



## Examining Responsible Tourism Experience of Thai Tourists in Salak Khok, Trat

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### Abstract

The objectives of the study were to investigate the experience of tourists in responsible tourism at Salak Khok, Trat and to propose guidelines for creating a responsible tourism experience. This study was an in-depth interview research. The population was Thai tourists who gained travel experience at Slak Khok, Trat. A sample was selected from 30 cases using convenience sampling. The findings showed the tourists gained responsible experiences through Mad boat tour activity by interacting with local people and learning in culture, social and environment consciousness by experienced with local tourism management. The tourist experiences affected their responsible behavior in travel. Based on the findings, it was recommended about guidelines for creating a responsible tourism experience as follows: 1) Creating an experience beyond the expectations of tourists through local communication and encouraging tourists to take part in creating responsibility. 2) Creating an understanding of responsible tourism for tourists through the participation of the people in the community and clarification of practices to tourists. and 3) Creating tourism management within the community through local storytelling skills and tourism public relations.

**Keywords:** 1) Responsible Tourism 2) Tourism Experience 3) Tourism Development 4) Tourism Promotion 5) Slak Khok, Trat

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## Introduction

The tourism industry is a large industry that generates benefits in terms of economy, society, and environment. However, at the same time, the tourism industry also has a significant impact. The operations of tourism businesses must have a high level of long-term responsibility to create social, cultural, and environmental sustainability and to promote environmentally friendly and community-friendly tourism. This has led to a current trend of environmentally conscious tourism, which considers the environment, community, society, culture, and sustainable tourism development to promote the participation of all sectors in driving environmentally friendly tourism. Responsible tourism is an important aspect of sustainable tourism and is related to the responsibility of all stakeholders towards sustainable travel. Responsible tourism can be considered as a management strategy that involves planning and has become the most popular concept and principle for developing modern tourism. It promotes the protection and conservation of the environment, local culture, and improves the quality of life (Hanafiah, et al., 2016, p. 412). Additionally, Responsible tourism and its potential to contribute to sustainable development. It can contribute to sustainable development by addressing issues such as poverty, inequality, and environmental degradation (Burrari, Buda and Stanford, 2019, p. 1002)

Wang, Wang and Wang (2023, p. 524) found the increasing of trend from 1991 to 2020 that “corporate social responsibility, sustainability, responsible tourism and sus-

tainable tourism have gained momentum over time, reflecting the increasing attention over the environmental concerns and green practices for securing more sustainable futures in the field of tourism and hospitality” as same as Thailand promotes sustainable tourism by aiming to conserve and restore tourist attractions, improve their capacity and instill environmental consciousness, and promote sustainable culture by honoring and preserving Thai identity, original values, and local wisdom. Therefore, to responsibly promote tourism in Thailand, various factors need to be developed and enhanced to attract and interest tourists, as suggest that tourism experience leads to expectations and memorable experiences, which can result in satisfaction and revisiting. (Song, et al., 2014, pp. 12-14) Responsible tourism aims to prioritize relationships, environmental and social consciousness, and tourism experience (SVN Netherlands Development Organization, 2009, pp. 34-35).

Koh Chang is known for its diverse tourism resources. Salak Khok promotes eco-tourism and environmental preservation. The community actively engages in activities to raise awareness, preserve the environment in its original state, and restore nature to its abundant state (Chaimusik, 2017, p. 101). Salak Khok is a community located on the east side of Koh Chang. According to tourist statistics from 2019, it was found that there were 385,202 tourists visiting Koh Chang, marking an increase of 2.24% compared to 2018. Additionally, there was an increase in earnings of 3.89% (Ministry of Tourism and Sports, 2019). To promote responsible tourism by using Salak



Khok, Trat as the case study of creating responsible tourism experience will be the model for applying to promote community based tourism in Thailand. It will help the sustainability of both tourism resources and the community quality of life.

