

Mature Coastal Destinations and Management Strategy for the ASEAN Regional Integration of Sustainable Coastal Tourism

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Abstract

This paper investigates three mature coastal destinations in Thailand, their brief histories, and the consequences of an unplanned and unsustainable approach to coastal tourism development. The literature review revealed three cases of unplanned coastal development in Thailand and its detrimental effects to the coastal environment. There are problems such as traffic jams, destruction of natural resources, environmental degradation, tree cover removal, polluted wetlands, polluted beaches by wastewater, coral reefs disappearance, beach erosion, waste management, high cost of living, overcrowding, and profits over natural and cultural assets; these are important issues in tourism promotion to be avoided. This study also conducted a field survey at Bangsaen beach to investigate the current beach activities, the attractions, the problems, and the environmental impacts to this coastal destination. The lessons and the field study results were drawn to propose strategies for the regional integration of sustainable coastal tourism development. Based on the ASEAN 2016-2025 Tourism Strategic Plan and Vision, this paper focused on sustainable and inclusive coastal tourism. Coastal tourism encounters sensitive marine environments, local people's livelihoods, community prosperity, and economic development, which require an appropriate strategic planning.

Keywords: Coastal Tourism Development; Inclusive Tourism; Mature Coastal Destination

1. Introduction

Geographically, Thailand has a shape like an elephant's head; its underside of trunk and chin embrace the Gulf of Thailand, and the topside of the trunk touches the Andaman Sea. Thailand's coastal tourism is prosperous with many famous beaches such as Rayong, Ko Samed, Bangsaen, Pattaya, Hua Yin, Phuket, Ko Samui, Ko Pha Ngan, Ko Phi Phi and Ko Tao. The influx of tourists, and the beach activities associated with them, puts tremendous pressure and influence at these coastal destinations. This paper investigates three mature coastal destinations in Thailand, namely Bangsaen, Patong, and Pattaya, their brief histories, and the consequences of a spontaneous approach to coastal tourism development.

Building on the momentum of the Association of Southeast Asian Nations (ASEAN) Tourism Strategic Plan 2011-2015, ASEAN tourism seeks to make a greater contribution towards the ASEAN integration goal in the post 2015 decade of moving to an economic growth scenario that is more "inclusive," "green" and "knowledge-based." In this context, the vision for ASEAN tourism over the next decade to 2025 is to commit to "responsible, sustainable, inclusive and balanced tourism development" (ASEAN, 2015, p. 5).

Coastal tourism encounters the sensitive marine environments, local peoples' livelihoods, community prosperity, and economic development, in time it shapes the characters of each coastal destination. Mature coastal destinations tend to exhibit the signs of aging concerning the pressure from all aspects of tourism development. This study utilized this conception to investigate three cases of unplanned coastal development in Thailand and its detrimental effects to the coastal environment. Understanding the historical precedence and the current issues

facing the mature coastal destinations, learning from the lessons of spontaneous approaches to coastal tourism development, and investigating their challenges and opportunities in the ASEAN region, this study expects to offer the benefit of forward strategies to avoid repeating the mistakes of spontaneous development from the past. The ASEAN 2016-2025 Tourism Strategic Plan and Vision points out the lacking of well-defined strategies for inclusive and sub-regional coastal tourism management (ASEAN 2015), thus this study could fill-in the gap utilizing coastal tourism as the platform for sustainable tourism cooperative action and promoting sustainable and inclusive tourism for such integration in this region.

2. Literature Review

ASEAN Strategic Plan 2016-2025

According to ASEAN, “there is a lack of clearly defined policies for the development of inclusive, green and knowledge based sub-regional thematic destinations, community participation, and climate change adaptation” (ASEAN, 2015, p. 12). The ASEAN plan also points out the challenges of protecting natural and cultural heritage through proper coastal management. Thus, there is a need to take a strategic approach to develop the region as a competitive, sustainable, and more socio-economically inclusive and integrated tourism destination.

Inclusive Tourism

The word “inclusive” refers to the concept of “social inclusion” (Rains, 2009, p. 3). This is the opposite of the exclusion found in stereotyping, pity, and discrimination. Inclusive Tourism is “the systematic application of universal design by the travel and hospitality industry at every stage of its product, service, and policy life cycle” (Rains, 2009, p. 3). The tourism sectors in Bangsaen, Pattaya, and Patong can be classified in two sectors: formal and informal. Formal sector enterprises “are licensed and registered for taxation. They are officially enumerated, and often eligible for available government subsidies. This sector includes operations of hotels and bungalows, restaurants, boutiques, bars, discos, night clubs, jewelry stores, souvenir shops, etc.” (Wahnschafft, 1982, p. 431). Informal sector enterprises generally operate “without legal recognition or protection, they are neither enumerated nor systematically registered. This sector includes pickup truck and taxi drivers, scooter boys, self-employed vendors, food stands, banana boat operators, and the like” (Wahnschafft 1982, p. 431). Since Thai government institutions currently favor the formal tourism sector, the informal tourism sector is limited, “perpetuating, and perhaps widening of existing socioeconomic disparities”. (Wahnschafft 1982, p. 449).

