

SUSTAINABILITY INDECATORS AND SITE DEVELOPMENT FOR TOURISM PROMOTE, CHIANG MAI, THAILAND

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ABSTRACT

In Thailand, sustainability has become a principal goal in the tourism development sector, in response to both the Sustainable Development Goals (SDGs) policy and the careful consideration of tourism's impact on the environment, society, and culture. All of these factors aim to enhance tourist attractiveness. Whenever development purposes for tourism are considered, various choices can be utilized as key success indicators for the analysis of tourism site development. This article focuses on key success indicators for tourism site development sustainability assessments in the context of Chiang Mai, Thailand. Thus, sustainable tourism development is a central concept in evaluating tourism sustainability assessments in developed tourism sites. The main content comprises four tourism site development elements integrated into the tourism sustainability indicators model: 1) landscape use, which considers the potential for creating new resources and generating wealth from tourism while balancing landscape use; 2) image creation, which involves changing the perception of space in areas of tourist interest; 3) learning space, where people can develop human resources or support their learning achievements through relevant processes; and 4) financial growth, which brings people to a state of well being. Achieving empirical results in the sustainable development process must be linked to policies, with integration and participatory methods also being complementary practices.

Keywords: Sustainable Tourism Indecators, Tourism Development, Sustainable Development Goals, Chiang Mai Province

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