### Objectives

2.1. To investigate the experience of tourists in responsible tourism at Salak Khok, located in Trat.

2.2. To propose guidelines for creating a responsible tourism experience.

## Literature Review

### 1) Definition of Responsible Tourism

Responsible tourism is a type of tourism that aims to provide a positive experience for tourists while also increasing economic and social benefits, managing natural resources more effectively, and reducing negative impacts on the environment, society, and culture. Scholars have defined responsible tourism in various ways, as summarized in Table No. 1.

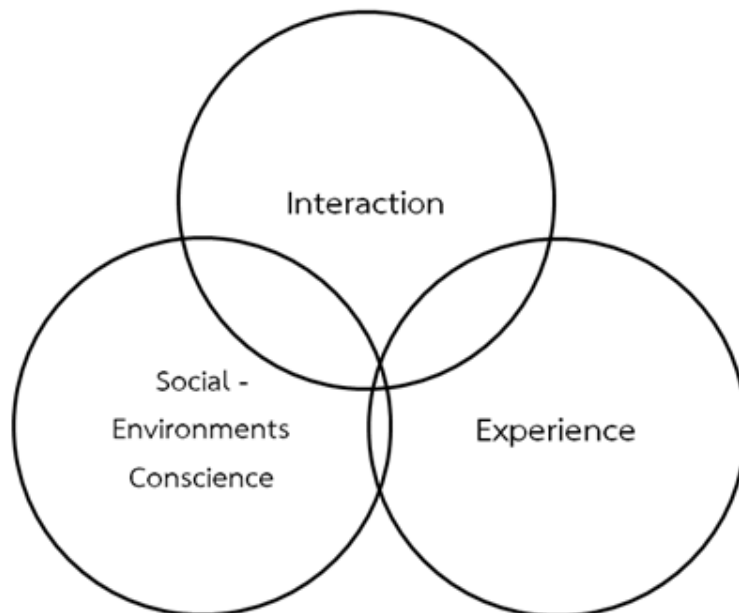
Researcher	Meaning
Ford and Acott, (2015, p. 3)	“Responsible tourism is about people taking responsibility for delivering sustainable development through tourism. It is a process, and a way of thinking and behaving, aimed at reaching a positive outcome for society and the environment. It aims to make tourist destinations better places to live and work, as well as providing tourists with a more enjoyable and meaningful experience through connections with local people.”
Hafiz, et al. (2014, p. 174)	“Responsible tourism is a management strategy embraces planning, management, product development and marketing to bring about positive economic, social, cultural, and environmental impacts.”
Goodwin and Font (2014, pp. 4-6)	“Responsible tourism is about creating better places for local people and visitors to enjoy. It requires responsibility and action from hoteliers, governments, local communities, and tourists to make tourism more sustainable.”
Associazione Italiana Turismo Responsabile (2005)	“Responsible tourism is tourism that is developed according to economic and social principles, with respect for the local environment and culture. Responsible tourism accepts the centrality of the community and their rights as the driving force for sustainable local development, and takes responsibility for society. This form of tourism supports positive interaction between the tourism industry, local communities, and travelers.”

From the literature review, the researcher defined the meaning of responsible tourism as a form of tourism that benefits all parties involved, including a management strategy that combines planning, management, development of tourism resources, and marketing. Tourists are expected to consider the environment and society in the local area they have visited. This type of tourism fosters interactions between travelers and local communities, encouraging tourists to adopt thought processes and behaviors that promote sustainable and socially responsible local development.

## 2) The characteristics of responsible tourists

Responsible Tourism is a qualification that tourists must possess when traveling to various places. Tourists have basic responsibilities, such as complying with laws and regulations at tourist attractions, respecting

local religious beliefs and cultural patterns, and not damaging the local physical environment or reducing the use of scarce local resources (Swarbrooke, 1999, p. 143). This is consistent with Vu (2015, p. 1) assertion that responsible tourism is a topical commitment and most basic of all tourist destinations worldwide. Responsible tourists are described as having a higher-than-average sense of social responsibility (SVN Netherlands Development Organization, 2009, p. 34), and according to they are travelers who enrich and protect the environment and society of the places they visit while minimizing negative impacts and making positive economic contributions. (Stanford, 2006, p. 51), The literature review reveals that the characteristics of responsible tourists can be divided into three aspects: 1) interaction with local people, 2) social and environmental conscience, and 3) tourism experience, as shown in Picture No. 1.



