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**Develop a handbook to educate visitors on responsible behaviors at  
Blue Tree Phuket**

DEGREE PROGRAMME IN INTERNATIONAL TOURISM  
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## ABSTRACT

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The thesis structure was divided into a total of seven parts. These parts include an introduction that sets the stage for the research, a conclusion that summarizes the key findings, the research objectives and methodology section which outlines how the study was conducted, the theoretical framework that provides the foundation for the research, a handbook for Blue Tree Phuket talks about responsible tourist behaviours, as well as the results of the thesis which presents the outcomes of the study. Each part has been thoroughly developed to maintain clarity and coherence of the thesis.

In the thesis, the writer was conducted a qualitative study, primarily using interview as a key method of gathering data. Through the interview, the author was interacted with the commissioner and gathered rich as well as in-depth insights that were critical to the research. By delving into the commissioner perspectives, the writer was able to develop a comprehensive understanding of the subject matter. This approach enables the writer to explore all aspects of the topic, uncovering valuable information as well as perspectives that contribute significantly to the depth and quality of the research. Ultimately, the interviews became the cornerstone of the thesis, providing a solid foundation for the author's analysis and findings.

Keywords: Blue Tree Phuket, sustainable tourism, Thailand, sustainability, responsible travel behaviours

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## 1 INTRODUCTION

Responsible tourism is an increasingly important concept in the modern travel landscape, which goes beyond mere sightseeing and explores the world in a mindful as well as ethical way. This approach requires a deep recognition of how our actions as travellers impact the destinations we visit, emphasizing that our choices not only fulfil our desire to travel but also positively contribute to the local communities and environments we encounter on our journeys contribute to sustainability as well as make choices that contribute to the ambiances.

By adopting responsible tourist behaviours, the sightseers actively participate in promoting sustainable tourism practices as well as work to mitigate the negative economic, social and environmental impacts associated with travel. This conscious effort plays a vital role in ensuring that the places we explore today can continue to thrive into the future, allowing future generations to revel in the beauty as well as cultural richness of the destination.

The main goal of my thesis is to establish a handbook for Blue Tree Phuket. It aims to equip readers with not only valuable insights but also practical tips to actively advocate for sustainable and mindful tourism practices within the tourism industry. Moreover, it was designed to serve as an inclusive educational resource, catering to a diverse audience as well as offering enriching opportunities for personal growth and development to all individuals who engage with its content.

Phuket City had made commendable progress in sustainable tourism, with a special focus on initiatives such as Blue Tree Phuket that were committed to integrating sustainable practices into daily operations. By actively participating in sustainable tourism efforts, Blue Tree Phuket not only plays an important

role in promoting Phuket's overall sustainability goals, but also has a significant positive impact on the local community and environment. Its commitment to sustainability had helped Phuket become Thailand's leading example of a sustainable city, setting a precedent for other destinations to follow as well as fostering a greener, more responsible tourism industry in the city of Phuket.

## 2 COMMISSIONER

The commissioner of my thesis is Blue Tree Phuket, which is located in Thailand, is a captivating amusement park that caters to individuals of all ages, encompassing both adults and children. This remarkable destination not only provides a plethora of entertainment options but also offers dining facilities for visitors. With an array of amenities available, including skateboarding, tennis, rock climbing, and cliff jumping, guests were assured of a truly memorable visit. (Blue Tree Phuket, Welcome to Our Unique Lifestyle Village Mall in Phuket, n.d.)

Blue Tree Phuket has five zones in total, including Lifestyle Village, Kids Planet, Forest Park, Arena, as well as Skate Park. The lifestyle village mall provides a diverse range of shopping options, dining experiences, and indoor activities, making it a distinctive destination complementing The Crystal Lagoon as well as the array of water sports available. Visitors have the opportunity to explore different culinary delights or savor beloved dishes at food trucks, eateries, and coffee shops. (Blue Tree Phuket, Welcome to Our Unique Lifestyle Village Mall in Phuket, n.d.)

Kid's Planet offers a range of entertainment options for children, where parents can bring their young ones to partake in activities like climbing, story time, as well as play. The children are sure to have a delightful time, making Blue Tree Phuket a top choice for families visiting Phuket, Thailand. (Blue Tree Phuket, Fun and Adventure at Our Play Space for Kids in Phuket, n.d.)

Forest Park is the first Phuket outdoor fitness facility that provides a wide range of activities aimed at enhancing well-being, fitness, and exploration within a serene forest setting. People of all ages, whether in groups or alone, as well as fitness enthusiasts, can relish in a harmonious combination of relaxation and physical exertion amidst the picturesque forest landscape. (Blue Tree Phuket, Blue Tree Phuket's Forest Park Outdoor Workout Center, n.d.)

The Skate Park located at Blue Tree Phuket was created by a well-known skater, making it a thrilling and lively space. With its cutting-edge elements and design, this skate park offers an exceptional experience for skaters at any skill level, whether they are just starting out or seasoned professionals. Providing a diverse range of obstacles such as ramps, rails, and ledges, this one-of-a-kind skate park offers a dynamic as well as stimulating setting for skaters to demonstrate their talents and innovation. (Blue Tree Phuket, Welcome to the Best Skate Park in Phuket, n.d.)

Arena offers a perfect outdoor setting for the community to gather as well as have a wonderful time together. Boasting a broad stage that overlooks a vast space capable of holding up to 1000 attendees, we utilize the arena for hosting a range of events in Phuket, including fun Zumba classes, late-night parties, concerts, and festivals. (Blue Tree Phuket, Discover Our Versatile Event Venue In The Heart Of Phuket !, n.d.)

The lagoon zone at Blue Tree Phuket was permanently closed in August 2024, limiting access to this beautiful area. However, Blue Tree Phuket was committed to ensuring guests have an unforgettable experience by offering five other stunning areas for guests to explore. The closure of the lagoon area provides guests with the opportunity to discover new adventures and delights in the remaining areas, thereby enhancing their overall experience at Blue Tree Phuket. Despite the closure of the lagoon area, Blue Tree Phuket charms continue to shine, providing visitors with a distinctive as well as memorable travel experience. (Jib, 2024)

Blue Tree Phuket has the potential to attract both Thai locals and international tourists due to its wide range of activities available. With its growing popularity, Blue Tree Phuket may become one of the most renowned tourist destinations in Phuket in the future. Not only does it benefit the local community, but it also contributes to the overall development of the tourism industry in Phuket city, enhancing the city's appeal. As one of the thriving attractions in Phuket, Blue Tree Phuket plays a significant role in advancing the economic growth of the destination.

Blue Tree Phuket plays an essential role in transforming Phuket into a sustainable tourism destination in Thailand by integrating sustainable practices into daily operations. Blue Tree Phuket deserves praise for its efforts towards long-term sustainability. Thailand's tourism industry recognizes the importance of sustainable development, and as a result, more and more tourist attractions in Thailand is implementing sustainable initiatives to operate in a sustainable manner. This collective effort could make Thailand becomes a leading sustainable tourism destination in the Asia-Pacific region.

