



Ministry of Tourism,
Creative Industry and
Performing Arts Sarawak

REBORN
RESPONSIBLE BORNEO



INTERNATIONAL CONFERENCE ON
RESPONSIBLE TOURISM AND HOSPITALITY
(ICRTH) 2024

ICRTH2024 PROCEEDINGS

*Tourism and Peace: Promote
Peaceful and Inclusive
Societies for Sustainable
Development*



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PREFACE

It is our great honour to present to you the International Conference on Responsible Tourism and Hospitality (ICRTH) 2024 conference proceedings. This is the fourth edition of an annual conference that brings together academics, students, industry experts, and practitioners, as well as policymakers that advocate for responsible tourism and hospitality in the Southeast Asia region, and beyond. For this year's conference, ICRTH has expanded its reach and depth to attract more than 300 participants from 30 countries. The Sarawak Research Society and Responsible Borneo hosted the ICRTH edition this year in Kuching, Indonesia, from August 7-11, 2024, with the theme "Tourism and Peace: Promote Peaceful and Inclusive Societies for Sustainable Development". ICRTH 2024 paid close attention to the notion of peace as highlighted by UN Tourism in earmarking 2024 as the theme of tourism and peace. Peace is an important tenet for sustainable development and responsible tourism because it advocates for mutual respect with communities and harmony with nature. ICRTH 2024 was also the platform in the launch of the International Centre for Responsible Tourism, and the presentation of the Responsible Tourism Southeast Asia Awards. The success of the conference would not have been realised in the absence of a range of supporting roles, resources, and networks of local authorities, governments, professional agencies, and academic institutions. Sincere thanks and gratitude go towards the Ministry of Tourism, Creative Industry and Performing Arts (MTCP) Sarawak, Tourism Malaysia, Sarawak Tourism Board, and other key sponsors for their invaluable endorsement and assistance throughout the conference. The conference featured for the first time an Impact Stories session, allowing presenters to showcase responsible tourism and hospitality snippets to generate wider impacts to their respective communities. Delegates also had the opportunity to visit Bau, as well as the primary school where each conference bag was individually designed by a young student there. The post-conference fieldwork trip to Empurau Farm Resort and the local ethnic village provided further interactions and engagements of responsible tourism and hospitality in action. This conference proceeding is organised based on the order of abstracts/full papers as they are received for the conference. Once again, we would like to thank everyone who has made ICRTH 2024 a success. Let us remain committed to responsible tourism and peace even as the world around us continues in a delicate and yet unpredictable geopolitical landscape.

Best Regards,
 Prof. Dr. Hiram Ting
 Assoc. Prof. Lenny Yusrini
 Dr Aaron Tham
Co-Conference Chairs of ICRTH 2024

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7. Destination Branding Development Towards Sufficiency Economy and Sustainable Tourism Development Goal (SDG): A Case Study of Khao Kram Community, Krabi, Thailand

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Keywords: Tourism branding, Tourism potential, Development, Sufficiency Economy, Sustainable Tourism Development Goal.

EXTENDED ABSTRACT

Krabi Province is a province with high tourism potential and has the potential to develop tourism through the implementation of sustainable concepts. The Khao Kram Community, located in Krabi Province, has natural attractions, multiculturalism, and friendly locals. This research aimed to study the sustainable creative tourism potential of the Khao Kram Community and identify potential areas for tourism development and branding. A study using qualitative methods. The result displays that the Khao Kram Community has the potential to build four tourism brands: Brand 1 creative agricultural tourism, Brand 2 creative multicultural tourism, Brand 3 world-class Muslim-friendly tourism, and Brand 4 creative nature tourism. However, the community lacks a clear tourism brand and an active marketing plan to motivate tourists. This research could benefit the government, private sector, and community in developing tourism branding and elements.

LITERATURE REVIEW

The tourism development in Krabi

Krabi Province has seen a significant transformation in its tourism since 1985, with foreign tourists increasingly visiting its marine attractions (the Krabi Provincial Office, 2022). The province is now known as "Krabi Global City" with a vision of an international quality tourist city, sustainable agricultural industry, and livable society. The Krabi Province Development Plan aims to elevate it to a green destination or popular sustainable tourist destination for Thai and foreign tourists. Joint operations with government and private agencies aim to develop Krabi toward net-zero carbon by 2024 (Krabi Provincial Office, 2024). This has led to increased tourism, with Krabi Province generating the 5th highest tourism income in the country and 2nd on the southern Andaman coast. The province's strategies include

strengthening the economic potential of tourism, agriculture, and industrial sectors, developing quality and morality, and maintaining biological diversity (Krabi Provincial Office, 2024).

Destination Branding Development

Destination branding has become a crucial aspect of the tourism industry, with various studies focusing on different elements that contribute to the formation of destination brand image. Lee and Xue (2020) further contributed to the understanding of destination branding in sustainable tourism by proposing a model of destination loyalty that integrates destination image and sustainable tourism. They suggested that a positive destination image, particularly in terms of sustainability efforts, can significantly influence tourists' loyalty to a destination. This finding underscores the importance of effectively communicating a destination's sustainability initiatives as part of its branding strategy. Additionally, Kladou and Kehagias (2014) provided an integrated approach to assessing destination brand equity, emphasizing the multifaceted nature of brand equity in the context of tourism destinations.