Picture No. 1 Characteristics of responsible tourists

Source: SVN Netherlands Development (2009)

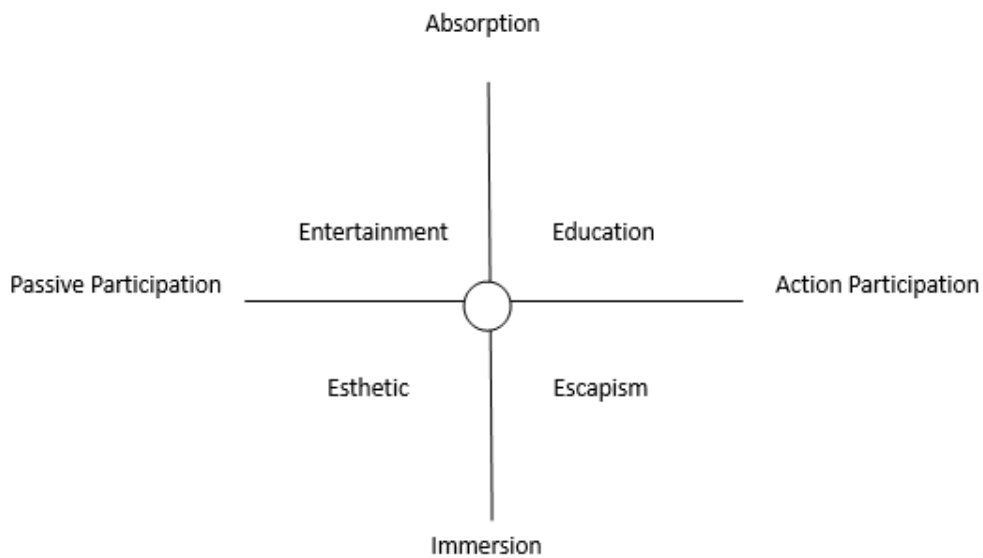


Characteristics of responsible tourists can be divided into 3 issues as follows:

**2.1 Responsible Tourist Experience**

Travel experience is an essential component of tourism due to its relationship with travel motivation. As noted by, a tourism experience is what drives a traveler’s desire to visit a tourist attraction or destination, with the expectation of creating a memorable experience that results in the desire to return. Adventure activities, scenic value, and cultural exposure allow tourists to experience new things while traveling, resulting in the intention to travel again. Therefore, using tourism experiences as a strategy for the development of the tourism industry is vital, particularly given the increasing competition in the industry. Understanding tourism experiences is fundamental to enhancing the potential of a destination (Mohsin, Lengler and Chaiya, 2017, pp. 41-42;

Pinto, et al., 2010, p. 1; Pinto, Guerreiro and Silva, 2014, pp. 12-13). Pine and Gilmore (1999, p. 30) divided tourism experiences into four aspects: 1) entertainment, where tourists can participate in activities and feel a sense of enjoyment, such as interacting with local communities; 2) esthetic experiences, where tourists appreciate the beauty created by the environment, such as seeing local houses that maintain their original style; 3) educational experiences, where tourists learn through participation, such as learning how to maintain the ecosystem of the mangrove forest or gaining skills in cooking local food through tourism activities; and 4) experiences of escaping from previous routines, where tourists are attracted to new experiences that differ from their current way of life, such as traveling to natural places or to communities with different lifestyles.