Coastal Debris and Wastewater Management

Williams (2011) notes that five parameters were of the greatest importance for beaches: safety, facilities, water quality, litter and scenery. According to Reopanichkul, Carter, Worachananant, and Crossland (2010), coastal waters around Phuket, Thailand are “influenced by numerous sewage outfalls associated with rapid tourism development” (Reopanichkul, et al., 2010, p. 287). The marine water quality study by the Ministry of Natural Resources and Environment of Thailand confirms that Bangsaen, Chon Buri coastal area has high levels of nutrients presenting at the ocean water (Pollution 2000). Thushari, Chavanich and Yakupitiyag (2017) conducted a research to quantify coastal debris along the three beaches (Angsila, Bangsaen, Samaesarn) in eastern coast of Thailand. The results showed that “Bangsaen had the highest average debris density (15.5 m⁻²). The most abundant debris type was plastics” (Thushari, et al., 2017, p. 121).

Sustainable Tourism Development and Management

In their study, Sakolnakorn, Naipinit and Kroeksakul (2013) point out that tourism policy development is one critical factor for sustainable tourism development. “Policy-makers need to understand the nature of local tourism and the role of participation in policy-making” (Sakolnakorn, Naipinit & Kroeksakul, 2013, p. 81). They then need to implement economic, social, and environmental methods to help the development of local tourism. The study found that “traffic and transportation systems are important to the development of sustainable tourism. Tourism resources are essential but need to be developed sustainably, particularly the transportation system, including roads, public transit, and ports” (Sakolnakorn, Naipinit & Kroeksakul, 2013, p. 81). The study further suggests cultural tourism management to present local culture, products, and lifestyles as tourism products; and management of the natural resources where people and nature can coexist harmoniously. The success of sustainable tourism management depends on appropriate planning and management of these assets (Sakolnakorn, Naipinit & Kroeksakul, 2013).

Managing a Mature Coastal Destination

UNEP (2009) points out that in order to minimize tourism-induced problems and secure both the sustainability of the tourism industry and coastal resources used by other sectors, increased attention must be given to proper planning and the better integration of tourism in coastal development. When the destination’s resources are overused and exploited, the best remediation is to implement tourism management strategies with varying degree of local community involvement and consensus (Agarwal & Shaw, 2007).

Wong concluded that the “coastal development in Southeast Asia has largely been unplanned. Pattaya presents the best example of unplanned and spontaneous development in Southeast Asia” (Wong, 1998, p. 93). Longjit (2013) conducted an empirical research in Pattaya, which was guided by a conceptual framework incorporating three basic features of management: goals, activities and management structures. The study finds that there was not a “comprehensive destination-wide approach” and the management of these features do not stress integration, coordination or collaboration (Longjit & Pearce, 2013, p. 165).

Wong (1998, p. 97) points out that, “traditionally, knowledge of the coastal environment has been strong among fishermen and coastal villagers. Specific coastal problems, such as high wave energy during onshore winds, floods, and coastal erosion, have not escaped the attention of authorities”. Not until recently, “the coastal environment comes under the planning regulation for the construction of coastal resorts and appear in relation to environmental impact assessment, marine parks, and marine conservation legislation” (Wong, 1998, p. 97).

Sustainability and Tourism Carrying Capacity

According to the Laboratory of Environmental Planning at University of Aegean, “coastal areas are normally associated with mass tourism, large scale construction and infrastructure, intensive land development and extensive urbanization” (Planning, 2002, p. x). This is mostly true with the coastal tourism destinations of Thailand. The concept of tourism carrying capacity arises from the understanding that unchecked tourism growth would cause irreversible damage to the local system. To achieve sustainability of the site, Jurado, Damian and Fernández-Morales (2013) suggest three different approaches. The first approach aims to protect resource by introducing limits and measurable goals. The second approach, adapts the best-known tourism model by developing the activity with marketing, improving the infrastructure or renewing the products. The third approach is based on communities’ participation of stakeholders by means of a process of social negotiation (Jurado, Damian and Fernández-Morales, 2013).

In mature destinations, tourism management can benefit from the knowledge of the carrying capacity of the site and anticipating the possible impacts. According to Jurado, et al. (2013, p. 16), “the overcrowding, the noise, and the area’s authenticity influence the satisfaction level of tourists’ experience. These factors could be used to formulate better plans for area management”.