### 3 THE OBJECTIVES AND METHODS

The purpose of the thesis was to write a handbook for Blue Tree Phuket on responsible behaviours of tourists at Blue Tree Phuket, to educate tourists on responsible behaviours at Blue Tree Phuket, and to promote responsible tourism in the city of Phuket as well as at Blue Tree Phuket.

Blue Tree Phuket was committed to sustainability and responsibility, as well as the handbook will play a vital role in educating and supporting tourists to act responsibly. By utilizing this handbook, Blue Tree Phuket will establish itself as a responsible tourism attraction in Phuket, Thailand.

The methodology was employed in the thesis is practice based thesis, as well as the author was planned to carry out one-on-one interview with the

commissioner to delve into the sustainable development of Blue Tree Phuket, along with the tourism sector in Phuket city. The objective was to acquire valuable perspectives from the commissioner, while also gathering pertinent information about Blue Tree Phuket and the tourism industry in Thailand through online sources.

A practice-based thesis, which is designed to be relevant to the workplace, offers a versatile range of possible outcomes. These outcomes can materialize as a physical product, a set of guidelines, the establishment of a new service, a detailed plan tailored to a specific purpose, a conceptual innovation in the field, or even a replicable model for further exploration. Notably, a practice-based thesis typically necessitates an external sponsor to support and guide the research process. (SAMK, 2024)

Throughout the journey of writing the thesis, the author was utilized various resources, including a multitude of credible websites and insightful interview that provided a range of perspectives, thereby enhancing the depth of research. By integrating the knowledge gained from these diverse sources, the writer was able to develop a comprehensive framework of information that significantly elevated the quality as well as reliability of the thesis, resulting in a more thorough and compelling arguments.

The information was provided by the commissioner is valuable as well as beneficial to the writer as it can be utilized in writing the thesis. Incorporating the information from the commissioner can enhance the credibility and trustworthiness of the thesis. In my opinion, utilizing the commissioner's information in writing the thesis is highly advantageous, ultimately improving the overall quality of the thesis. The primary method for writing the thesis was involved conducting an interview with the commissioner as well as gathering relevant information during the online interview.

## 4 SUSTAINABLE TOURISM IN THAILAND

The Tourism Authority of Thailand (TAT) has announced its first-ever partnership with Tourism Cares, a US-based non-profit organization dedicated to promoting sustainable tourism. The partnership builds on the strong belief that tourism can bring about positive social, environmental, and economic change. By uniting stakeholders in the global tourism industry, Tourism Cares was committed to improving the well-being of local communities through a range of initiatives, including educational programmes as well as valuable resources. (Theodore, 2024)

TAT believes that by becoming a destination partner of Tourism Cares, Thai tourism businesses will gain valuable insight into the preferences of U.S. visitors when it comes to sustainable tourism practices. This partnership will allow them to improve their offerings to better meet the needs of these conscientious travellers. (Theodore, 2024)

Thailand is progressively engaging in sustainable tourism. Businesses are increasingly recognizing the importance of this initiative, with major corporations already implementing sustainable practices. Although participation is currently voluntary, the Tourism Authority of Thailand (TAT) has introduced the Sustainable Tourism Acceleration Rating (STAR) project to promote sustainable tourism and elevate Thailand's reputation as a sustainable destination, in line with the United Nations' 17 Sustainable Development Goals.



Figure 1: 17 Sustainable Tourism Goals (Tourism Authority Of Thailand, n.d.)

Among the mandatory STGs, Blue Tree Phuket has excelled in three key areas. Firstly, it has taken significant steps to address climate change by actively reducing greenhouse gas emissions within the tourism sector. Secondly, they have prioritized safety in all aspects of their operations, ensuring the well-being of both guests and staff. Lastly, Blue Tree Phuket has embraced the importance of collaboration as well as partnership, working with multiple stakeholders to achieve the STGs. (Jib, 2024)

In addition to these mandatory STGs, Blue Tree Phuket has also embraced nine additional goals. These include promoting sustainable food systems, fostering good health and well-being for all, strengthening education for sustainable tourism, promoting gender equality, implementing clean water solutions, enhancing clean energy utilization, addressing job opportunities for persons with disabilities, promoting the concept of sustainable tourism, and supporting the conservation of marine and coastal ecosystems. (Jib, 2024)

Through their dedication to these STGs, Blue Tree Phuket has demonstrated their commitment to sustainable tourism as well as their role in creating a better future for the tourism industry in Thailand.

Sustainability is the most important core value of Blue Tree Phuket. Management has demonstrated a strong commitment to this value, which in turn enables the company to achieve long-term savings through the careful implementation of sustainable business practices. Sustainability is not just a luxury or a desirable trait; it is a major concern in our world. With no backup plan available, human must do everything we can to ensure a better as well as sustainable future.

According to United Nations World Tourism Organization (UNWTO), sustainable tourism refers to tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. (Takenori, 2021)

The Tourism Authority of Thailand (TAT) was committed to promoting sustainable tourism to ensure that Thailand's tourism industry becomes more environmentally friendly and sustainable in the future. This initiative aims to create a better living environment for residents as well as a better travel experience for tourists visiting Thailand.

Blue Tree Phuket was carried out various sustainable practices in its daily operations. These include the installation of a photovoltaic system on the rooftop, the use of LED lighting throughout the premises, the reduction of single-use plastic through the adoption of reusable and biodegradable alternatives, the installation of solar-powered EV-charging stations, the incorporation of water-saving toilets and taps in all restrooms, the implementation of rain-water collection and underground storage systems, and the organization of plastic recycling workshops. (Jib, 2024)

The integration of sustainable practices into the daily operations of Thailand's tourism sector offers a wide range of competitive advantages, such as enhanced competitiveness, climate change mitigation, minimized environmental footprint, improved guests travel experience, and the promotion of responsible tourist behaviours.

Implementing sustainable practices in the day-to-day operations of Thailand's tourism industry has the potential to greatly enhance its competitiveness through various means. By incorporating sustainability into their operations, tourism businesses in Thailand can set themselves apart from their competitors, attracting environmentally conscious travellers who prioritize responsible travel choices.

Demonstrating a commitment to sustainability not only fosters trust but also enhances the reputation of tourism businesses in Thailand. This positive brand perception can result in increased customer loyalty, as well as positive word-of-mouth referrals. Sustainable tourism offers chances for individuals to develop and learn. Sightseers can acquire fresh abilities, information, or

viewpoints by participating in activities like volunteering, cultural classes, or guided nature excursions, enriching their overall journey.

Many sustainable practices, such as implementing energy efficiency measures, adopting waste reduction strategies, as well as initiating water conservation initiatives, can lead to long-term cost savings. By reducing operational expenses, tourism businesses can enhance their profitability and overall competitiveness. Thailand will be the most famous travel destination in Asia, it will be good for Thailand tourism industry development in the future.

By implementing energy-efficient measures in hotels, resorts, as well as transportation services, Thailand tourism industry can make significant strides in combating climate change. One effective approach is to shift towards renewable energy sources like solar or wind power for hotel operations and transportation fleets. This transition reduces the dependence on fossil fuels and subsequently decreases greenhouse gas emissions.

