CONSERVATION TOURISM: A CASE STUDY OF MARINE WASTE PROBLEM IN KRABI

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Abstract - Thailand has a rich coastal area rich in natural resources, and is regarded by many as one of the world's top tourist attractions. The world is used to develop the country in various areas. Especially for tourism. Marine tourism has long been used for human activities, both directly and indirectly. Every government has a policy to promote tourism continuously. Especially the beautiful sea and beach. In the long run, Thailand An example of marine tourism and beaches or beaches that focus on eco-tourism. The highlight is the beauty of the sea of Thailand. The world recognizes that. The world's most popular marine attractions**.** Tourism is the main industry that generates a lot of revenue for Thailand. The expansion has a negative impact on the natural and cultural environment. (Tourism Authority of Thailand, 2008). The new concept is tourism will have the least impact on tourism and local communities, which is the concept of sustainable development. Thailand has adopted the concept of sustainable development. Tourism And one of the popular. Ecotourism (Tourism Authority of Thailand, 1996) The Andaman Sea Tourism of Thailand. It is one of the most popular forms of eco-tourism. Because the Andaman Sea is a reflection. To see the tourism of the foreigners interested in and want to travel. Especially the sea in Krabi. There are many famous islands in the Thailand such as Phi Phi Island, Poda Island, Koh Ngai, Koh Lanta. The study found that the reasons for the sea tourism in Krabi less popular is the problem of marine waste. From the situation, the sea garbage, which consists mostly of plastic waste more than 10 kilometers in the sea outside Krabi province. The issue of marine waste became a matter for all parties. These issues reflect the ineffective management of waste on land and in the sea, as well as research papers from a number of institutions. Thailand is ranked 6th in the country with the amount of plastic waste that is lack of proper management. The sea garbage affects tourism, especially on the beach, major tourism such as Koh Lanta, Phi Phi, Krabi. On the beach there is a large amount of marine waste, especially plastic waste. In each area, there are different levels of problem solving. Some have campaigned for the collection of trash at the beach regularly by local government organizations, along with the public, students, or certain localities. In front of the hotel, there will be staff at the hotel. The beach is cleaned daily in front of the hotel. Some of the above mentioned. There are tourists who have a habit of walking around collecting beach trash. The study concluded that if ecotourism is to help restore. Resolving the problem of marine waste that will have a serious impact on marine life, ecosystems and people's quality of life. Promotion of Marine and Coastal Resources Conservation Department of Marine and Coastal has the idea is to carry out beach trash collection to organize beach cleaning activities. The International Coastal Cleanup will be based on the practices and practices of beach cleaning activities in Krabi. To build a network to raise awareness about marine waste and expand the area for marine waste collection.

Index Terms - Conservation Tourism Sea garbage problem Campaign

I. INTRODUCTION

The There are many problems in the world of crisis. One of the most important issues in the world today is the pollution of the sea, which is a problem that has arisen from human activities and has caused the deterioration of the environment. [7] Especially on the coastal ecosystem. It is important for the food chain to affect the abundance of important aquatic and coastal resources. Oceans and oceans are the major sources of waste in the world. Because waste from human activities will eventually flow into the sea. [1]The sea water is very contaminated. It affects the sea creatures. At present, there is a rapid increase in population, resulting in a rate of production for consumption and a problem of waste. As a result, the amount of waste is increasing each year. [8]This is a major problem. Affect the community and waste management. There are more There are pollutants in rivers and communities. Some of them fall into the sea, causing problems in the sea. The impact on marine animals and the environment in the sea, such as coral degradation. [2]The problem of garbage in the sea is a big problem. Like sharp rubbish and toxic waste. In addition, toxic waste disposed of in the sea can also accumulate environmental toxins and ecosystems in the ecosystem. Cause pollution to tourism. Many animals die from eating garbage. It is misunderstood as a food. Especially in the rocky shore far rich with fish. [9] The policy in association with the principle of reasonableness could be referred to a provision of directions for tourist attraction recovery, cultural preservation and promotion of host community involvement. Additionally, tourism product diversification and innovation based on the local wisdoms and identities remains one of the critical factors that can build immunity for the local communities and sustainability for the province's eco-tourism. [11]Sea garbage is a hard material that is left to be thrown away into the marine and coastal environment. The beach is mostly made of plastic, like a bag, a bottle, a lid, a container. Food containers represent 49% of the total waste. The increase in population is the main cause of the increased use of the

sea.[3] Should be managed from landfill. [10]Connects working with beach waste management and marine waste. Measures that have already been implemented are the installation of cigarettes on the beaches of the country. But it is only a small point of the sea garbage problem is experiencing. In addition, data collected from garbage collection in Thailand from 2009 to 2012 showed that the highest amount of plastic waste collected from garbage collection was 27.39%. Mainly from the activities on the coast of man. [5]

So that , Thailand's marine waste disposal information Therefore, it is necessary to have an education to understand the situation of waste on the beaches that affect tourism. This will lead to a sustainable management of the problem of marine waste in the future.

II. RESEARCH OBJECTIVE

1. To analyze the causes of dumping on the beach.
2. To study the ecotourism management in the Krabi province.
3. To provide advice on marine development in Krabi Province as a popular tourist destination again

III. RESEARCH METHODOLOGY

1.Population and sample This research is qualitative research and quantitative research. Quantitative Research is a qualitative, non-participatory observation that observes the behavior of merchants and people in the community, current living conditions and housing. The community environment. Neighborhoods And depth interviews. Sample The quantitative part uses the sampling method. The questionnaire was used to collect data. [4]
The results of the study, research, survey and data collection as well as analysis of information in the knowledge. To analyze the cause. The sea in Phuket is less popular. And provide advice on ecotourism management. To develop and restore the sea to Phuket again. The method and tools used for data collection were the study of data. Introduction from the relevant research theory papers. Designing questions for in-depth interviews. The researcher is Self-interview Include the questionnaire. Data collection tools include questionnaire and voice recorder for easy data storage. The information is obtained. Descriptive analysis The sample is as follows.