3. Research Methodology

Data

For the Bangsaen study, the author conducted the field survey during the months of July-August and January-February with the assistance of several groups of students. The author and students visited the beach several time during the low tide to observe the debris of plastic at the beach. The number of vending stalls, parking spaces, and sunbeds were counted for both the weekdays and weekends. The statistical data of domestic tourism were downloaded from Ministry of Tourism and Sports official website. The collected quantitative data was then checked and averaged, and then entered into an Excel spreadsheet for Statistical Data Analysis. The results are presented in tables to simplify the data and its summation. Variables are presented as percentages for categorical data. Qualitative data and literature reviews were documented, analyzed, and synthesized with notes for discussion.

Method

The historical documents, photos, satellite images, the Strategic Plan and Vision of ASEAN 2016-2025, and supporting literature are the basis of this paper’s analysis. This paper examined the fast-paced growth, the histories, and the consequences of unsustainable approach to coastal tourism development. This study also conducted a field survey at the Bangsaen beach to investigate the current attractions, the problems, and the environmental impacts to this coastal destination. The survey focused on the beach activities, the informal sector of local vending stalls, and the infrastructure of vehicular access and parking spaces.

The quantitative data, qualitative data from literature reviews, and guidelines of ASEAN 2016-2025 tourism strategies were analyzed and synthesized. The results were drawn to propose strategies for the regional integration of sustainable coastal tourism development. The study of mature coastal destinations can reveal the problem of the overgrowth and the consequences of unplanned development, these relevance and lessons link to the critical factors of implementing sustainable and inclusive coastal tourism advocated by the ASEAN. This study propose strategies as a starting point of tourism cooperation for the regional integration of sustainable coastal tourism development. Below is a diagram of the conceptual framework of this paper. (Figure 1)

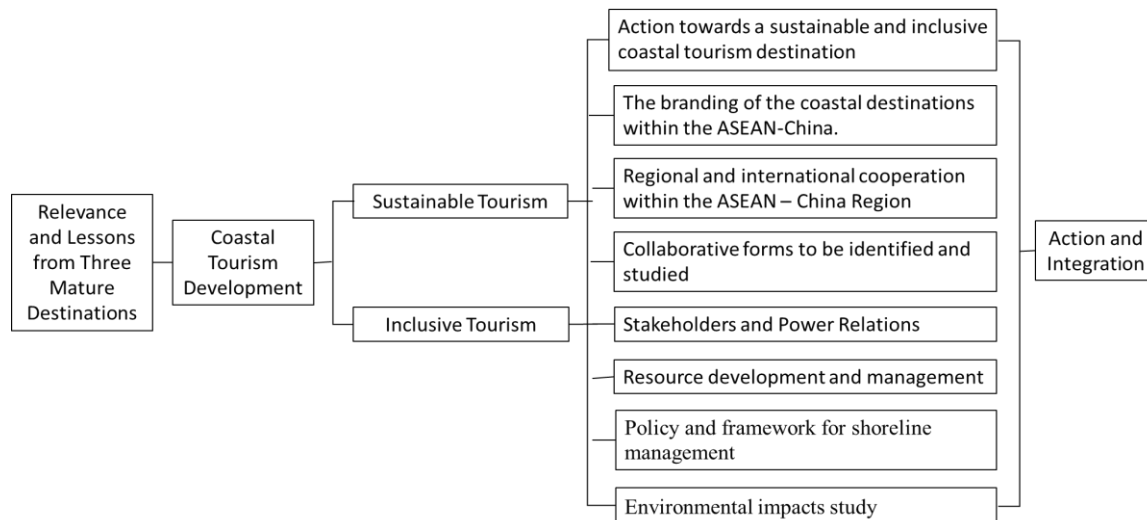


Figure 1: The conceptual framework of A Strategy of Tourism Cooperation for the Regional Integration of Sustainable Coastal Tourism Development.

4. Results and Discussion

Field Data Result and Analysis

Bangsaen beach is a popular weekend destination for many Thai citizens especially from the surrounding districts and cities. Table 1 indicates that around 95% of visitors are Thai and only about 5% are foreigners. The dominant presence of Thai as the primary visitors of this destination strongly influence the activities and amenities of this location. The shops and food vending stalls mainly provide traditional grilled seafood, bicycling, swimming, and other annual events for Thai people.

Table 1: Internal Tourism in Bangsaen, Chonburi

Visitor	2016	%	2015	%
Total	2,555,712		1,892,284	
Thai	2,431,103	95%	1,786,237	94%
Foreigners	124,609	5%	106,047	6%

Source: Sports, 2017

This study conducted the survey for the entire stretch of Bangsaen beach, which is about 2500 meters straight sand beach. The beach scenery is monotonously flat lying seascape with densely packed 10,000 sunbeds with umbrellas stretched in the same monotonous manner. Two rows of 379 /705 (weekday/weekend) vending stalls line the pedestrian walkway under the palm tree groves. Adding to this scene is the similar long stretch of four lane streets running parallel to the pedestrian walk with vending stalls. Parking spaces are located on both side of the streets with double parking for the weekend’s rush (Figure 2).