Promoting low-impact transportation options such as bicycles, electric vehicles, as well as public transit among tourists can help reduce emissions from private vehicles and alleviate traffic congestion. Furthermore, educating tourists about the impacts of climate change as well as encouraging sustainable travel practices can foster responsible behaviours and further reduce carbon emissions associated with tourism activities. It will help the cities in Thailand achieve environmental sustainability in the future.

To minimize the usage of disposable plastics in accommodations, restaurants, as well as tour operators, it is essential to replace them with sustainable alternatives or promote the use of reusable items among guests. It is also crucial to source products and supplies from environmentally responsible suppliers, prioritizing locally produced, organic, as well as sustainably harvested items. This approach helps in reducing the overall environmental impact throughout the supply chain.

Sustainable practices not only contribute to the well-being of the environment and local communities, but they also enrich the travel experiences of tourists by providing meaningful, genuine, as well as ethical encounters that have a positive influence on both travellers and the places they visit.

Responsible souvenir shopping entails selecting environmentally friendly items, such as those made from sustainable or recycled materials. It is important to steer clear of souvenirs crafted from endangered species, coral, or other natural resources that can damage the environment. By making conscious choices, tourists can create meaningful memories tied to the city and its culture. This type of responsible purchasing is in line with sustainable travel principles, aiming to reduce adverse effects on local communities as well as ecosystems. Therefore, responsible souvenir purchasing is crucial for both travellers and the local communities in Thailand.

#### 4.1 Pro-environmental behaviour

Pro-environmental behaviour (PEB) pertains to intentional eco-conscious actions that aim to reduce the adverse effects of human behaviour on the environment, promoting sustainability as well as environmental friendliness. (Supaporn, 2024) Sustainable information plays a crucial role in shaping PEBs for a tourist destination. It encompasses details that advocate sustainable tourism practices and assists travellers in making environmentally responsible decisions throughout their trips. The aim of providing sustainable information about a tourist destination is to offer guidance to travellers on incorporating sustainable practices into their journeys, with the goal of reducing the environmental as well as cultural effects of tourism in Thai cities. (Sofia Gomes, 2023)

Currently, there is a rising trend in tourists' inclination towards sustainable tourism. According to a survey conducted by Booking.com, 72% of travellers are of the opinion that individuals should opt for more sustainable practices in order to preserve the planet for the benefit of future generations. PEBs play a crucial role in guaranteeing the environmental sustainability of tourist

destinations. Hence, by offering sustainable information about these destinations, tourists can be motivated to engage in sustainable actions and mitigate the adverse environmental impacts of their tourism activities. A strong understanding as well as awareness of the environment can greatly assist tourists in adhering to sustainable development practices. (Sofia Gomes, 2023)

If tourist destinations become more sustainable, tourists may be inclined to adopt sustainable tourism behaviors and actively seek sustainability information. Consequently, the provision of sustainable information regarding tourist destinations can contribute to fostering a more sustainable as well as responsible approach to tourism. It is crucial to advocate and foster the adoption of PEB in the travel, hospitality, as well as tourism sectors in order to minimize environmental harm and advance sustainable practices. (Sofia Gomes, 2023)

As the number of tourists who prioritize environmental protection continues to grow, Thai cities have the potential to transform into sustainable urban cities. This shift towards sustainability not only benefits the environment but also has positive impacts on both residents as well as visitors. In order to achieve this goal, it is crucial to promote sustainable tourism practices and encourage responsible travel behaviors among tourists.

By choosing to travel responsibly, visitors can contribute to the well-being of local communities as well as help alleviate environmental issues. Ultimately, the promotion of sustainable and responsible tourism is essential for creating a more sustainable future of Thai cities and ensuring a positive experience for all those who visit them.

#### 4.2 Corporate Social Responsibility

Corporate Social Responsibility (CSR) pertains to the dedication of a corporation to conduct its operations in an ethical as well as sustainable manner, taking into account its influence on society, the environment, and diverse stakeholders, rather than solely focusing on profit maximization. (Carrie,

2023) CSR plays a vital role in improving social welfare as well as developing a good brand reputation for the company. (Jason, 2024)

Blue Tree Phuket was committed to improving their community and protecting the environment. Their corporate social responsibility efforts focus on sustainable practices, community involvement as well as promoting the well-being of everyone. By arranging eco-friendly events and cultural gatherings, contributing to local causes and environmental conservation, aim to make a beneficial impact in Phuket city. (Blue Tree Phuket, Community and Environment, n.d.)

Blue Tree Phuket was coordinated a variety of events, such as conducting a cleanup operation at Layan Beach, Blue Tree Phuket generously contributed 100 sets of bedding and linen to Mr. Suwit Suriyawong, the District Chief Officer of Thalang, and Mr. Jirayuth Jirasoon thornkul, the Village Chief of Cherngthalay, as well as they made a significant donation of over 500 old desk calendars to the Educational Technology for the Blind Center. (Blue Tree Phuket, Community and Environment, n.d.)

The implementation of corporate social responsibility at Blue Tree Phuket can lead to numerous advantages, such as enhanced brand visibility, improved company image, increased sustainability, strengthened competitive edge, and enhanced public trust. By engaging in responsible business practices, working together with others, as well as prioritizing environmental, social, and economic welfare, CSR projects have the potential to tackle obstacles, promote beneficial transformations, as well as contribute to the long-term sustainability of Phuket city. (Jib, 2024)

#### 4.3 Three pillars of sustainability

Environmental sustainability was centred around the welfare of the environment. This fundamental aspect encompasses the maintenance of water and air quality, as well as the mitigation of environmental pressures like greenhouse gas emissions. The well-being of individuals is intricately tied to the

condition of their surroundings, establishing an inseparable connection between human health and the state of the environment. (Liz, 2022)

Travelers take measures to reduce the adverse effects on the environment while exploring new places, guaranteeing that their actions do not cause any harm to the surroundings. This responsible behaviour contributes to the achievement of environmental sustainability at the destination as well as aids in alleviating environmental issues. As a result, both residents and tourists can enjoy clean as well as fresh air, leading to an overall improvement in the city's air quality. Tourism presents an opportunity to enhance the living environment for local communities, allowing them to thrive in a healthy and pleasant atmosphere.

Economic sustainability encompasses the creation of jobs, profitability, as well as the accurate assessment of ecosystem services for effective cost-benefit evaluations. (Liz, 2022) Tourism is vital to promoting the economic sustainability of local communities. Tourism contributes to economic development by supporting local establishments such as hotels, restaurants, and gift shops. Promoting tourists to purchase local handicrafts helps sustain artisans as well as generate income for the community.

Prioritizing the hiring of local people in tourism-related jobs such as tour guides, hotel staff and waiters is crucial as this can enhance revenue circulation within the community. Encouraging off-peak travel helps spread economic advantages more equitably.

Social sustainability encompasses various crucial aspects of society, such as environmental justice, human health, resource security, as well as education. (Liz, 2022) Tourism has the potential to contribute significantly to the attainment of social sustainability by taking into account the requirements of tourists, tourism industry, the environment, and the local communities.