**Picture No. 2** Characteristics of the Pine and Gilmore (1999) experience.

Source: Pine and Gilmore (1999, p.30)

## 2.2 Responsible tourist interaction

The interactions between tourists and local communities have a significant impact on tourists' perceptions, attitudes, and destination image. When an individual discloses their information during an interaction, it makes them feel closer to the other person and leads to a more satisfying overall experience (Lin, et al., 2019, pp. 163-164; Styliadis, 2022, pp. 22-24). Interactions between people in the community and tourists can occur in various situations such as during travel, hotel stays, shopping, sightseeing visits, and chatting with the tour guide or locals on the streets. Each interaction results in a certain cultural experience (Reisinger, 1994, p. 25). Host attitudes towards tourists can influence travelers' attitudes about returning to a destination or recommending others to visit that location (Thyne, et al., 2006, p. 211). Similarly, Saveriades (2001, p. 34) stated that when tourists are welcomed by the community, they are more likely to return and recommend the destination to their friends and relatives. Community support is essential for the successful development and sustainability of tourism. Responsible travelers want to spend time interacting with locals to learn about the culture while taking into account the economic benefits to the community (Weeden, 2011, pp. 230-231). The interactions of tourists with the community make important contributions to tourists' satisfaction, such as kindness, politeness, and communication methods of the local people (Perovic, et al., 2018, pp. 12-13). Such interactions create a sense of sympathy and lead to income distribution to the local

community. Tourists gain awareness of the local economy and culture, and both variables influence tourism-supporting behaviors in the host community, including recommending the place to others (Martín, Sanchez and Herrero, 2018, pp. 231-243)

## 2.3 Environmental and social conscious

The participation of local communities and their awareness of the environment play a crucial role in ensuring that tourism destinations are sustainable. Goodwin (2011, pp. 102-104) highlights the importance of responsible tourism practices that support sustainability. Creating a positive awareness of local community responsibility in an environmentally responsible and ethical manner is key. Local people expressing a sense of responsibility can raise awareness that their actions are part of a tourism initiative to improve the sustainability of destinations (Mathew and Sreejesh, 2017, p. 86). Responsible tourism also considers local lifestyles, ensuring that local residents can continue their lives without any restrictions. This is particularly important when using local resources for tourism development, as visitors enter the residential areas of local residents (Booyens, 2010, pp. 282-284).

A responsible travel experience can be achieved through various types of travel experiences, including entertainment, esthetic, education, and escapism. These experiences should be integrated into tourism activities that facilitate interaction between tourists and locals, and also create awareness of environmental and social responsibility.



## Results

### 1) Responsible tourism perception

Due to responsible tourism being a relatively new concept in Thailand, it is important to consider the overlap of meanings with different types of tourism. The results found that most of the tourists mentioned Responsible tourism is related to nature conservation, waste management in tourist areas, and community involvement. They also mentioned that the local community must share the responsibility of managing the area, including preserving their way of life and offering friendly hospitality to increase incentives for tourism and income for the community. Tourists themselves are also responsible for the places they visit and should not harm or cause trouble to the attractions by following the rules and regulations. This behavior should be practiced when visiting other destinations as well, instilling a sense of responsible behavior for tourists in the future. In addition to studying tourists' understanding of responsible tourism, it was found that their perceived community responsibility for effective tourism management is a driving factor in their understanding of responsible tourism. Creating a responsible travel experience involves ensuring tourist attractions are clean and abundant in nature, implementing waste management from both community residents and tourists, and clearly indicating rules of conduct in tourist attractions. The hospitality of local people also plays a significant role in cultivating awareness for tourists. Good community tourism management and participation from the community in creating an understanding of responsibility are

crucial in delivering positive travel experiences to tourists.

### 2) Responsible Tourism Activities

Tourism activities in Salak Khok area focus on natural and community tourism. These activities showcase the area's abundant natural beauty and local way of life. Salak Khok is a popular tourist attraction, rich in both nature and local culture. The community's highlight activity is the Mad boat tour, a gondola ride unique to Thailand. This activity is organized by the community, making it a popular choice among tourists who enjoy contributing to local development. All income generated from this activity goes Salak Khok directly to the community members.