Figure 2: The scene of Bangsaen, Thailand 2017
Source: Author 2017; DigitalGlobe, 2015

The traffic congestion is caused by two factors, the loss of traffic lanes due to double parking and the increased traffic demand during the weekend rush (Table 2). The available parking spaces along the beach is apparently inadequate. The designated parking spaces with total capacity of parking (3600 people load by cars) versus the maximum weekday/weekend visitors per day (5449/10899) reveals in fact that currently designated parking spaces, even with the overflow of double parking (4240), does not accommodate the needs of the visitors (Figure 2).

The average number of visitors during one day of weekends (10899) doubles the number of visitors during one day of weekdays (5449), while the available parking spaces for the weekend rush only increases from 900 to 1060 (Table 2). When we compare the number of Sunbeds versus the people load from the capacity of parking, this study found that the existing parking spaces are insufficient. The weekday's sunbeds capacity (5194) and the weekend's doubled sunbeds capacity (10610) significantly exceed the available parking capacity (3600). This means that there are too many sunbeds for visitors while there is not enough parking to accommodate the vehicles. That is an overcrowding factor, perhaps caused by the individual shop owner's competitive desire to have more customers. This reduces the quality of the beach atmosphere and the relaxation of beach goers.

Table 2: Beach amenities and survey results-A

Amenity Item	Classification	Quantity	Average	Remark
Beach	length	2500		meter
Annual visitors	Year 2016	2555712	5449	visitors/day-weekday
			10899	visitors/day-weekend
Sunbeds with umbrella	bed	5194	5194	person/sunbed/weekday
	bed	10610	10610	person/sunbed/weekend
Parking	Designated	900	900	space
	With Overflow	1060	1060	space (traffic lane)
Capacity of parking (people)	Designated	3600	3600	4 people/car/weekday
	With Overflow	4240	4240	4 people/car/weekend

Source: Author, 2017; Sports, 2017

When considering the average count of vending stalls, there are 379 vending stalls during the weekdays and 705 vending stalls during the weekends. We can compare the number of vending stalls with the number of visitors to determine a service ratio per shop. When we consider the number of vending stalls versus the number of sunbeds (one customer for each bed), each stall serves about 14 customers in the weekday and 15 customers at the weekend assuming that visitors occupied all of the sunbeds (Table 3). This is not an adequate number of customers to allow stall owners to make a livable income, since a low number of customers would generate fewer profits. The competition among the vendors would be fierce, since most of the vending services are similar in character. This leads to the findings of low incomes for many of the small vending stall owners (informal sectors).

Table 3: Beach amenities and survey results-B

Amenity Item	Classification	Quantity	Average	Remark
Annual visitors	Year 2016	2555712	5449	visitors/day-weekday
			10899	visitors/day-weekend
Business Blocks	Block	86	29	meter/block
Shops	Stall	379	4.4	stall/block-weekday
		705	8.2	stall/block-weekend
Service ratio	People/stall	379	14	customer/stall-weekday
		705	15	customer/stall-weekend
Trash bins	Bin	521	6	bin/block
Toilets	Public / Private	18	289	person/installation

Source: Author, 2017; Sports, 2017

Lessons from Bangsaen, Thailand

Bangsaen is a good weekend getaway place in Thailand. Due to its short distance from Bangkok, Bangkok urbanites are the frequent weekend visitors of this pleasant beach. The traditional street stands by the beach offer popular Thai style grilling seafood. Bangsaen was a pastoral beach town with jungle forest and fishing port at its beach until the prime minister built summer houses for vacationers in the 30s (Iwase, 2011) (Figure 3). During the weekends or holidays, the beach is crowded with tourists and inundated with coastal debris. Thushari, Chavanich and Yakupitiyag (2017, p. 121) conduct a research to quantify coastal debris near Bangsaen area. The results showed that “Bangsaen had the highest average debris density (15.5 m⁻²)”. The photograph the author took at the low tide during the field study (Figure 4) verified this phenomenon.



Figure 3: The historical photos of Bangsaen, Thailand around 1943 and 2010
Source: Iwase, 2011



Figure 4: The historical photos of Bangsaen, Thailand 2011 and 2017
Source: Barrow, 2011 (left); Khamung, 2017 (right)

Bangsaen is known as a university town. Burapha University is a renowned research university in eastern Thailand. The aerial photos of Bangsaen indicate the town’s mature growth in 2006 and 2015. There were patches of open land throughout the town in 2006. 10 years later, these patches of land were well developed (Figure 5). Most of the visitors to Bangsaen are Thai (95%), while there are some foreign tourists (5%) all year round (Table 1), most the tourists are local because, when comparing Bangsaen with other nearby beaches (Pattaya or Sattahip), Bangsaen is the cheapest beach to travel to (Wikitravel, 2017).