1.1 Qualitative Research There were 3 groups of samples selected.

Type 1 Purposive Sampling
Group 1 leaders, leaders in the community and neighboring communities, totaling 11 people. Awareness of the community environment is well known about the history and management of the community and its attractions. Understand the problems and effects that occur as well.

Group 2 government officials who were involved in the management of tourism, 5 people, because the policy is direct. Who is planning? Set guidelines for tourism management. Be a co-coordinator. Between people in the community and neighboring communities. And represent the people in coordinating requests for government support.

Group 3: Private business operators consisted of 7 business travelers, tour operators and tour operators as they were close to the tourists. Have direct experience with Water activities Understand and recognize the problem. The impact will be very well. It is important to bring tourists.

Type 2, Snowball Sampling, group 4, 10 beach vendors, who used the interview method to get the answers and no difference, then stopped. This sample was selected because the trader is the most relevant and influential person in tourism management. Want to know the opinions, attitude to the present management. And future trends Merchant requirements What are the traits of the manager? To handle it well.

Type 3 Accidental Sampling The fifth sample of 20 tourists who are tourists in the island. Krabi Province .Select this sample. To know the need. Satisfaction of tourists Include suggestions to improve. Travel management can meet the needs of tourists.

2. Quantitative research Accidental sampling was used as a sample. People in communities and nearby communities The 430 population questionnaires were used. From the population of Krabi. And nearby communities This group. It reflects the opinions of tourism management today. And want to have trend in the future. They can provide management advice to meet their needs. To the community truly As a direct result of tourism management, the information is actually accurate.

IV. COLLECTING INFORMATION AND DATA ANALYSIS

This In this study, two types of data sources are used. And secondary sources.
1. Primary Data is the preliminary data from the interview. The questionnaire was used to collect data from the sample.
2. Secondary data is document data. Basic concepts of document theory and research. associated To determine the direction of study. Useful to understand. And lead the way to study the data.

When collecting field data (primary) and documentary data (secondary), we then summarize the issues. Takes data from observations and interviews to analyze the concept. Theory studied The descriptive data were analyzed and the results of the research were summarized.

V. RESULTS AND DISCUSSION

Community Krabi is a province in southern Thailand. It is a famous tourist city of the South. There are many attractions and in 1960 Thailand began to promote. Tourism is an industry that creates more economic benefits. As a result, foreigners travel to Thailand more than before. The results are as follows.[5]

1. Measures for the management of marine waste should be established. Control of coastal activities such as fishing, tourism, maritime transport and cargo handling. Do not leave the waste in the sea. There are strict law enforcement against those who violate the law.

2. Accelerate the implementation of long-term remediation measures. Proposed by the Marine Science Association of Thailand, to address land and coastal waste. Especially plastic and micro plastic. An urgent problem that should be resolved quickly. Reduce the problem of plastic waste at the source, such as the sale of plastic bags. By Krabi. It is a pilot province in dealing with the problem of marine waste.

3. Set limits on air space in some areas. Calculate potential And the ability of the waste management system of tourists in tourist destinations.

4. specific regulations on waste disposal. Especially the island. Issue local regulations for the collection of garbage from tourists. By enacting rules that prohibit the use of biodegradable packaging in areas such as foam, it is important to encourage the use of biodegradable products and packaging.

5. Push for an ASEAN agenda To find common solutions, especially countries ranked as the most polluted by sea. Like Thailand, Indonesia, Philippines, Vietnam and Malaysia

In quantitative research. Can be summarized as follows. From the information of the people in the community. Tourism Management People in the community are satisfied with the management of responsible agencies (Average score 1.99) The average score is 2.41. The responsible agency is planning a systematic management strategy (average score of 2.34). The average score was 2.47. The development had a negative impact on the traditional culture of the community (average score 2.48). Responsible agencies have cooperated well in development (average score of 2.45). All of them are in the low level in terms of implementation as planned (average score 2.63). (Average rating 2.69) Activities to promote tourism (Average rating 2.76) The current problem of tourism management is appropriate (average score of 2.67). The problem is found to be solved (average score 3.36). Management can meet the needs of the community (average score 3.2). Tourism can help to conserve resources (average score 3.12). People in the community agree on a moderate level. The management of tourism is to increase the income of the community (average score 3.5). Tourism management is to enhance the quality of life. (Average rating 3.6) Krabi Sea is a tourist attraction (3.96 average). Tourism Management Helps Developers Community in utilities Infrastructure Educational Communication System (GPA 3.79). Management (Average rating 3.73)

Discuss the results.

Ecotourism Management The objective is to conserve resources in both natural and culturally valuable tourist sites. Reduce the impact on tourist attractions. Must consider the ability of the tourist. Listening to comments from people in the community. Career advancement Make money with local and to distribute benefits equally and equally. The revenue is back to develop tourism resources. [11]Tourism management of the sea in Krabi. Should start from the objective. Action plan for action is clear. Including budget allocation. Identify the people who will be responsible for the project, should be the initiative of the community itself. There are government agencies to support. Be prepared to strengthen the community. This will make the operation successful.

Suggestion

1. It should start to make the community stronger. It will make every operation successful break through the barriers to it.

2. To study the management of other tourist attractions. A similar success has been achieved in order to serve as a model for further improvement.

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