Sufficiency Economy

King Rama 9 introduced the concept of a sufficiency economy to the Thai people in 1974. This framework empowers humanity to be self-sufficient, focusing on moderation, fairness, and good immunity. It is based on Thailand's traditional way of life and provides a methodical view of the ever-changing world. The sufficiency economy is crucial for sustainable development and achieving the Sustainable Development Goals, particularly in the tourism industry. It ensures efficiency, sustainability, reduces inequality, and creates long-term stability, making it an essential foundation for local community development. (Jeenaboonrueang, S., 2019).

Sustainable Development Goal (SDG)

The concept of a Sustainable Development Goal (SDG) is that the United Nations' Sustainable Development Goals (SDGs) aim to end poverty, protect the planet, and ensure peace. Tourism can contribute to these goals by promoting sustainable development principles that focus on the economy, society, culture, and environment, such as poverty alleviation, gender equality, sustainable cities, responsible consumption, and marine ecosystem preservation (McCarton, et al, 2020; Shulla, et al, 2020).

RESEARCH METHOD

This study is based on a qualitative methodology by applying Participatory Action Research (PAR) which includes the Community Study checklist, Tourism Resource Audit, In-Depth Interviews, and focus group. The approach meets the objectives of this study to find the potential areas for tourism branding development. There are three groups of key informants used in this research, totaling 15 participants, including the public sector involved in tourism development and strategic planning of Khao Khram Subdistrict, the private sector, tourism business operators in Khao Khram Subdistrict Krabi Province, and local people who live in Khao Khram Subdistrict. Data analysis was conducted primarily by using Content Analysis and secondary by using Triangulation Analysis.

RESULTS

According to the interview and focus group the public sector (e.g. The owner of a tour agency, restaurant), the private sector (e.g. Chief Executive of Kha Kham Subdistrict Administrative Organization, the Krabi Provincial Tourism and Sport office), and the local people (e.g. the leader of a community, local people) for 15 respondents, it show that Khao Kram Community has a high potential to develop destination branding based on the sufficiency economy and Sustainable Development Goal (SDGs). It concluded that the Khao Kram Community can promote 4 brands as following concepts; Brand 1 The Khao Kham community can establish a sustainable, creative tourism brand based on the sufficiency economy, promoting learning activities and environmental conservation through travel experiences, allowing tourists to learn by doing, and supporting the community and tourist groups. Brand 2 The Khao Kham community will establish a multicultural tourism brand. The Khao Kham village is cosmopolitan and friendly, including Muslims, Thais, and Thai-Chinese residents. The Khao Kham community contains temples, mosques, and shrines with varied cultures and customs that have not lost their individuality. Only a few localities in Krabi can provide multicultural tourism experiences. Brand 3 The Khao Kram community plans to establish a world-class Muslim-friendly tourism brand, focusing on the Khao Kham community, which has a Muslim majority and Halal products produced in Halal restaurants. The community also has homestay accommodations for Muslim tourists. The Khao Kham Subdistrict community, known for its Ban Nai Nang Mosque, is an attractive location for developing a Halal tourism brand with high standards. Brand 4 The Khao Kham community will create a sustainable integrated creative nature tourism brand based on the sufficiency economy for tourists and communities in Khao Kham to jointly conserve the environment, terrestrial ecosystems, tropical rainforests on limestone hills, and marine ecosystems in the swamp forests of sustainable space.

Figure 1: Summary of Destination Branding of Khao Kram Community



DISCUSSIONS

The focus group recommends the establishment of the Khao Kham Subdistrict Community Destination Management Organization (DMO) Committee to promote tourism and integrate with various sectors. The community aims to maintain its original way of life and environment while reducing tourism's impact on sustainability. They suggest improving strategic and risk plans for emergencies and promoting tourism in the community's big picture. The community has designed four tourism brands by applying the potential to build a new tourism image: Creative Agricultural Tourism in a Sufficiency Economy, Creative Multicultural Tourism, World-Class Muslim-Friendly Tourism, and Creative Nature Tourism. However, collaboration on public relations and creating clear tourism branding are crucial for community growth.

MANAGERIAL IMPLICATIONS

The public sector can utilize four tourism brandings to develop sustainable tourism strategies for Krabi Province and Khao Kham community. The private sector should promote sustainable practices, while local communities should collaborate on formulating policies based on economic sufficiency. This will conserve resources and promote the Sufficiency Economy Philosophy, enhancing the tourism image.

FUTURE RESEARCH DIRECTIONS

Krabi Province should be transformed into "a green tourist destination for all" through research on urban planning, green space, green activities, and campaigns that should be developed to ensure consistency with natural resources and environmental management and promote sustainable tourism development, prioritizing economic and social growth.

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