According to Iwase (2011), there were two periods of power relations in Bangsaen’s tourism development. “Power relations in the first period are characterized by a dictatorship (3rd, 8th, and 11th Prime Minister of Thailand). The environment of a seaside resort in the first period was created by destroying the seaside grazing land” (Iwase, 2011, p. 9).

“The environment of a modern tourism city in the second period was created by destroying the seaside resort. The local entrepreneurs have developed tourism in Bangsaen for seeking profits, and have become the source of economic, political and social power” (Iwase, 2011, p. 9). It is apparent that pursuit of profits of these local entrepreneurs have neglected the essence of cultural heritage and natural beach beauty. Worse, the rich people would possess the political power and exhibit their social influence in the local community.

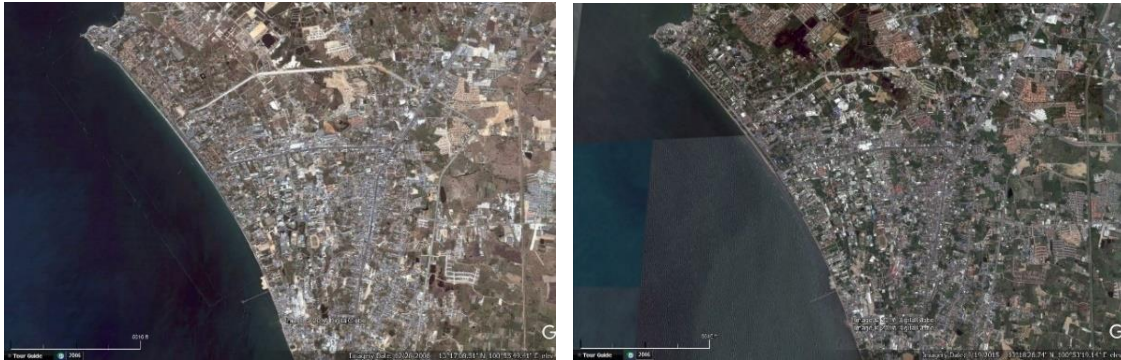


Figure 5: The aerial images of Bangsaen, Thailand

Source: DigitalGlobe, 2006 and 2015

Lessons from Phuket, Thailand

Phuket is Thailand's largest island. “Tourism began on the island in the 1970s with the first beach bungalows at Patong beach” (Phuket.net, 2004). Patong means “the forest filled with banana leaves” in Thai (Referbangkok.com, 2017). The aerial photos of Patong indicate the town's mature urban sprawl in 2006 and 2015. The forest of banana leaves have been mostly taken over by the resort and town development. There were a few patches of open land in 2006, however, by 2016 these patches of land were filled with development (Figure 6 and Figure 7). “During the 70s Phuket was a haven for backpackers. Phuket's idyllic tropical beaches and clear warm waters attracted travelers from all over the world to the island. The building of an airport in the mid-1970s” (Phuket.net, 2004) facilitated this occurrence.

With the growth of tourism, the pressures of land development and population increase has led to “a reduction in Phuket's natural landscape and a degradation of surface, ground and coastal waters” (Boonchai and Beeton 2016, p. 109). According to Sakolnakorn, Naipinit, and Kroeksakul (2013), there are numerous problems and threats facing sustainable tourism management in Phuket. The study finds that problems such as traffic jams, narrow roads, destruction of natural resources, waste management and public hygiene, high cost of living, and crime concerns are important issues in tourism promotion in Phuket.

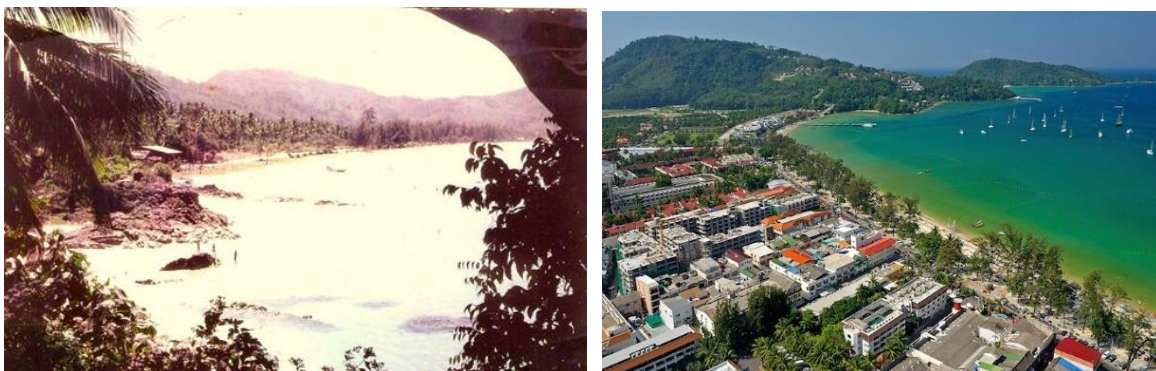


Figure 6: The historical photos of Patong, Thailand around 1977 and 2017

Source: Patong 2014 (left) and TourChoice.com 2017 (right)

