS**

Coastal Tourism, Sustainable Tourism Management, Royal Coast

**INTRODUCTION**

Since 1950, international tourism has seen increasing growth, many types of tourism such as natural tourism, cultural tourism, and other types of tourism have become well known. These also include coastal tourism where activities related to ecological and economical interests have increased since the beginning of the century (Suanez & Bruzzi, 1999) or as a result of the emergence of mass tourism since the 1970s. (Buhalis, 2000) and it has offered the chance for leisure, physical activities and pleasure of all age and social groups. (Gormsen, 1997, Butler, 1980) United Nations World Tourism Organization [UNWTO] (as cited in UNEP, 2009) said the coast has a large area where tourism has been steady growth such as in the Mediterranean, one of the most famous coastal tourism areas in the world, had more than 250 million tourists in 2008 and will reach 312 million by 2025 (Blue Plan, 2005 as cited in UNEP, 2009). The density of use for the coastal areas in France and Spain are more than 2,300 persons per square kilometers (United Nations Environment Programme [UNEP], 2009). These showed that coastal tourism has been an important sector and effect to other parts of the hospitality industry as well.

Therefore, trends in coastal tourism management are now a complex service which, for example, consists of spa businesses, ports, golf clubs, shopping malls and resorts. (Wanzer, 2009) These have caused coastal tourism to be more complicated and related to many businesses. Then the stakeholders must understand very well the use of these areas as tourism destinations when determining the development polices and developing the facilities. (Honey & Krantz, 2009)

However, the coastal zones also have problems involved with the growing human pressure in terms of changes in land use associated with new accessibility and intensification of recreational use (beaches, water sports). (Velo So-Gomes, Taveira-Pinto, 2003, Swarbrooke, 1999) Negative impacts of the development and promotion include pressure in the destination, over carrying capacity and crowding, (Mora, 2008), lack of transportation links connecting sites, unequal support between environmental management and tourism marketing have been shown the failure of environmental management (Hall, 2001) Furthermore, the impacts on cultural community has stopped them from following their own culture. (E.J., 1997)

Thailand is a country which has coastal areas in 23 provinces of...
which 6 provinces are on the Andaman Sea and 17 provinces on the Gulf of Thailand. Prachuap Khiri Khan Province, one of the study sites, has the longest coast line with 251 kilometers and Bangkok, the capital of Thailand has the shortest coastal line with only 5.5 kilometers. (Aquatic Resources Research Institute, 2009) According to the survey of the most popular destinations in Thailand, it found that more than 70 percent favor marine and coastal tourism. The sea, sand and sun are popular with both international and domestic tourists.

Moreover, they were also the top of the most famous 100 Amazing Places in Thailand, which was an online survey of 3,389 international tourists from 68 countries who had been in Thailand in 2011. The Tourism Authority of Thailand said the number of tourists has increased from 18.3 million tourists to 19 million in 2012.

Coastal tourism development is highly concentrated within Thailand. It is shown that areas such as of the Royal Coast, Phetchaburi, Prachuap Khiri Khan, and Chumphon Provinces have been selected for being a tourism marketing cluster, should be primary candidates for a study for developing them in a sustainable way because these areas will be raised and upgraded as an international destination in the future. It has been recommended that the success of the coastal tourism development can be achieved according to how well the supply component matches the demand side. (Gunn, 1994, Giraldi, 2009)

Therefore, it is necessary to study the present tourism situation in the Royal Coast in order to have the suitable direction and focus on sustainability efforts which involve economic, environmental, social and cultural dimensions (Hult, G. T. M., 2011). This study looked for lessons to learn from examples from areas across the world that have had similar circumstances (de Kraker, 2011), to contribute to an integrated approach on sustainable tourism development in general. (Farsari, & Prastacos, 2000)

**OBJECTIVES AND RESEARCH METHODOLOGY**

The aims of this study were focused on coastal tourism management situation which adapted from 5 Cs; company (area-based), collaboration (networking), consumer, (tourists), competition, and context or climate (external environment). It was also studied in the aspects of competence in economic, social and environmental sustainability contexts. The secondary data was employed to analyse the situation in the Royal Coast area and to create the structured and semi-structured interview for key informants. This study was qualitative research: 1) in-depth interview, the 35 key informants, the host sides or stakeholders in the Royal Coast from local community, local government
officers, entrepreneurs and scholars; 2) focus group, 84 representatives from the local community where located in the coastal area, was held three times. The content analysis was used to describe and analyse the sustainable coastal tourism in these area.