By ensuring that tourism revenue was distributed equitably among the residents, it can effectively alleviate poverty as well as promote social equity.

Moreover, educating tourists about environmental conservation, responsible conduct, and the significance of safeguarding natural resources not only benefits the visitors but also enhances the well-being of the host communities.

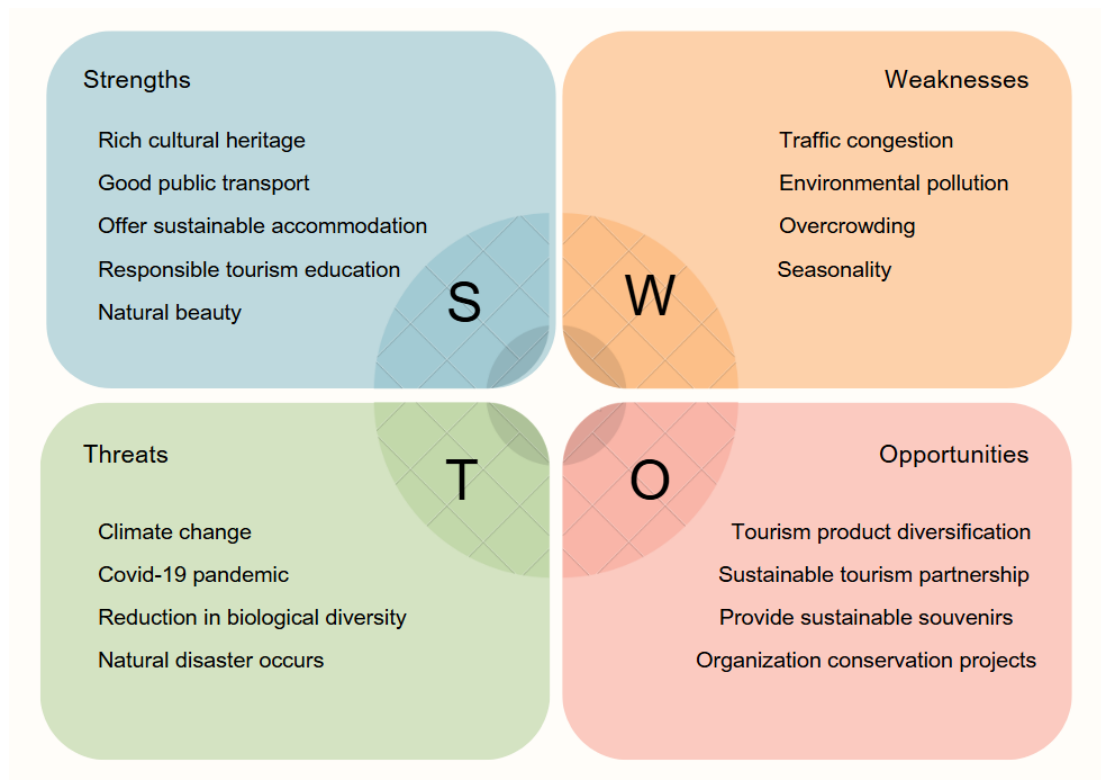
#### 4.4 Responsible tourism guideline

Responsible tourism guidelines emphasize the significance of supporting as well as promoting responsible tourism practices among both tourists and local communities, fostering a culture of sustainability as well as ethical travel practices on a global scale. It is universal and can be implemented worldwide, making it accessible for everyone to follow regardless of the destination - whether abroad or within their own country. Embracing responsible tourism not only enriches their own travel experiences but also ensures a more sustainable future for destinations around the world.

Responsible tourism guidelines serve as a crucial tool for educating travellers on the importance of conducting themselves responsibly throughout their journeys. These guidelines, totalling eight in number, for instances cultivate awareness of responsible tourism in every organization, support and encourage responsible tourism among tourists and local communities as well as reduce negative impacts on society, the economy and the environment. (Jib, 2024)

By adhering to these principles, visitors can contribute positively to local communities, preserve natural environments, as well as foster cultural appreciation. Embracing these guidelines not only enriches the travel experience but also promotes a harmonious and sustainable relationship between tourists as well as the places they visit.

## 5 IMPACTS OF TOURISM IN PHUKET CITY



The writer was evaluated Phuket city as a sustainable tourism option in Asia through a SWOT analysis. The analysis covers the strengths, weaknesses, opportunities, and threats associated with Thailand. All of these aspects will be presented in the following sections.

The strength lies in its rich cultural heritage, efficient transportation system, provision of sustainable accommodation for tourists, responsible tourism education, as well as natural beauty.

Phuket has a rich and colourful cultural heritage, including historic landmarks, picturesque beaches, and delicious local cuisine such as Tom Yum Goong Soup. Thailand's traditional culture offers visitors a unique and immersive experience, making it a famous destination for those seeking authentic experiences.

Thailand offers different types of transport options for travellers and residents, including taxis, international airports, domestic airports, Tuk-Tuks,

buses, and the Bangkok BTS SkyTrain. (Wiyaporn, 2023) The tourists can easily get around places and public transport in Thailand is generally good. It is an affordable transport choice in Thailand.

Tuk-tuks are a well-known means of transportation in Thailand, renowned for their distinctive three-wheeled design. They consist of a small open-air cabin attached to a motorized chassis. These lively vehicles can be found all over bustling urban areas, adding an element of excitement to your adventures and providing convenient mobility. (Muhammad, 2023) The widespread use of tuk-tuks has raised concerns about air quality as well as public health in Thailand's urban areas. Air pollution in Thailand is now a serious problem as tuk-tuks contribute to poor air quality in Thai cities. The living environment of Thai people is very bad.

Phuket has already adopted sustainable practices in its hotels and resorts, demonstrating a commitment to environmental responsibility and laying a solid foundation for further development in Thailand. It offers a wealth of eco-friendly accommodation options that combine luxury with sustainability. From secluded beachfront resorts to jungle retreats, Thailand boasts some of the best eco-resorts in the world. (Valerie, 2023)

Phuket city provides a range of eco-resorts that allow tourists to embrace nature to the fullest while minimising impact on the environment. Whether visitors have a deep affection for the natural world, make sustainable tourism a priority or are looking for a unique holiday with a conscience, these eco-resorts will undoubtedly leave sightseers feeling refreshed and motivated. In recent years, more and more resorts in Thailand have been operating in a sustainable manner, such as Aleenta Phuket Resort and Spa, The Tubkaak Boutique Resort Krabi, The Sarojin Khao Lak and Six Senses Yao Noi. (Valerie, 2023)

Educational programs as well as seminars focused on promoting responsible tourism practices are provided by schools, universities, and NGOs in Thailand to educate both locals and foreigners. Educational institutions in

Thailand have integrated responsible tourism education into their academic curricula. Through these initiatives, students gain knowledge about the significance of conserving natural resources, honouring local traditions, and making ethical decisions while traveling. This approach can popularise the concept of responsible tourism in Thailand and broaden their understanding of responsible tourism.