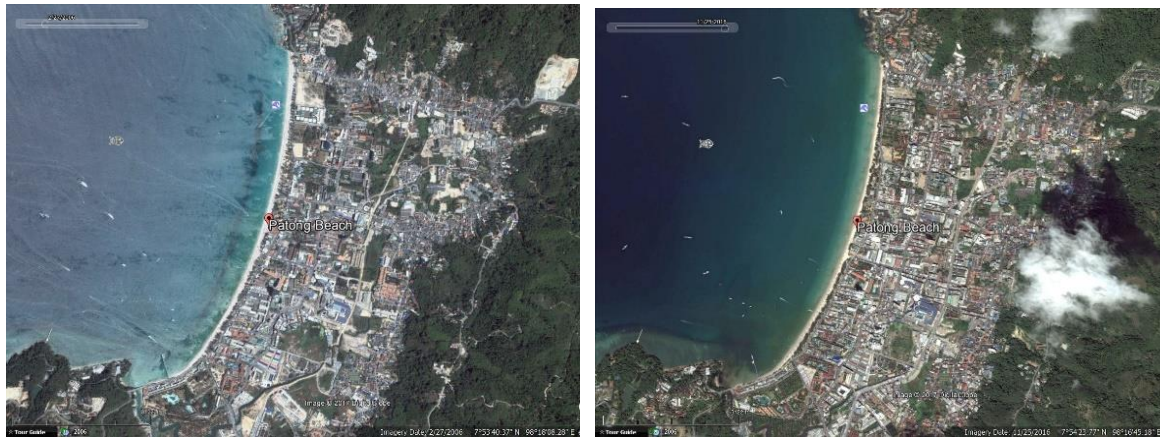


Figure 7: The aerial image of Patong, Thailand
Source: DigitalGlobe, 2006 and 2016

Lessons from Pattaya, Thailand

“Pattaya, a once sleepy fishing village, was transformed into a heaving sun, sea, and sex destination courtesy of it being used as an R&R (rest and recreation) destination for US troops during the Viet Nam War. Development ran at a totally unsustainable rate, eventually only slowing down when Pattaya's beaches became so polluted that swimming became dangerous” (Travelfish, 2017).

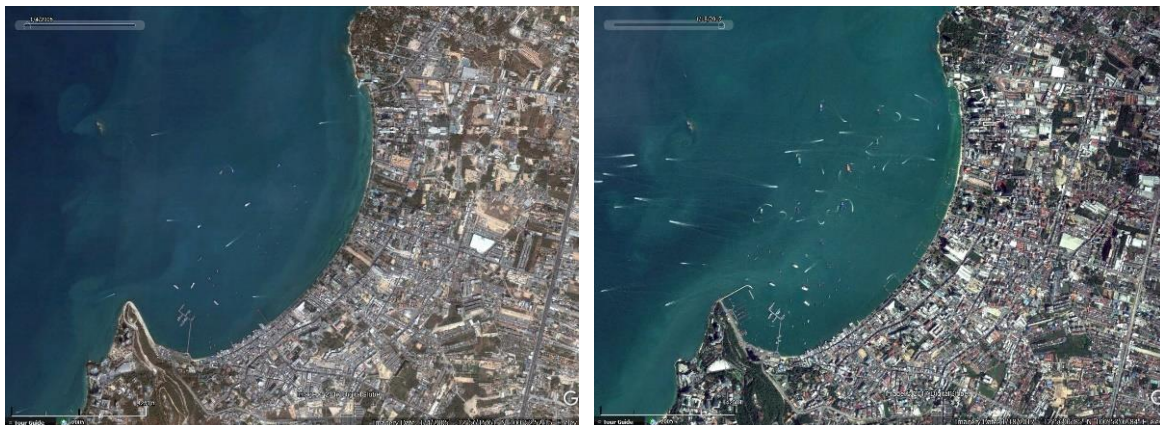


Figure 8: The aerial image of Pattaya, Thailand
Source: DigitalGlobe 2005 and 2017

The above statement is an obvious consequence resulted from the neglect of environmental considerations in favor of economic interests. Tourism Authority of Thailand has been criticized for heavy commitment to tourism promotion while ignoring the damage being done to Thailand’s natural and cultural resources (Highham, 2000). The aerial photos of Pattaya indicate the town’s high density growth in 2005 and 2017. The once idyllic fishing village with tropical forest in the 70s has transformed to a bustling city by 2005 with very few patches of open land for development (Figure 8).