As the result, during the Mad boat tour, 21 tourists enjoy taking a boat ride to see the abundant mangrove forest and the bay's stunning views. In the morning, the boat ride is open-air, allowing visitors to feel the cool sea breeze. During the day, an umbrella is provided to protect tourists from the heat. The paddlers are locals, providing a unique experience of interacting with the community. The boat is operated without an engine, moved only by the paddler's effort. This provides an opportunity for tourists to experience the local way of life and see the lifestyle of fishermen in a fishing village.

Tourists gain new knowledge during the Mad boat tour, as the boating villagers share the story of the history of King Chulalongkorn's private tour by Mad boat, how to make a boat from a Takian tree, how to conserve mangrove forests and marine animals, and how fish sustainably for the preservation of the





local fishery occupations. To have this kind of travel experience, tourists must come to Salak Khok.

### **3) Interaction with people in the community**

Tourists who visit the community have the opportunity to interact with locals both during their travels and when participating in tourism activities. Most of these interactions involve talking with people in the community. 21 tourists mentioned that they interacted with local people during Mad boat tour, the rest of them had a chance to interact during travel in the village. The study found that tourism promotes interactions between tourists and locals through activities organized by the community. Tourists enjoy interacting with locals by exchanging information about the area and the local way of life. They receive advice on must-see tourist spots and local cuisine, and hear stories about the main occupations of the people in the community, such as fishing and gardening.

The Mad boat tour activity is the most popular and interactive activity for tourists. The Mad boatman acts as a local philosopher, sharing the history of Mad boat, promoting the career of local young people, and encouraging the conservation of the mangrove forest and sea animals. However, the study found that the communication skills of each paddler varied, resulting in different experiences for travelers.

Tourists enjoy interacting with locals and appreciate receiving advice and knowledge directly from the community. They are impressed by the friendly character and

hospitality of the community, and support the development of the community for tourism as it creates jobs and income distribution for the locals.

### **4) Cultivation of social and environmental conscious**

The study found that there are two main activities that cultivate social and environmental conscious during travel: boating activities and walking the bridge to see the mangrove forest. Before the Mad boat tour, tourists wait at the service waiting area, where they can learn about the Crab Bank. After the fishermen catch the crabs with eggs outside the shell, they deposit the crab eggs at the point mentioned earlier to wait for them to grow into baby crabs. Local people then release them into the sea, creating a life cycle for sea crabs. This helps tourists become aware of the interactions between occupations and natural creatures, and how humans must maintain the life cycle of marine animals so that fishermen can continue their careers.

While boarding the boat, the boatman tells the story of the way of life of the local people and nature conservation in mangrove forests. The boatman also reminds tourists not to throw garbage into the sea and to help keep it clean. The walking activity on the bridge to see the mangrove forest involves walking along a nature trail where visitors will see educational signs providing information about the ecosystem in the mangroves. These signs include information about the plants and aquatic animals in the area, such as mangrove plant demarcation signs and labels for the benefits and importance of mangrove forests.

In addition to these activities, tourists also find social and environmental conscious through other contexts, such as 13 tourists mentioned seeing attractions in clean areas and learning about waste separation within the community. The community has knowledge about waste separation for a clean landscape and nature is abundant. Maintaining and adjusting the landscape of the community every month makes tourists want to continue to maintain its fertility and not to make tourist attractions dirty or destroy the ecosystem in the area.

The Salak Khok has realized the importance of waste management and landscape improvements, and has established a waste separation system and systematic waste disposal. There is a monthly meeting to improve the landscape and make tourists aware of the community's responsibility through interactions during the tour. Tourists feel that promoting tourism in the community helps to distribute income and create additional jobs for the people in the community, allowing the local way of life and the beautiful environment to continue.

### **5) Travel experience**

According to the study on tourists who received tourism experiences based on Pine and Gilmore's (1999, p. 30) principles, tourists enjoyed the Mad boat tour as an entertainment experience. The mad boat tour had a unique local identity story and novelty, unlike any other. Tourists interacted with people in the community who showed care and responsibility for their community area. The oars used were non-oil boats, causing no noise pollution.