STUDY AREA

The study area was located in the western part of the Gulf of Thailand. Since 2005, the government had decided to raise and develop Phetchaburi, Prachuap Khiri Khan, Chumphon, and Rayong provinces to be potential clusters which they will be able to develop on the same standard destination as the Rivera/Mediterranean coastline. Then the Royal Coast concept has been set and named for these areas. These four provinces have the longest coastline, 528 kilometers in Thailand. They also have 37 beautiful and attractive beaches, 10 gulfs, 25 islands and 15 national parks. Moreover, the transportation to these provinces can access them in 3 ways, by road and rail (Phechakasem Road), by air (Huahin airport, Wing 53 Network Centric Air Bases, Pratew Airport and Ranong Airport) and by water (ports at Cha-am, Huahin, Sam Roi Yod, Prachuap Khiri Khan, Bangsapan and Chumphon). In 2008, the government endorsed the principles and allowed the Department of Tourism and Sport to undertake a feasibility study for the integrated action plan which should be concerned about people agreement, zoning, carrying capacity and related to the Southern Seaboard and provincial strategy plan.

The Royal Coast became one of 14 tourism clusters and tourism marketing themes in 2009 and was restructured into 8 clusters with the same name again in 2011. (Ministry of Tourism & Sports, 2007) However, the researcher had selected only 3 provinces except Ranong province because these three areas had a boundary on the Gulf of Thailand and had a continuous long coastline which can be easily to integrate and manage in the same way. The three coastal sample sites were chosen in various conditions according to the 6 As, attractions, available packages, accessibility, activities, amenities, ancillary services (Buhalis, 2000), well known, popular and famous for both tourists, locals and foreigners. They were Cha-am beach in Phetchaburi, Huahin beach in Prachuap Khiri Khan, and Had Sai Ree beach in Chumphon provinces.
RESULTS AND DISCUSSIONS

The tourism situation in the Royal Coast

The following section discussed the cross-sector interaction of the situation analysis implementing 5 Cs analysis, company, collaboration, consumer, competition and climate which had been adapt for tourism situation analysis model (Figure 2) and PESTEL analysis which were also used for analyze the situation of the organization. Then this study applied these concepts to demonstrate the tourism situation along the Royal Coast in order to present the integrated management of the coastal tourism in three provinces.

Figure 1. Map of Thailand and the Royal Coast Cluster.


Figure 2. Adaptation of Cs analysis for tourism situation analysis.
Territorial features: Area-based coastal destination management

The Royal Coast situated in the western region which was the gateway to the southern. Its geographical characteristic of the area is not far from Bangkok, capital of Thailand. There are 18 districts which close to the coast and its length of the coast stretch over more than 586.23 kilometers with potential natural resources beaches, shorelines, mangroves forest and manmade attractions, activities and events. The total, 76 beaches which has potential and are attractive. The beaches are under the responsibility of local governments among 54 beaches are standard beaches 34 beaches. There are 19 beaches which are under the government agencies explicitly (such as National Parks, Wildlife and Plant Conservation Department, the Navy and other government agencies) and 3 beaches which are taken care by others. (Table 1.)

Table 1. Length of coast and number of beaches in the Royal Coast.

<table>
<thead>
<tr>
<th>Provinces</th>
<th>District</th>
<th>Length of Coast (km)</th>
<th>Beaches (local government)</th>
<th>Beaches (national park)</th>
<th>Beaches (others)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number of Beaches</td>
<td>Standard Beaches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phetchaburi,</td>
<td>4</td>
<td>91.73</td>
<td>9</td>
<td>6</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Prachuap Khiri Khan</td>
<td>8</td>
<td>246.75</td>
<td>24</td>
<td>15</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Chumphon</td>
<td>6</td>
<td>247.75</td>
<td>21</td>
<td>13</td>
<td>11</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>586.23</td>
<td>54</td>
<td>34</td>
<td>19</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: http://www.dmcr.go.th/marinecenter/erosion.php
http://www.mascat.org/kmp/coastprov.htm