Thailand's abundant natural beauty serves as a key asset in establishing itself as a sustainable tourism hub in Asia. The country's varied terrain, which includes unspoiled beaches, dense forests, towering mountains, and tranquil waterfalls, presents a plethora of environmentally friendly activities and adventures for travellers. These stunning natural wonders not only draw in tourists, but also form the foundation for sustainable tourism initiatives. The practice of sustainable tourism ensures a harmonious balance between the economic benefits derived from tourism and the need to protect the environment for the well-being of future generations.

Weaknesses includes overcrowding, environmental pollution, traffic congestion as well as seasonality. Phuket, Thailand is considered to be one of the most crowded tourist destinations in the world. Thailand has three of the world's most crowded tourist destinations, namely Phuket, Pattaya and Krabi. (Liv, 2023) As a result, Thailand attracts a large number of tourists from all over the globe every year.

Chiang Mai, located in northern Thailand, has been named the most polluted city in the world. The deteriorating air quality in this region is causing a significant decrease in the life expectancy of its inhabitants by three to four years. This harmful environment is leading to a range of health problems such as cancer, as well as mental health disorders. (Dominik, 2023) In 2023, over 10 million individuals from Thailand sought medical assistance for ailments associated with air pollution. The number of people seeking treatment for pollution-related illnesses rose from 1.3 million in the initial nine weeks of 2023 to 1.6 million at the beginning of 2024. (Kelly, 2024)

In Thailand, traffic congestion occurs mostly during peak commuting hours, especially in big cities such as Bangkok. Traffic jams happen on city roads in the morning and evening. This is a frequent phenomenon on Thai roads. During the peak commuting hours, the roads appear more congested as well as narrower. Traffic congestion is quite a serious problem in Thailand.

The tourism industry in Thailand is subject to pronounced seasonality, leading to fluctuations in visitor numbers and economic uncertainty for businesses. During the high season, a large influx of tourists travels to Thailand, whereas the off-peak season witnesses a decrease in visitor numbers. The income generated by the tourism industry during the low season is significantly lower compared to the peak season. Thailand is able to attract a substantial number of tourists only during the peak season.

On the opportunities part including Thailand's diverse tourism offerings, promote sustainable food practices, sustainable tourism partnership, provide sustainable souvenirs for visitors, educational excursions, as well as projects for the conservation of the environment.

Various forms of tourism can contribute to environmental protection in different methods. For example, ecotourism promotes the conservation of natural habitats and wildlife, while health tourism supports sustainable practices such as organic farming and herbal medicine. Encourage the practice of organic farming as well as the sourcing of local food, enabling tourists to savour the flavours of fresh and nutritious Thai cuisine while simultaneously providing support to local farmers. Thailand has the opportunity to use its wide range of tourism products to take an integrated approach to environmental sustainability.

Offering a variety of travel opportunities allows visitors to customise their itineraries according to their personal interests as well as preferences. This can lead to more satisfying and memorable experiences for tourists, which in turn increases their likelihood of returning for repeat visits while also encouraging

them to share positive feedback through word-of-mouth publicity. These factors are essential for the sustainable growth of tourism.

Thailand's urban areas offer a variety of opportunities for health and wellness encounters. Visitors can indulge in yoga retreats, spa therapies, or opt for eco-friendly accommodations nestled amidst breathtaking natural landscapes. These immersive activities strive to promote relaxation, rejuvenation, as well as improve the overall well-being of sightseers.

Thailand is implementing sustainable agricultural practices in a major shift towards viewing sustainable agriculture as a necessity, not just an option. Driving this movement is the urgent need for environmental protection and the adoption of the ecosystem principle, which seeks to establish a balance between human activities as well as the natural world. Farmers ensure that their practices not only benefit their surroundings but also contribute positively to the global ecosystem. (Sugandhi, 2024) Such sustainable initiatives not only benefit the surrounding environment but also promote sustainable food. As more and more food is grown in a sustainable manner, this will benefit human health.

Collaborating with industry stakeholders, government agencies, non-governmental organizations, as well as local communities is essential for the development and execution of sustainable tourism initiatives. By engaging in collaborative efforts to exchange sustainable practices, stakeholders have the opportunity to not only minimize but also mitigate the environmental consequences attributed to tourism activities. Thailand's tourism industry can greatly reduce its environmental impact and foster sustainable practices, thereby playing a crucial role in preserving natural resources as well as enhancing the welfare of local communities.

Sustainability encompasses the environmental and social impacts of production, ensuring that products are produced in ways that minimize harm to the planet as well as people. By choosing sustainable souvenirs, tourists can support ethical and eco-friendly practices while contributing to the well-being

of local communities. Artisans use bamboo, coconut shells as well as recycled fabrics to create unique eco-friendly products. (JericPh, 2024)

By emphasizing sustainable souvenirs, local residents can play an important role in environmental conservation, endorse ethical production methods, and enhance the social welfare of their communities.(JericPh, 2024) Thai cities provide travelers from across the globe with souvenirs that are uniquely crafted as well as environmentally sustainable. These souvenirs not only serve as tangible mementos for travelers from around the world but also stand out for their commitment to environmental sustainability.

Tourists can gain valuable insights into sustainable practices and responsible tourism behaviours through educational tours. These trips emphasize the importance of minimizing waste, conserving water, as well as respecting local customs, which in turn helps mitigate the negative impact of tourism on the environment and communities.

By offering educational excursions, Thailand enhances its reputation as a sustainable tourism destination, attracting tourists who seek meaningful and enriching experiences. These tourists are more inclined to choose destinations that provide opportunities for learning, cultural immersion, as well as environmental awareness.

The knowledge acquired from educational tours can have a lasting effect on tourists' behaviour, inspiring them to make more sustainable choices in their daily lives and advocate for the preservation of both the environment as well as local cultures, even after they have returned home. Therefore, educational trips play a pivotal role in advancing sustainable tourism in Thailand.

In Thailand, there are notable conservation projects that prioritize sustainable travel and environmental preservation. One such project is the New Heaven Reef Conservation, which operates on the stunning island of Koh Tao. This organization is dedicated to safeguarding as well as researching the marine

ecosystem in the Gulf of Thailand through specialized courses and initiatives. (Alesha and Jarryd, 2024)

Another noteworthy initiative is Trash Hero, which originated in Bangkok but has now gained global recognition. According to their official website, Trash Hero is a dynamic movement led by volunteers that aims to inspire and assist communities worldwide in cleaning up as well as reducing plastic waste. (Alesha and Jarryd, 2024)

Thailand's environmental conservation initiatives provide a valuable opportunity for the country to become a leading sustainable tourism destination in Asia. Thailand's commitment to environmental conservation not only contributes to the well-being of the planet, but also makes the country a progressive sustainable tourism destination. By capitalizing on its stunning natural beauty and emphasizing ethical practices, Thailand attracts thoughtful tourists who value environmental conservation.

Thailand's environmental conservation programs offer tourists the opportunity to participate in activities such as beach cleanups, tree planting activities, as well as wildlife monitoring programs. By participating in these activities, travelers can have a memorable sustainable tourism experience in Thailand.

