

PUBLIC AND PRIVATE PARTNERSHIP MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT: EVIDENCE IN PHUKET, THAILAND

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ABSTRACT

This study emphasizes the Public and Private Partnership in sustainable tourism development. The data were collected from Thai tourists and foreign tourists totaling 400 persons. The questionnaires were distributed to collect the data to be analyzed with the frequency, percentage, mean, and standard deviation. The Pearson correlation coefficient was discovered and the data were collected with the in-depth interview with 12 people involved in tourism, both public and private sectors. The data were analyzed on the content of the data to draw up a descriptive conclusion. The research result revealed that the Public and Private Partnership in the entire and individual aspects of sustainable tourism development was practiced at a high level. The development of sustainable tourism in the entire and individual aspects has been developed at a high level, namely tourism marketing promotion, physical structure planning, service development of tourist attractions, management process and participation in tourism. This includes the Public and Private Partnership having a high positive correlation with sustainable tourism development leading to a model of cooperation between the public and private sectors that is suitable for sustainable tourism development. It is the "PALMG Model" consisting of Plan: P, Activity: A, Link: L, Master Plan: M, and Guidelines: G.

Keywords: Public and Private Partnership, Tourism Development, Sustainable Tourism Behaviors

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