According to Wong (1998, p. 91), “coastal resort development in Southeast Asia has largely been unplanned and spontaneous in order to meet the tourist demand, and Pattaya presents the best example of unplanned and spontaneous development in Southeast Asia”. “This is

encouraged by the developers' pursuit for profits, the slow response by governments to the rapid development, and the lack of enforcement" (Wong 1998 p. 91). Resort developers usually do not have the knowledge of how to care on the physical environment but simply follow the trend of demands. It is "the region's most intensely developed coastal resort and its image has been strongly associated with the existence of a distinct 300-m stretch of bars, nightclubs and massage parlors" (Wong, 1998, p. 91). These unplanned developments caused environmental degradation, tree cover removal, polluted wetlands, and polluted beach by wastewater. "Elsewhere in Southeast Asia similar unplanned developments are happening" (Wong, 1998, p. 92). "Patong beach on Phuket Island repeats the same story with some local variations, and is in danger of becoming another Pattaya". (Wong, 1998, p. 92) (Figures 9).

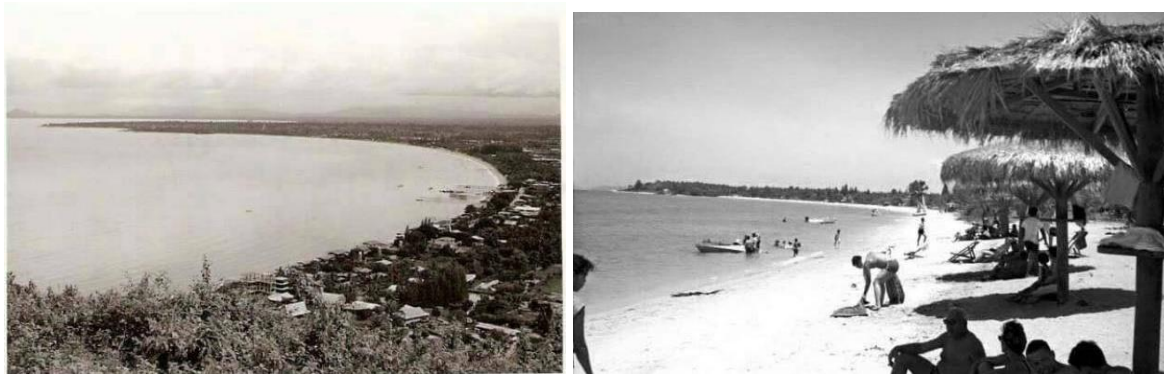


Figure 9: The historical photos of Pattaya, Thailand 1965

Source: RuaBan 2015

Recommendations for Cooperative Actions and Processes

This study proposes eight strategies as the starting point of Tourism Cooperation for the Regional Integration of Sustainable Coastal Tourism Development.

a. Build towards a sustainable and inclusive coastal tourism destination.

The strategic direction to ensure that ASEAN tourism is sustainable and inclusive would follow the 2016-2025 plan closely with the following strategies: 1. "Participation of local communities and private sectors in tourism development"; 2. "Support of safety, security, and protection in tourism destinations"; 3. "Support of the protection and management of heritage sites"; 4. "Address environmental, and enhance climate change responsiveness"; 5. "Guidelines for incorporating environment and climate change mitigation" (ASEAN, 2015, p.viii)

b. The branding of the coastal destinations within the ASEAN.

Thailand and ASEAN's coastal resorts are renowned for their pristine ocean front and they have enjoyed almost a century of popularity and prosperity. For ASEAN to cooperate fully and attract intra-tourist visits, a clear destination image for the region as a whole and a brand which can market sustainable and inclusive tourism is a priority. This study suggests the creation of a brand position related to the tourism aspect of the ASEAN region, and the development of branding communication strategy for ensuring a better global market position.

c. Regional and international cooperation within the ASEAN.

This action is "to enhance the development and promotion of ASEAN as a single tourism destination with world-class standards, facilities and attractions, therefore, to create favorable conditions for the public and private sectors to engage more deeply in tourism development" (Wong, Mistilis & Dwyer, 2011, p. 369). This action also encourages "intra-ASEAN travel and investment in tourism services and facilities, and encourages the establishment of an integrated

network of tourism and travel services in order to maximize the complementary nature of the region's tourist attractions" (Wong, Mistilis & Dwyer, 2011b, p. 885).

d. Stakeholders and Power Relations.