Tourists also observed the way of life of rowing boats that they wanted to continue to the next generation.

As for esthetic experience, tourists enjoyed the beautiful natural surroundings, most of them want to revisit because of the impressed on the nature in the area such as the sea, mangroves, fishing villages, viewpoints, etc. They were impressed and had experiences that exceeded expectations due to the unique mangrove ecosystem, which has the ability to absorb carbon dioxide higher than other types of forests, affecting climate change.

In terms of education experience, tourists learned about the way of life of fishermen, ecosystems, and marine animals, as well as local culture like Mad boat, which is hard to find in other tourist destinations. They also gained social and environmental consciousness during their travels. As a result, tourists' behavior aimed to preserve the beauty of the environment and the originality of the locality, providing them with an escape experience from the Salak Khok.

The Salak Khok is located on the side of Koh Chang and is a tourist attraction that has not been invaded and is still more abundant than other tourist attractions on Koh Chang. Tourists who come to the Salak Khok have the feeling of coming to truly relax and escape from the hustle and bustle. From the experience of Mad boat tour, tourists have needs that they would like to recommend and would like to return to travel again, helping to promote tourists to visit the Salak Khok even more.



Based on the result, found that there are other factors that should be included in responsible tourism experience besides the characteristics of responsible tourists which are Interaction, social-environment conscience and experience. To create the responsible experience one should consider the understanding of the meaning of responsible tourism for tourists and responsible tourism Activities which lead to guidelines for creating a responsible tourism experience.

### **1) Creating an experience beyond the expectations of tourists**

To create an experience beyond the expectations of tourists, tourism activities and environmental landscapes can be utilized in the following ways.

#### **1.1 Through local cultural communication**

In the case of activities in Salak Khok, Trat, community tourism is operated by the Conservation Group and the Salak Khok Folk Guide Club, which promotes ecotourism. The activity aims to cultivate awareness and raise awareness of resource conservation and the local fisheries' way of life. It takes into account interactions with local people, cultivating social and environmental conscious, which can create experiences beyond expectations by interpreting local cultural meaning. By drawing on the community's identity and historical stories, a new and unique activity can be created to offer a different tourist experience. The study results reveal that tourists are particularly interested in unique activities that are not found elsewhere. Preserving local cultural identity is crucial in creating a res-

ponsible tourism experience, which is consistent with Diallo, et al. (2015) findings on the importance of social and environmental considerations when choosing a tourism destination.

#### **1.2 Encouraging tourists to take part in creating responsibility for tourist attractions**

Experiences beyond expectations can be created by emphasizing activities that promote friendly interaction and involving community members in recommending various topics based on the study's findings on tourists' preference for interactive activities. This aligns with Weeden's (2011, pp. 230-231) findings that independent travelers seek opportunities to interact with locals, learn about the local culture, and contribute to the local economy, making them responsible tourists. In this way, tourists feel like they are contributing to driving tourism in the community and maintaining it.

#### **2) Creating an understanding of responsible tourism for tourists**

To encourage tourists to be aware of the environment and society, building an understanding of responsible behavior is extremely important, which can be created as follows:

##### **2.1 Through the participation of people in the community**

Preserving the environment as a tourism resource is also important in delivering the experience responsibly. From the study, when tourists travel responsibly to tourist attractions, it will affect their behavior. They will want to come back to travel again, have more environ-

mental conscious, more peace of mind, and not dare to make tourist attractions dirty. They gain new knowledge and would like to spread the word about conservation. This finding is in agreement with Stanford (2006, p. 51), which mentions responsible tourists as travelers who enrich and protect the environment and society visited while minimizing the negative impact on these environments and making a positive economic contribution. According to the study, tourists have a better understanding of responsible tourism by seeing empirical cleanliness management. This part will require cooperation from people in the community to achieve cooperation in preserving local resources so that tourism in the area continues to exist sustainably.