This study selected only the three sample beaches sites in three provinces which were Cha-am beach in Phetchaburi, Hua-Hin beach in Prachuap Khiri Khan, and Had SaiRee beach in Chumphon. It found that each area could be divided in to 3 parts; they are 1) the area for tourism activities and recreation, where could be to create activities and events all year round, for instance, Seafood and Ecotourism Festival at Cha-am beach, Kite Festival, Hua-Hin Jazz Festival, and Open Chumphon Sea, etc. This can be described that three provinces are able to receive different types of tourists, mass tourists, high-end and alternative tourists. 2) The community or residential areas who both related to the beach user directly and indirectly. 3) The conservation area; mangrove forests and aquatic conservation, was just a few areas and was in charge of local community such as planting mangrove forest, establishing crab bank. (Table 2.)
Table 2. Classified area and tourism activities.

<table>
<thead>
<tr>
<th>Coastal area</th>
<th>Tourism activities and recreation area</th>
<th>Community and residential area</th>
<th>Conservation area</th>
</tr>
</thead>
</table>
| Cha-am, Phetchaburi | Main activities; swimming, water sport, sun bathing, relaxing, eating seafood, Other activities; make merit, planting mangrove forest, mangrove trail, study visit | There is an open beach where is easy for visitor to access the beach. Across the road and along it, there are many communities and tourist amenities such as hotels, restaurant, travel agencies, shops etc., located behind the beach. | - Mangrove forest  
- Crab bank/nursery |
| Huahin, Prachuap Khiri Khan | Main activities; swimming, sun bathing, relaxing, horse riding, eating seafood Other activities; shopping, sightseeing ancient house, study visit, make merit | This area used to be the houses or resorts of the royals and vassals which located next to the beach after that these become the communities and tourist amenities. Then this beach is different from others and there is two public ways to get the beach | - Ancient house which situated in the community and aged over 100 years |
| Had SaiRee, Chumphon | Main activities; swimming, sun bathing, relaxing, horse riding, eating seafood, Other activities; shopping, study visit, make merit, herb garden | This beach is similar to Cha-am beach but there is far from highway, Phetchakasem road, approximately 20 kilometers which has fewer tourists and amenities. | Doctor Porn Herb Garden |

Problem issues

There were two problem issues which occur in the coastal area and effected to tourism. Natural disaster, firstly, in 1989, Prachuap Khiri Khan and Chumphon had a huge disaster from Typhoon Gay. This caused great detriment for people’s lives, property, natural environment and national economy. Now people are facing the problem of coastal erosion. However, there were several types of coastal defense projects, both hard and soft solutions. As for hard solution, structural methods, was used to protect the sandy beaches and generally appropriate for chronic and severe erosion sites. Breakwater, groin, seawall and headland were typically used as shore protection structures. These measures were fully effective
to the protected beaches or areas but they had affected to adjacent areas. In the coastal resource restoration zones, beach nourishment and mangrove afforestation were generally used as soft solution, where the wave energy rather low. (Rattanamanee, 2011)

The second problem issue caused from human or congestion of tourism activities which directly impact on people and the environment at destinations. These strongly affected by concentration in seasonality, degradation of sand quality, beacherosion, water pollution, eyesight pollution, increase garbage and waste, overuse of water and land for leisure facilities, changing of the landscape from the infrastructure, buildings and facilities and disturbance of local people, noise and traffic. However, the tourism stakeholders have concern about these impacts. Then the sustainable tourism management often raises and is integrated into both central and local policies, tourism promotions and marketing such as 7 Greens campaign, etc.

