

Responsible Tourism Situations in Krabi Province

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ABSTRACT

Krabi Province is located on the Andaman Sea, about 814 kilometers from Bangkok along National Highway No. 4 head to the south, with an area of 4,708 square kilometers (<https://th.wikipedia.org,2020>). The area consists of upland mountains, plains, and more than 154 islands; it is rich in mangrove forests and there is a river of about 5 kilometers long, that flows through the city into the Andaman Sea. Krabi Province is the main tourist city in the Southern Andaman Coast (<https://www.tourismthailand.org, 2020>). It is famous for its scenic view and breathtaking beach and island. It has the most beautiful coral reef vistas, in the world which makes the city a great spot for coral diving. Its tourist attractions include hot springs, a wildlife sanctuary, sea caves, flourishing coral reefs and exotic marine life, limestone cliffs that draw rock climbing enthusiasts from around the world, and national parks that include the island paradises of Koh Phi Phi and Koh Lanta. The top 5 foreign tourists that visited Krabi Province in 2018 are citizens of China, Malaysia, England, Germany and France. Krabi has 592 accommodations with 21,853 rooms in total around the province. It can be said that Krabi Province is an important tourist destination of the Andaman Coast after Phuket. Availability of infrastructure, accommodation, airports, seaports, travel connections between tourist spots within the province, and tourist attractions both on land and in the sea has attracted tourists from all over the world to travel continuously to the area every year. They are responsible for the consistent growth of Krabi tourism service industry. Therefore, the aim of this research is to study the readiness of relevant agencies to support the provincial tourism growth using the responsible tourism model of key tourism stakeholders within the province and related agencies - involving government agency, tour operators and community-based tourism.

Keywords: Responsible Tourism, Sustainable Tourism Benefits, Tourism Resources in Krabi