## **2.2 Clarification of practices to tourists**

In addition to making tourist attractions clean, various clarifications on travel practices, including creating informational learning labels, play an important role for tourists to act responsibly. It lets tourists know the rules that should be followed in order to reduce the negative impact on tourist attractions in the area and to create a clear and consistent understanding. Neglecting to clarify the guidelines will result in the risk of behavior that affects tourist attractions such as waste generated by tourists, destruction of vegetation in the ecosystem, etc.

## **3) Tourism management within the community**

A responsible tourism experience must start with managing tourism within the community, enabling them to deliver an impressive

experience for tourists. From the case study of Salak Khok, this can be achieved as follows:

### **3.1 Local storytelling skills**

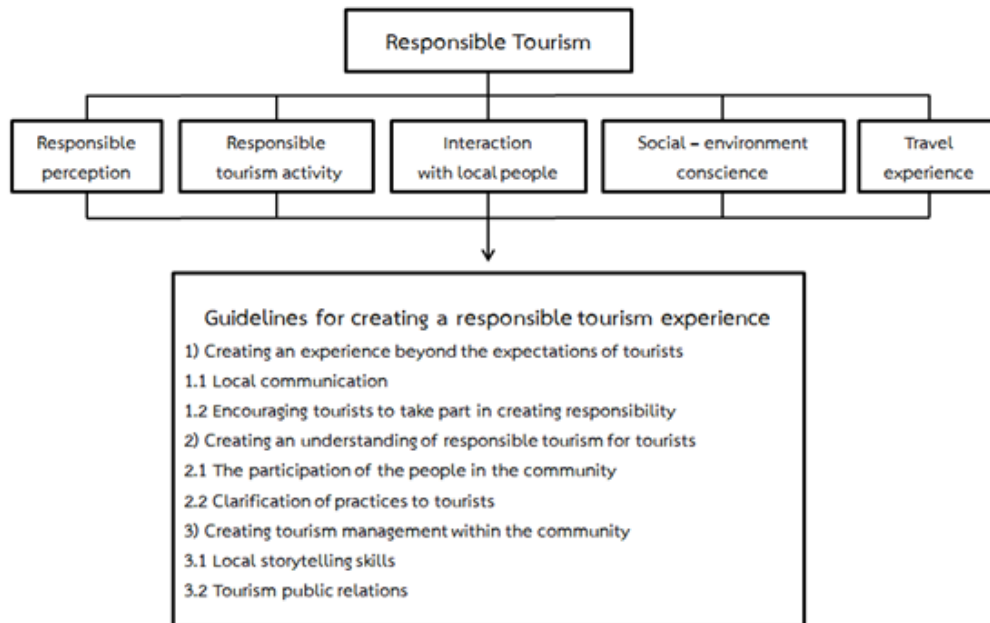
The study found that bringing out local identity can create an impression that exceeds tourists' expectations. However, lacking the ability to convey the story can affect the tourist experience. Therefore, in addition to using local unique stories as a tool to deliver experiences, the community should also be trained in communication skills to fully engage tourists. For example, in the case of the Salak Khok, the story of Mad boat and the ways of fishermen are used in tourism activities. However, the study found that some tourists were not informed about these interesting stories during the activity, which did not create a full impression.

### **3.2 Tourism public relations**

Public relations about tourist attractions can help promote the unique story of the locality to the outside world. In the case of the Salak Khok, some tourists who visited the area followed reviews on social media, which created expectations for the destination and resulted in word-of-mouth recommendations and repeat visits. Creating a responsible travel experience can use public relations to create awareness among tourists. In addition to providing an entertaining, esthetic, educational and escaping experience (Pine and Gilmore, 1999, p. 30), responsible tourism also raises social and environmental conscious, which is the foundation of sustainability in tourist attractions. Delivering a responsible tourism experience requires cooperation from both tourists and local communities, as effective

community tourism planning has to be undertaken by both visitors and locals (Haywood, 1988, p. 106). From the case study of Salak

Khok, Trat, tourists can feel the responsible tourism experience by seeing the participation of people in the community.