**Destination management organization: Who will responsible and action for the Royal Coast?**

This study found and divided the agencies or stakeholders into five groups which acted in public or major responsibility or directly and indirectly related to coastal management. However, Table 3 illustrated roles and functions of each organization that involved and participated in different ways of the coastal management. It showed that central government and local government are major responsible almost overall functions except the role of study and research. Their aim was to create both sustainable development and economic stimulus to the area. The community locating in the three beaches had an opportunity to participate and had obtained support differently depending on their responsibilities. The community who located in the main tourism destination or those who supported and promoted tourism in their own destination could involve and had formulated their plans and activities vividly. However, the community that did not have any tourism activities would not be able to engage in any tourism plans. Most of enterprises had their own private strategic plan and activities which aim for economic and incomes. These mean that they joined and only participated in some sectors. However, these three agencies were the direct beach user and the resources were important for them as an economic base and as an environmental heritage. Moreover, their action was as also the manager to keep maintaining their asset. (Mimura, 2008) Institutional Educa-tions were the organizations which support other stakeholders especially to acknowledge, train labors to serve the hospitality services and do research about the coastal tourism in new aspects. At the Royal Coast, there also had non governments
which operated by local community or central sectors. Their plans and activities may not be directly involved with tourism but they could attract the special tourists to join them. However, all of them were aware about the degradation of the royal coast and are pleased to create and take account into solving the impacts and support the sustainability of coastal tourism.

### Table 3. Key agencies involved the coastal tourism destination management.

<table>
<thead>
<tr>
<th>Roles and authorities</th>
<th>Government</th>
<th>Enterprises</th>
<th>Community</th>
<th>Institutional Education</th>
<th>NGOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine policy and planning</td>
<td>National policy/Strategy</td>
<td>Private</td>
<td>Local plan</td>
<td>Private/Related to province</td>
<td>Private</td>
</tr>
<tr>
<td>Create projects/activities</td>
<td>Major</td>
<td>Private/Join</td>
<td>Major/Join</td>
<td>Join</td>
<td>Private/Join</td>
</tr>
<tr>
<td>Safe the environment</td>
<td>Major</td>
<td>Private/Join</td>
<td>Major/Join</td>
<td>Indirect/Join</td>
<td>Specific area</td>
</tr>
<tr>
<td>Afford and facilitate</td>
<td>Major</td>
<td>-</td>
<td>Join</td>
<td>Indirect</td>
<td>-</td>
</tr>
<tr>
<td>Security</td>
<td>Major</td>
<td>Indirect</td>
<td>Major/Join</td>
<td>Indirect</td>
<td>Indirect / specific area</td>
</tr>
<tr>
<td>Budget</td>
<td>Mass coastal tourism/ risk area</td>
<td>Private</td>
<td>-</td>
<td>Indirect</td>
<td>-</td>
</tr>
<tr>
<td>Develop and manage sites/people</td>
<td>Major</td>
<td>Private</td>
<td>Join</td>
<td>Indirect /Join</td>
<td>Indirect / Specific area</td>
</tr>
<tr>
<td>Tourism Promotion and Advertising</td>
<td>All coastal tourism destination</td>
<td>Private</td>
<td>Join</td>
<td>Indirect</td>
<td>-</td>
</tr>
<tr>
<td>Study/Research</td>
<td>Join</td>
<td>-</td>
<td>Join</td>
<td>Major</td>
<td>-</td>
</tr>
<tr>
<td>Pass on knowledge</td>
<td>Major</td>
<td>Private</td>
<td>Major</td>
<td>Major</td>
<td>Major</td>
</tr>
</tbody>
</table>

**Networking, corporation and cluster**

The situation analysis referred to the collaboration which this study found that the stakeholders, Table 3, were well cooperated. They created formal and informal network in each province. This was because each organization has different strengths and weaknesses, for example, the government had budget but lacks of knowledge or marketing concept so they ask to cooperate with the institutional education and entrepre-
neur. In pooling efforts together, they can create effective cooperation and empower the groups or networks; especially for the coastal tourism network (Swarbrooke, 1999) which had the ability to strongly coordinate and implement with every level of coastal destination (Haugland, Ness, Gronseth & Aarstad, 2011, Novelli, M., Schmitz, & Spencer, 2006). In addition, the levels of understanding in sustainable coastal tourism management were quite different, therefore, it was necessary for the tourism network to understand this concept in the same direction.

However, the existing network they were having at the moment was only within each province. This could be shown that it had only the same master policy, top down, which was said that they were in the same cluster. Nevertheless, there was less collaboration among groups such as there was no linkage tourism route within the three provinces. The link and connection plan were only in Cha-am district, Phetchaburi Province and Hua-Hin district, Prachuap Khiri Khan Province because they were defined that they were in the same Western region but Chumphon was in the Southern region.