To be inclusive, the stakeholders who have political and social power should share those powers with other stakeholders in order to co-manage natural and cultural assets in host societies. By being inclusive and letting other stakeholders "participate in decision making in tourism development policies, strategies, and planning tourism can develop in a way which reproduces nature, strengthens social relationship and inherits local knowledge" (Iwase, 2011, p. 9).

One research done by Larsen, Calgaro and Thomalla (2011), illustrates how stakeholder agencies at the interface of formal and informal institutions was the main determinant of resilience building in Thailand's tourism-dependent coastal communities after the 2004 tsunami. Their study proposed a framework for conceptualizing stakeholder agencies within social-ecological systems. This framework shows how the vulnerability of each stakeholder is co-dependent on the ability to exert its agency by mobilizing the social relationships associated with entitlements and resource access.

e. Identify collaborative forms for destination planning and development.

The lack of coordination and cohesion within the highly fragmented tourism industry is a well-known problem to destination planners and managers (Jamal & Getz, 1995, p. 186). Jamal and Getz point out the importance of "an effective organizational structure for tourism management and the need for continuous, integrated planning". Calgaro, Lloyd and Dominey-Howes (2014, p. 341) advocate that "tourism planners know little about the complex drivers of destination vulnerability, leading to the creation and application of ineffective resilience-building solutions". They present the Destination Sustainability Framework (DSF) to assess vulnerability and resilience, and support successful resilience-building initiatives.

f. Ecologically friendly coastal tourism resource development and management.

Fabbri (1998, p. 51) suggests, "The over-development of the coastal areas has also brought about a multitude of negative environmental impacts such as the effects of improper industrial and human waste management, accelerated erosion and deposition, eutrophication, destruction of marine life, and an overall decrease of bio-diversity". The management of coastal zones need to "consider the ecosystem approach" (Fabbri, 1998, p. 51). Wang and Zhu (2014, p. 32) suggest coastal tourism develop "low carbon coastal tourism based on the idea of green thinking". They encourage tourism to be more creative with ecotourism and alternative tourism.

g. Develop policy and framework for shoreline management.

Shoreline and coastal zone management, and tourism development, can be integrated so that the quality of the environment may be improved at any stage of the resort cycle. Although this can be more easily "achieved in the early and latest (rejuvenation) stages, sustainability-based planning could, and will probably have to, be implemented throughout the resort cycle, at least where there is a strong regulatory framework" (Jennings, 2004, p. 899).

Four issues are responsible for the changing relationship between coastal tourism and shoreline management: an increase in, and the changing nature of tourist-related pressure at the coast; advances in shoreline management approaches including the adoption of Integrated Coastal Zone Management (ICZM) principles, the geomorphologic behavior of coastal systems, and projections of near-future climate and associated sea-level change (Jennings, 2004, p. 900).

h. Environmental impacts and integrated approaches towards coastal management.

The impact of unplanned tourism development has clearly shown the need for the use of Environment Impact Assessment (EIA) for tourism projects. ASEAN can serve to lead and to communicate to the different government agencies for the implementation of proper legislation for resorts developed near the coastal zone. The maintenance of a proper setback, protection of native plants and wetland, wastewater treatment, and protection of shoreline erosion are important EIA requirement for coastal resorts. “In general, EIA legislation in Southeast Asia has not progressed far enough to include detailed checklists of short-term environmental impacts of beach-front hotel development” (Wong, 1998, p. 103). Hall (2001, p. 614) points out that “one of the greatest challenges facing coastal managers is how to integrate tourism development within the ambit of coastal management, and thus increase the likelihood of long-term sustainability of the coast as a whole”.

5. Conclusion

This study focuses on a narrow spectrum of three mature destinations in Thailand. Many studies have pointed out that plans for tourism development should incorporate environmental management on sewage discharge, shoreline erosion, beach maintenance, and other ecosystems appropriate for tourism (Wong, 1998; Fabbri, 1998). Community-based tourism (CBT) should be utilized as a tool of sustainable tourism development which focuses on politics in local administrations, protection and conservation of the environment and involvement of all stakeholders in the social aspect of their livelihood (Polnyotee and Thadaniti, 2015).

In mature destinations, tourism management can benefit from the knowledge of carrying capacity of the site and anticipating the possible impacts. The tourists, vendors and stakeholders need to be educated with environmental awareness, and reuse and recycling to reduce public littering (Thushari, Chavanich and Yakupitiyag, 2017). This study also found that Thai government institutions currently favor the formal tourism sector, the informal tourism sector is limited, and “perhaps widening of existing socioeconomic disparities”. (Wahnschafft 1982, p. 449)

Learning from the past and looking to the future is the key to successful integrations of sustainable coastal tourism development. The scope of this study is limited; however, coastal tourism encounters the sensitive marine environment, local people’s livelihoods, community prosperity, and economic development, which requires an appropriate strategic implementation plan and regional collaboration at large.

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