Picture No. 4 Responsible Tourism Experience Framework

### Conclusion and Discussion

From the research results, the results can be discussed as follows.

In the community of Salak Khok, Trat, tourism activities that focus on nature, including the sea and mangrove forests, as well as the local way of life of fishing, have been identified as responsible tourism experiences. Mad boat tour is activity that provides tourists with experiences in four aspects, as defined by Pine and Gilmore (1999, p. 30) 1) entertainment experiences, 2) esthetic experiences, 3) education experiences, and 4) escape experiences. These experiences are created through interactions between tourists and the community members, and help to raise consciousness of social and environmental issues.

Beside the characteristics of responsible tourists, the study found that factors that

should be included in creating the guideline of responsible tourism experiences are 1) Responsible perception 2) Responsible tourism activity 3) Interaction with local people 4) Social-environment conscience and 5) Travel experience.

Based on these findings, propose a framework for creating responsible tourism experiences that align with the characteristics of responsible travel. This framework includes three key components: 1) providing experiences that exceed tourist expectations by incorporating local cultural communication and encouraging tourists to take responsibility for the sustainability of tourist attractions, 2) promoting an understanding of responsible tourism among tourists through the involvement of community members and clear communication of responsible tourism

practices, and 3) effective tourism management within the community through the use of local storytelling skills and public relations in tourism. The guidelines were similar to Responsible Operational Guidelines (Chaiyakot, Chaiyakhet, and Pakongsap, 2021, p. 302) 1) Reduce negative social, economic, and environmental impacts. 2) Enhance the culture, environment, and economy of the local community. 3) Pay attention to nature and the local cultural environment. 4) Create an enjoyable experience for tourists by connecting them with nature, culture, and the way of life of the local community. 5) Promote and motivate both individuals and groups. 6) Ensure the security and safety of tourists. 7) Develop appealing and enticing tourist attractions. and 8) Foster and cultivate awareness of responsible tourism in all sectors. Nevertheless, Onlamai (2022, p. 42) found the guidelines for development consisted of four dimensions. 1) The environment dimension which is focused on environment and culture 2) The political dimension which is community-based tourism committee 3) The social and cultural dimension which is focused on the activity and 4) The economic dimension which is focused on community product development. From these researches, it showed the other perspective of tourism participants, it can be developed in further research about the community and government practice.

### **Suggestions for Applying the Research Results**

The results of this study provide insights into creating a responsible tourism

experience and the experience of tourists who travel responsibly. These findings can be applied in various ways, such as:

#### **Developing community attractions**

The study results can be adapted to improve the tourism experience in local areas to promote responsible tourism. This approach can benefit tourist attractions, local communities, and the environment. To achieve sustainable conservation of natural resources, the following steps can be taken:

1. Discover and promote the local identity as a unique selling point for the tourist attraction.
2. Develop activities that involve tourists in environmental and social responsibility in the area.
3. Encourage local community participation in delivering a responsible tourism experience.
4. Set clear guidelines for tourists to prevent negative impacts on the tourist attraction.
5. Train local people in the skills of communicating local stories and ensure a consistent standard.
6. Promote public relations for the tourist attraction to increase its visibility and recognition.

#### **Limitation and Recommendations for Further Research**

This study focused on a group of tourists who had experienced responsible tourism in the village of Salak Khok, Trat. For future research, it is recommended to select other responsible tourism areas in order to obtain



more comprehensive data on responsible tourism experiences. This information can be used to study the behavior of tourists when traveling responsibly to various destinations, which will provide insights into the factors that influence responsible behavior.

This study only considered the perspective of tourists, and the viewpoint of community tourism management has not been examined. Further research is needed

because the perspectives of travelers who experience responsible tourism and those of the communities who deliver these experiences can differ. Nevertheless, Understanding these different perspectives like policy makers and practitioners is crucial to delivering a targeted and successful responsible travel experience. This research will facilitate the development of responsible tourism experiences and help drive tourism in this direction in the future.

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