**Trends towards tourist behavior: Service, value and quality in the destination**

The emergence of new tourism destinations has increased the competition among existing mass coastal tourism destinations for sun, sea and sand (3S). There has also been an increased differentiation of tourist demand and a trend to new forms of active, special interest tourism (Maroudas & Tsartas, 1998) The reasons of most Thai tourists who visit the Royal Coast want to contact with nature, relaxation, and visit friends and relations, whereas the international tourists aim for only relaxation. Table 4 below, showed the number of tourists in Phetchaburi which had more tourists than others, in contrast, Prachuap Khiri Khan got more revenues than others despite having closely the duration of stay.

### Table 4. Number of Tourists and Revenues.

<table>
<thead>
<tr>
<th>Province</th>
<th>Thai tourists</th>
<th>International tourists</th>
<th>Total</th>
<th>Incomes (Million Bht.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phetchaburi</td>
<td>5,253,509</td>
<td>446,810</td>
<td>5,700,319</td>
<td>19,117.01</td>
</tr>
<tr>
<td>Prachuap Khiri Khan</td>
<td>3,730,557</td>
<td>930,437</td>
<td>4,660,994</td>
<td>25,905.56</td>
</tr>
<tr>
<td>Chumphon</td>
<td>1,107,739</td>
<td>96,238</td>
<td>1,203,977</td>
<td>5,280.91</td>
</tr>
</tbody>
</table>

Source: Tourism Authority of Thailand, 2014.
The tourists behavior could be divided into two groups, firstly the mass tourists which were a large group and alternative tourism who seek for the responsible tourism. According to the global warming concern, trends about green concept (Leslie, 2009: 11) it was a chance for the tourism business to adapt and promote themselves as green accommodations or responsible tourism. Many hotels had the policy and regulation about energy and water saving, recycle process. The best practice and successful green resort, Chumphon Cabana Beach Resort, has brought and adapted the sufficiency economy concept to manage the resort. This concept was invented by His Majesty and very well known in Thailand which was friendly to environment. It helped resort to reduce the expenditures and get more incomes. Moreover, it could attract tourists, green tourists to stay and visit how it is successful.

Tourists could get information about these areas in several ways. Most domestic and international tourists received information about the destination from words of mouth and found that internet was growing and popular for both Thai and international tourists. Page, (2007) stated and forecasted that information technology, internet, would have more influence to tourist decision.

**Tools of competitiveness: the value and quality of the coastal destination**

Activities and events were significantly important to attract tourist to visit. Each province had set activities and events calendar all year round, including the green season or offseason. Then the competitions between the stakeholders had different aspects because their aimed and mission depend on the policy and nature of organization. In the past until now, the pattern of competition has been changed from only pricing and promotion to more concern about image scape, value of money, quality of service product and destination, and experience which tourists would get more benefits. In order to create the differentiated coastal destination, they could identify the characteristics of each coastal destination and integrate them to be as one destination. (Ioannis & Vayanni, 2003, Micallef, 2003). Figure 3 showed that each beach had its own unique but the primary need would be natural, cleanliness and safety beach. The others depended on facilities, activities, number of tourists, distance, investment and policy.
Figure 3. Brand of the destination.

The ability of the competitiveness on the coastal destination would not be managed only one single organization (Table 2), it should ask for the cooperation with other stakeholders. The participation could build more quality of the coast and motivate the demands of tourist. (Huybers & Bennett, 2003) Therefore, the good coastal tourism management would showed up the carrying capacity on social and environment, safe for habitats and human, high employment, high occupancy rate, waste management, recycled, and get environmental rewards. (Blancas, Gonzalez, Lozano-Oyola & Perez, Fatima, 2010)

PESTEL: the external environment analysis

There are many kinds of environmental analyses. This study was used and applied PESTEL analysis, political, economic, social, and technological, environmental and legal, to describe the external environment analysis which contributing a strategic analysis or doing market research. (Lan, Ye, &Lim, 2009) The results gave an overview of the different macro environmental factors that the stakeholders had to take into consideration. The following, Table 6, explained the factors which related to the external environment of the Royal Coast tourism.

Table 6. PESTEL analysis.