In regard to the threats part, which encompasses climate change, the covid-19 pandemic, natural disasters, the loss of biodiversity, as well as sea level increase. Children in Thailand are facing significant risks due to climate change, as highlighted in a recent report published by United Nations International Children's Emergency Fund (UNICEF) and carried out by the Thailand Development Research Institute. The provinces of Ubon Ratchathani, Nakhon Rachasima, Sri Saket, Nakhon Srithammarat, as well as Narathiwat, particularly in the northeastern and southern regions, are identified as the most vulnerable areas. (Rudina, 2023)

The main climate-related threats impacting children in Thailand include floods, droughts, as well as extreme temperatures, leading to water

contamination, disease outbreaks, and food insecurity. These factors endanger the health, growth, as well as overall well-being of children, who are more susceptible to climate-related disasters compared to adults due to their underdeveloped immune and nervous systems, as well as their reliance on adults for protection and care. (Rudina, 2023)

The environmental risks associated with climate change heighten children's susceptibility to illnesses as well as disrupt their access to education, essential services, and food resources. This can result in sickness, malnutrition, psychological distress, and even fatalities, causing long-term harm to children's growth as well as well-being. (Rudina, 2023)

The impact of the climate crisis and environmental deterioration disproportionately affects the most marginalized groups, with children from low-income households, those residing in rural areas, children with disabilities, as well as migrant children facing the greatest risks and enduring severe consequences. (Rudina, 2023)

Thailand's tourism industry has undergone a series of ups and downs. With a surge in visitor numbers, the sector was encountered obstacles that posed a threat to its inherent charm. The impact of the COVID-19 has been particularly severe in Thailand, especially its tourism sector. The United Nations in Thailand was projected a staggering loss of around US\$47 billion in GDP for the country in 2020. (Alessio, 2024)

Thailand is currently facing a serious decline in biodiversity, with a large number of plant as well as animal species listed as endangered or threatened. The statistics are alarming, with 121 species of mammals, 184 species of birds, 33 species of reptiles, 5 species of amphibians, 218 species of fish and 1,131 species of plants endangered. Wild elephants, tigers, guinea pigs, lion cubs, Irrawaddy dolphins and various plant species are noteworthy examples of Thailand's endangered species. These extraordinary creatures and fragile plants play a vital role in Thailand's unique ecosystem, and their conservation is essential for the preservation of Thailand's biodiversity. (Jackie, 2024)

Biodiversity conservation in Thailand is severely affected by climate change. Rising temperatures, changes in rainfall patterns, as well as the consequences of extreme weather events can have profound effects on ecosystems and species. These changes pose new challenges to the delicate balance of Thailand's biodiversity. The impacts of climate change on Thailand's biodiversity are alarming. It is predicted that by 2070, many species will be less abundant and more vulnerable to extinction. (Jackie, 2024)

The reduction in biological diversity has serious disadvantages for tourists as well as local tourism. When the variety of plant and animal species in an area decrease, the environment may become less attractive to visitors seeking to experience the wonders of nature. Local tourism may suffer reduced revenue as well as economic hardship due to declining biodiversity.

The city of Bangkok, which serves as the capital of Thailand, has been experiencing a gradual sinking of 1 to 2cm per year. However, the situation has become even more dire due to the combination of heavier rainfall and the rising sea levels caused by climate change. This has resulted in a multitude of threats for the city and its population of 11 million people. Professor Seree warns that without appropriate measures, Bangkok could find itself submerged underwater within the next few decades or centuries. (Supattra, 2023)

The residents living along the coastline will be particularly affected, as the water levels continue to rise. This will lead to negative consequences for those living in these areas, as well as the infrastructure and facilities located near the coast will also be submerged. If the sea level rises significantly, the residents living near the sea will face the risk of becoming homeless.

Thailand's coastal regions are at risk from the rising sea levels caused by climate change. As the sea levels continue to rise, the erosion of beaches accelerates, which has a negative impact on both the tourism infrastructure and the natural beauty of these areas. Tourists are drawn to Thailand's

picturesque beaches, as well as the erosion significantly affects their travel experience in Thailand.

The islands and coastal towns in Thailand face the threat of partial submergence, which diminishes their appeal to visitors. The increasing sea levels can result in the intrusion of saltwater into coastal aquifers and estuaries, leading to the contamination of freshwater resources. This contamination has adverse effects on local communities, agriculture, as well as the water supply for tourism-related activities.

During the past decade, Thailand has faced numerous natural disasters, primarily caused by hydrometeorological hazards such as floods, landslides, storms, as well as droughts. These calamities have had devastating consequences, resulting in the loss of hundreds of lives and significant material damage. The five main types of natural disasters in Thailand include floods, fires, bushfires, droughts, as well as storms. (Sophita, 2023)

In September 2022, Thailand was experienced the impact of Typhoon Noru, which brought heavy rainfall, led to severe flooding as well as landslides in various parts of Thailand. The Department of Disaster Prevention and Mitigation (DDPM) reported that between the 22nd and 26th of September 2022, 37 districts across 18 provinces in the North, Northeast, and Central regions were affected by flooding. According to the DDPM, approximately 156,240 households were impacted by floods as well as flash floods in 25 provinces, resulting in four fatalities and two injuries. (Sophita, 2023)

## 6 HANDBOOK FOR BLUE TREE PHUKET

Welcome to Blue Tree Phuket is a handbook designed specifically for tourists visiting the beautiful destination of Blue Tree Phuket. With a total of 15 pages, this handbook was packed with valuable information to enhance the visitor experience. From the moment open the cover page, sightseers were

greeted with a well-organized content page that guides the travellers through the 12 main pages of information.

The handbook for Blue Tree Phuket serves as a valuable tool for both first-time visitors and returning guests. The handbook is a must-have resource for all visitors, guaranteeing a fulfilling as well as unforgettable travel experience at this stunning destination in Phuket city.

### 6.1 The objective of create the handbook

The handbook serves as a crucial educational tool for tourists visiting the destination. Its purpose is to educate visitors on how to behave responsibly during their travels, not only at Blue Tree Phuket but also at other destinations they may visit. This handbook was designed to promote sustainable tourism practices and encourage tourists to respect the local culture, environment, as well as communities they encounter.

By providing tips on responsible travel, the handbook aims to empower visitors to make informed decisions that minimize their impact on the destination and contribute positively to the local economy. It covers important topics such as respecting local customs and traditions, conserving natural resources, as well as supporting local businesses.

Responsible travel is not only beneficial for the environment and the local communities, but it also enhances the overall travel experience for tourists, allowing them to immerse themselves more fully in the culture as well as environment of the places they visit.

Ultimately, the establishment of this handbook highlights the importance of responsible tourism and the need for visitors to be mindful of their actions while travelling. By promoting responsible behaviour among tourists, ensure that our natural and cultural treasures are preserved for future generations to enjoy.

## 6.2 Contents of the handbook

In the handbook I have created for Blue Tree Phuket, readers can find a plethora of information to delve into. This encompasses crucial advice on responsible tourism, an overview of Blue Tree Phuket, the rules and regulations enforced at Blue Tree Phuket, as well as basic information about Phuket city.

By consulting my handbook, readers are able to enhance their knowledge of Blue Tree Phuket, understand how to engage in responsible tourism while visiting, as well as gain valuable insights into Phuket city. The main objective of this handbook is to provide informative and helpful guidance to all visitors looking to explore these destinations.

The entirety of my handbook has been smoothly incorporated into my thesis, providing readers with a valuable chance to thoroughly delve into the content of my handbook for Blue Tree Phuket. Those who peruse my handbook will be able to uncover a wide array of diverse information.

## 7 RESULTS OF MY THESIS

My thesis outcome was the creation of a handbook for visitors to promote responsible behaviours at Blue Tree Phuket. Blue Tree Phuket places great importance on sustainability and responsibility, with a key focus on educating as well as supporting tourists to act responsibly. The handbook was provided will play a crucial role in achieving this objective. By utilizing my handbook, Blue Tree Phuket can actively contribute to the promotion of sustainability.

After I was finished editing the handbook, I diligently sought feedback from my commissioner regarding areas that could benefit from improvement or additions in order to enhance the overall quality of the handbook. My primary aim was to collaborate with my commissioner to identify key aspects that could be

refined or expanded upon within the handbook, thereby fostering its continual improvement and evolution to better serve its intended purpose.

I firmly believe that the handbook I have meticulously crafted will greatly enhance the overall success as well as sustainability of Blue Tree Phuket. The handbook was designed to play a pivotal role in the transformation of not only Blue Tree Phuket but also in positioning Thailand as a leading sustainable destination in Asia. By inspiring an increasing number of visitors to embrace and implement responsible tourism practices, we are actively shaping a brighter future where our Earth thrives, as well as pressing environmental issues are effectively addressed. It is fundamental to educate travelers about the significance of ethical conduct while embarking on their journeys, as this will significantly contribute to our collective mission of promoting a more sustainable and eco-friendly tourism industry.

My thesis was contained a wealth of information on responsible tourism behaviours, providing readers with valuable insights that can enrich their understanding. It aims to educate and inspire readers to adopt sustainable practices that not only benefit themselves but also make a positive contribution to the environment. By spreading knowledge and awareness, my thesis aims to promote a culture of responsible tourism for the mutual benefit of readers as well as Blue Tree Phuket.

## 8 CONCLUSION

In the process of writing my thesis, I was encountered some obstacles. Despite this, I was made a concerted effort to overcome every challenge I was faced personally. Writing the thesis had allowed me to gain new knowledge such as problem-solving skills, knowledge about Blue Tree Phuket, and awareness of responsible tourist behaviours. I firmly believe that writing a thesis can bring me a lot of benefits. The most important component of my thesis was the Blue Tree Phuket handbook, which serves as an educational tool for all visitors. As

a valuable stuff, the handbook not only enhances the visitor experience but also fosters a culture of responsible tourism within communities.

I was found myself totally engaged as well as immersed in the entire working process of my thesis, from the initial research phase to the final stages of editing as well as revision. The process of writing my thesis had allowed me to explore my passion for the topic in a focused as well as structured method, pushing me to think critically and creatively. In general, my thesis writing process was about more than just writing a document, this was a transformative experience that deepened my understanding of the subject as well as honed my academic skills.

### 8.1 Reliability and validity

My commitment to relying on trustworthy sources underscores my dedication to academic integrity and rigorous research methods, demonstrating my commitment to upholding scholarly standards as well as promoting a deeper understanding of the subject matter explored in the thesis. By utilizing a variety of reliable sources, I was aimed to ensure the credibility and validity of the information provided in my research, ultimately enhancing the overall quality as well as depth of my thesis.

When working on my thesis, I was found it crucial to make use of reliable sources as the dependable information plays a significant role in strengthening the credibility and validity of my research findings. The importance of quality resources not only enhanced the overall quality of my work but also demonstrated a high level of academic rigor as well as integrity in my research process. By prioritizing the use of trustworthy sources, I am better equipped to produce a comprehensive and well-substantiated thesis that contributes meaningfully to the academic discourse in my field of study.

In academic writing, the choice of sources can significantly affect the overall quality as well as persuasiveness of the work, so I had to carefully select sources that were reliable, current, and relevant to my research topic. Finding

reliable sources are fundamental to my insistence on maintaining the academic rigor as well as integrity of my thesis.

The sources were incorporated into the research for my thesis have been carefully chosen based on their validity, ensuring that offer current and relevant information pertaining to my thesis topic. Hence, these sources were played a vital role in enhancing the credibility and academic rigor of my thesis, ultimately contributing to a thorough analysis of the topic at hand.

## 8.2 Reflection

I am truly grateful for the continuous support I was received from my commissioner throughout the entire thesis writing process. Having my commissioner by my side was not just helpful, but absolutely essential; without the commissioner guidance and assistance, completing the thesis would be an incredibly challenging as well as arduous task. The presence of my commissioner was provided a pillar of strength and encouragement, making the writing thesis journey much smoother and manageable.

In addition to the commissioner's diligent efforts to support my thesis work, I was employed a significant amount of time and energy to ensure its thorough completion. I was spent countless hours researching, writing, and refining the content, I was delved deep into the subject matter to provide a comprehensive analysis for readers to engage with. I am confident that the effort put into crafting this thesis will not only showcase my dedication to the topic but also offer a compelling read for those who delve into its pages. I am very thankful to have a dedicated and supportive supervisor who plays a crucial role in my academic journey as well as significantly contributes to my success in completing my thesis.

Throughout the whole process of writing the thesis, I was fully committed to producing a thesis that not only met but exceeded the highest standards of quality. I was aimed to captivate the audience and leave a lasting impression that would resonate with them long after they finished reading. My hope is that

readers will gain not only knowledge, but also perspectives that enrich their understanding and spark further interest in the topic at hand. Undoubtedly, the experience of thesis writing has equipped me with a diverse range of skills as well as insights that I firmly believe will be instrumental in my personal and professional growth.

During the process of writing thesis, which lasted several months, the writer was faced some challenges that tested both the research capabilities and the ability to structure the thesis effectively. One significant hurdle was the ongoing struggle to find high-quality reference materials that would enhance the credibility as well as depth of the thesis. Moreover, developing a compelling and precise thesis title was a difficult task that required careful attention to detail as well as innovative thinking that accurately reflected the essence of thesis.

Maintaining coherence and consistency between paragraphs presents its own set of difficulties, requiring a fine balance between ensuring a seamless flow of ideas as well as providing in-depth analysis. Despite these challenges, overcoming each obstacle ultimately enriched the author's writing experience and contributed to the academic rigor of the final thesis document.

### 8.3 Ethical considerations

Within the content of my thesis, I was made sure to incorporate both in-text citations, highlighting relevant sources within the text, as well as a detailed reference list, showcasing a thorough compilation of all references used. To ensure that my research was current and robust, I diligently included the latest information, thus enhancing the quality as well as relevance of the thesis. By incorporating up-to-date information, I was aimed to present a well-rounded and meticulous thesis that would stand out in the academic field.

In the process of creating my thesis, I was adopted SAMK reference guide as well as the thesis template to write my thesis, I was followed the requirements of SAMK reference guide and the thesis template. I was aimed to create a

coherent as well as well-structured piece of academic writing that would meet the required standards.