<table>
<thead>
<tr>
<th>PESTEL</th>
<th>External environment factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
<td>- The stability of the local and central politics was effect to investment and tourist motivation.</td>
</tr>
<tr>
<td></td>
<td>- Government plan to build the railway high speed between Bangkok-Huahin.</td>
</tr>
<tr>
<td></td>
<td>- Fuel tax and price highly increase.</td>
</tr>
<tr>
<td></td>
<td>- The government situation was instability</td>
</tr>
<tr>
<td></td>
<td>Hub of the Royal Coast nostalgia</td>
</tr>
<tr>
<td></td>
<td>natural beach relax calm/slow movement</td>
</tr>
<tr>
<td></td>
<td>natural beach varieties amusement</td>
</tr>
<tr>
<td><strong>PESTEL</strong></td>
<td><strong>External environment factors</strong></td>
</tr>
<tr>
<td>------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| **Economic**     | - The stakeholders prepared to AEC in 2015.  
- The inflation of money and the strong baht has both positive and negative for tourism business grows and expands, for example, it increases the number of Thai tourists travel aboard.  
- The price of patrol was affect to economy and travel decision making.                                                                                   |
| **Social**       | - Trends and influence of the social network help to promote coastal destination.  
- There were safety coastal zone for tourism activities.                                                                                                                     |
| **Technological**| - ICT became more important for marketing propose and solving coastal erosion.                                                                                                                                                                |
| **Environmental**| - The advantages of good weather, climate and location.  
- Some areas faced to coastal erosion.  
- Green economy and 7 Greens concept were applied to how stakeholders manage and create new products or destination with more sustainable.                                      |
| **Legal**        | There were many kinds of laws which control and force stakeholders to follow such as consumer law, employment law, and health and safety law, act of tourism and guide, Act of hotel business, Act of environment, EIA etc. |

**CONCLUSIONS AND RECOMMENDATIONS**

The article was the study of the sustainable coastal tourism in the Royal Coast which presented the situation analysis of the coastal destination in three provinces. These provinces had set into the same cluster despite its situated in different region. The integrated of the situation analysis patterns, 5Cs and PESTEL were used for describing the coastal tourism in five issues, the strength and weakness of area-based tourism, roles of the organization or stakeholders, networking and collaboration among agencies, the changing of tourist behavior, value and quality are new tools for competition, and the effects of external environment factors for the coastal tourism management. As for the situational analysis for the Royal Coast, the area could be classified into 3 parts; they are 1) the area for tourism activities and recreation: 2) the community or residential areas: and 3) the conservation area which was the smallest part that was conserved for aquatic animals. Consideration in various levels would be essential in the development of tourism destination: especially, the tourism potential area or the linked area to other destination. (Haugland, Ness et al., 2011). Further, Ahn, Lee,
and Shaftar (2012) also stated that tourism coastal development should properly specify the coastal area. In doing this, the tourism activities, area development, beach criteria and socio-economy could be properly managed.

In conclusion, situational analysis, problem differentiation, impacts study and well plan should be carefully considered in beach management. This could be brought to the appropriate changes and usage. In addition, it would be useful for the beach management relating to the specify plans and criteria. After having close study with stakeholders in these three areas, the further development and integration of the coastal tourism should be implemented and concern with community based tourism and coastal area as the green tourism concept. They are not for benefits only but also to reach environmental harmony and sustainable tourism.

Therefore, recommendations for the sustainable development can be divided into three agencies as follows:

1. For the policy makers; they have authority and budget, government policy therefore, they should create the Royal Coast Master Plan and action plan for the three coastal area. It is necessary to participate with the stakeholders.

2. For the community; they are the owner of the valuable destination, they have to survey and create new attractions, tourism routes or activities such as ecotourism, community-based tourism and take more action to participate with local government.

3. For the private sectors; they are not only investors but they are also the user of the resources, they should participate with local government and community, promote and support products or tourism routes in nearby community.

ACKNOWLEDGEMENTS

This paper was carried out as part of the dissertation, Beach Tourism Management Innovation Model on the Royal Coast, the Gulf of Thailand. Thanks due to suggestions from reviewers to improve this manuscript and comments and the supportive from Khon Kaen University, Phetchaburi Rajabhat University and National Research Council of Thailand.

BIBLIOGRAPHY