I was put some concepts about responsible tourism and sustainable tourism into my thesis, I hope my thesis can educate tourists to behave responsibly during their tours as well as increase their awareness of responsible tourism and sustainable tourism. My aspiration is for the thesis not only to serve as an educational tool but also to foster a deeper understanding among travelers regarding the importance of responsible tourism as well as sustainability principles. Every piece of information presented within the thesis was connected to the central theme, ensuring a cohesive and comprehensive exploration of the subject matter.

I carefully structured my thesis, ensuring that all the details were organized with clarity as well as precision to present the content in a systematic and easy-to-follow manner. My goal was to improve the overall readability of my thesis, thus enabling a meaningful as well as engaging learning experience for anyone who explores the contents of my thesis.

#### 8.4 Feedback from commissioner

I was delighted to receive feedback from the commissioner regarding to the handbook for Blue Tree Phuket. The collaborative effort between me and the commissioner in reviewing the handbook was reflected the commitment to deliver top-quality resource for all readers. The feedback I was received from the commissioner was very positive, praising my carefully crafted handbook for Blue Tree Phuket. The commissioner was noted that the handbook not only met but exceeded expectations in terms of quality as well as the content.

Commissioner feedback: The commissioner was appreciated my effort to help promoting Blue Tree Phuket, especially on the sustainability aspect. Handbook has been updated on information and photos to suit with Blue Tree Phuket's facilities. It seems fine with the commissioner.

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## APPENDIX 1: INTERVIEW QUESTIONS

1. Is Thailand a sustainable tourism destination in Asia?
2. Will Blue Tree Phuket operate more sustainably in the future?
3. Could you provide me with a few examples of how Blue Tree Phuket accomplishes sustainability?
4. Which Sustainable Development Goals has Blue Tree Phuket accomplished?
5. What obstacles has Blue Tree Phuket encountered in its pursuit of sustainability so far?
6. How does Blue Tree Phuket encourage sustainability among its staff and visitors?
7. Why is it crucial for Blue Tree Phuket to attain sustainability in its daily operations?
8. How did Blue Tree Phuket implement corporate social responsibility (CSR) initiatives to attain sustainability?
9. Could you offer me with some advantages that can be gained from implementing CSR?
10. Can the implementation of CSR by Blue Tree Phuket contribute to the future sustainability of Phuket city?
11. Will the operation of Blue Tree Phuket be more sustainable with the implementation of CSR?

APPENDIX 2: HANDBOOK FOR COMMISSIONER



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## Thailand's geographic location

**Asian country**

**Five neighbor countries**

1. Cambodia
2. Myanmar
3. Malaysia
4. Laos
5. Vietnam

**Southeast Asia**

**Total area :  
513120 square  
km**

**Islands in Thailand : 1430**



## Phuket city

**Area : 576 square km**

**Largest island in Thailand**

**Location : Southern Thailand**

**Districts : Mueang  
Phuket, Kathu and  
Thalang**

**One airport : Phuket  
International Airport**

**High season : November  
to February**

**Rainy season : May to October**



## Blue Tree Phuket

**Five zones : Lifestyle Village , Forest Park , Arena , Skate Park , Kids & Family, Lagoon ( closed from August 2024)**

**Address : 4, 2 Srisoonthorn Rd, Tambon Si Sunthon, Amphoe Thalang, Phuket 83110, Thailand**

**Cafes : 3**

**Restaurants : 5**



## Responsible tourist behaviours at Blue Tree Phuket

1. Treat other guests with respect
2. Ensure the flash is turned off
3. Smoking in designated areas
4. Choose rides suitable for your age
5. Adhere park guidelines



## Responsible tourist behaviours in Phuket

- 1. Support local businesses**
- 2. Follow Thai cultural traditions**
- 3. Respect Thais**
- 4. Prevent travel to overcrowded destinations**
- 5. Use environmentally friendly travel items**



## Thai cultural traditions

1. Thais view the left hand as impure
2. Thais follow a traditional approach to greeting
3. The service at the restaurant is rather sluggish
4. Proper attire is required when visiting temples
5. Take off your shoe prior to entering the temples



## Responsible tourist behaviours at Blue Tree Phuket

- 1. Maintain the park's visual appeal**
- 2. Offer with adequate personal space in queues and seating areas**
- 3. Eat Thai cuisine**
- 4. Support Blue Tree Phuket stores**



## Tips for become responsible travelers in Thailand

1. Minimize plastic waste
2. Be a responsible photographer
3. Choose eco- friendly accommodations
4. Respect cultural sites
5. Bring a reusable water bottle



## Responsible tourist behaviours

1. Choose direct flight
2. Refrain from purchasing items crafted from endangered animals
3. Respect wildlife
4. Offset carbon footprint
5. Use public transport to travel around the city



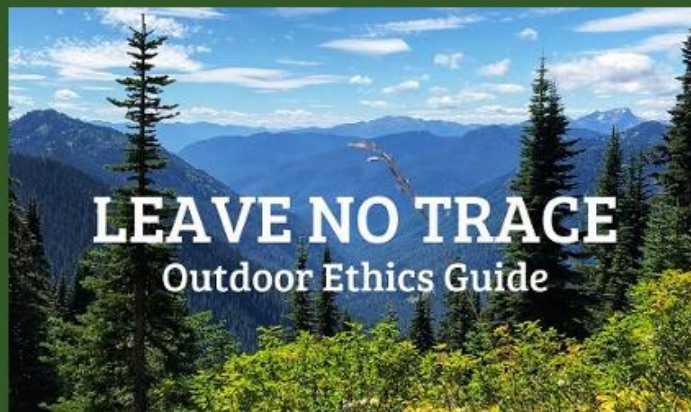
## Tips for being a responsible tourists in Thailand

1. Buy locally produced souvenirs
2. Preserve the environment & nature
3. Follow the principles of "Leave no trace"
4. Do not feed wild animals



## Leave no trace principles

1. Plan ahead and prepare
2. Travel and camp on durable surfaces
3. Dispose of waste properly
4. Leave what you find
5. Minimize campfire impacts
6. Respect wildlife
7. Be considerate of other visitors



# Responsible tourism guidelines





## RESPONSIBLE TOURISM

### 8 RESPONSIBLE TOURISM GUIDELINES

1. Reduce negative effects on society, the economy and the environment.
2. Support and conserve the local community's culture and environment, as well as improving its economy.
3. Raise awareness of the value of the local community's environment and culture.
4. Offer tourists a deep and rewarding experience through exposure to the nature, culture, and lifestyle of the local community.
5. Support and encourage responsible tourism among tourists and local communities.
6. Ensure the protection of attractions and the safety of tourists.
7. Make sure that tourist activities suit the local community's lifestyle and culture.
8. Cultivate awareness of responsible tourism in every organization.

ที่มา : สภาการท่องเที่ยวไทยอย่างรับผิดชอบ (anns.)  
 ปีที่จัดทำ : 2562

We hope you have a wonderful time during your journey in Phuket and create memorable travel experiences



We are eagerly anticipating the opportunity to meet you once more in Phuket, Thailand