

Local Perspectives on Natural Tourism Development in the New Normal

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ABSTRACT

This article aims to suggest the guidelines for the development of natural tourism in the New Normal from the perspective of the local government which is an important unit in driving tourism development tourism plays an important role in driving the country's economy. However, various local attractions still lack of cooperation between agencies to support tourism in concrete. In addition, the management of tourist attractions is often the responsibility of the private sector. Therefore, the local people do not get any benefit from tourism. Therefore, guidelines for tourism development during the COVID-19 epidemic should strengthen the network between the government, the private sector, and the community and develop natural tourist attractions that link to the transportation routes, improvement, and restoration of urban and natural environments.

Keywords: *Local; Nature Tourism; New Normal*

INTRODUCTION

From the current social situation in the COVID-19 outbreak, tourism development from urban society to rural society has begun to be widely accepted. Because it is a place of relaxation for working people and retirement persons. It is also a place that is open for tourism whether it's a place to pitch a camping tent, a coffee shop, or even a viewpoint. It has natural resources that attract tourists to visit. These natural resources may be beautiful in their natural state. The strangeness of nature is important geological and geographic morphology that is unique or a symbol of that locality. Natural environment that has special characteristics. or an environment that has academic value. Managing the network structure between the government, private sector, and communities and developing natural tourist attractions. Sufficiency is an important component in determining the direction of sustainable development of nature tourism in the era of the COVID-19 outbreak.

Tourism can also be a tool for development, using tourism as a condition and creating opportunities for local people to play an important role in planning the direction of their community development the local community is a mechanism that can manage and participate in improving the quality of life and connecting it in every dimension. It is the main force in developing the country's foundations to be stable, self-reliant communities managed by themselves can effectively alleviate economic, social, natural resource, and environmental problems at the local level. (Office of the National Economic and Social Development Board, 2012)

TOURISM IN THAILAND

Developing the country according to the guidelines of the past National Economic and Social Development Plan has resulted in Thailand having a higher level of development, namely, the Thai economy is larger. It has a strong and outstanding production and service base in many fields. and cooperation with friendly countries both in the form of bilateral and multilateral cooperation with countries in the sub-region and ASEAN has become more intense and clearer. Expanding trade and investment opportunities in Thailand while the infrastructure has developed more

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comprehensively and all aspects of social services with comprehensive coverage. This causes people's income to increase and poverty problems to decrease. and the quality of life of the people improves (National Economic and Social Development Plan No. 12 2017-2021). Tourism is one of the important mechanisms and has played a huge role in driving the Thai economy in the past several years. Some years the economic situation around the world, including Thailand itself, is in a situation that is not very good. There is tourism that helps support the Thai economy. Currently, Thailand has many different types of tourist attractions, including:

1. Agricultural tourism. it is tourism in agricultural community areas such as herbal gardens and livestock farms and pets, including various aquatic animal breeding grounds.
2. Ecotourism is traveling to tourist attractions that are natural resources.
3. Cultural tourism, traveling and visiting places that show culture, such as seeing ancient objects, ancient sites, castles, palaces, temples, and traditions, including the way of life of people in each era.
4. Health tourism is a form of tourism that combines natural tourist attractions. or other tourist attractions activities for maintaining health are an important activity of tourism. such as spa tourism.
5. Business tourism, such as traveling to visit customers or taking care of work and traveling in the local area for about 1-2 days.

From the geography, the climate in each area has different natural problems, whether it is problems in the areas of soil, water, wind, and fire, these are therefore obstacles in the management of nature tourism. to support and correct in time. Moreover, transportation is still another obstacle that makes it difficult for interested tourists to reach their destination due to the lack of detailed public relations.

The development of nature-based tourism is, therefore, the main important mechanism that is inevitably the cooperation between government agencies, the private sector, and the people in that area, which may have supervision from agencies at the local level, etc. which is the main agency at the top level that is closest to the people and can also feel the needs of the people in the area. As a result of tourism, the income of Thailand and local areas will be higher and the economy will be better. It also results in the distribution of income to more people, and makes the people's living conditions better have more work to do, children have quality education and it also helps reduce various social problems in a better way. Therefore, a system that facilitates tourism is a guideline for developing environmental factors conducive to upgrading. Competitiveness in tourism and sustainable nature tourism management To create added value for the local community

TOURISM IN THE NEW NORMAL

From the outbreak of COVID-19 in early 2020 onwards, it can be noted that the tourism economic sector around the world including Thailand has gradually slowed down, probably because of measures and guidelines for stopping the spread of the virus until causing people to change their perspective from traveling in the city facing nature to let nature act as a therapy in terms of mental state. It is also a form of recreation, many people may be familiar with the term "New Normal" or "new way of life," which is a change in the way of life of people in the world. After the end of the epidemic caused new behavior new demand structure and new ways of doing things, therefore, Thailand should reposition the tourism sector. Focusing on group tourism is expected to increase demand. It starts with building on activities in which Thailand already has competitive potential (Old legacy), such as nature or culture. along with creating new activities such as nature tourism. This will be a tour where you can experience the life of local people. It also adds value and motivation along with expanding the group/frequency of both Thai and foreign tourists in the region. This is in line with the guidelines of the National Economic and Social Development Plan No. 12, 2017-2021, which is to "adhere to the Sufficiency Economy Philosophy". "Sustainable development" and "people-centered development" promote marketing and publicizing a good image of nature-based tourism at the local community level including tourist attractions, products, services, and commercial areas linked to tourism including creating tourism routes connecting both local and different districts to be in line with the direction and trends of the modern market.

Nowadays, it is important to receive support from government agencies and the private sector to provide quality services to tourists, including developing personnel standards related to tourism to be sufficient to meet demand. It also promotes the role of local government organizations and the private sector to participate in policy-making.

Marketing strategy and public relations to raise the level of natural tourist attractions in the local community so that they are widely known by using social media as a medium of public relations. and set marketing strategies.

Guidelines for tourism management during the coronavirus 2019 situation (COVID-19) found that tourism management under the current situation, the government should create a service system that minimizes touchpoints, such as an automatic check-in system. Using applications to make payments. (Ekachai Chamnina, 2020, p. 427) Raising the safety standards of tourists. and prevent impacts that may occur from all dimensions of tourism activities. Including the standard quality of the product services and environments that may affect the health of tourists. It should rely on a network of cooperation from all involved parties. Whether it is the government sector, the private sector, and local communities to gain social acceptance of safety. The development of nature-based tourism is something that has received widespread attention from entrepreneurs and tourists today. Because in each travel there is more meaning than just seeing the landscape. or experience the climate but it will be a relationship between entrepreneurs. tourist and residents are key factors in the success of sustainable tourism.

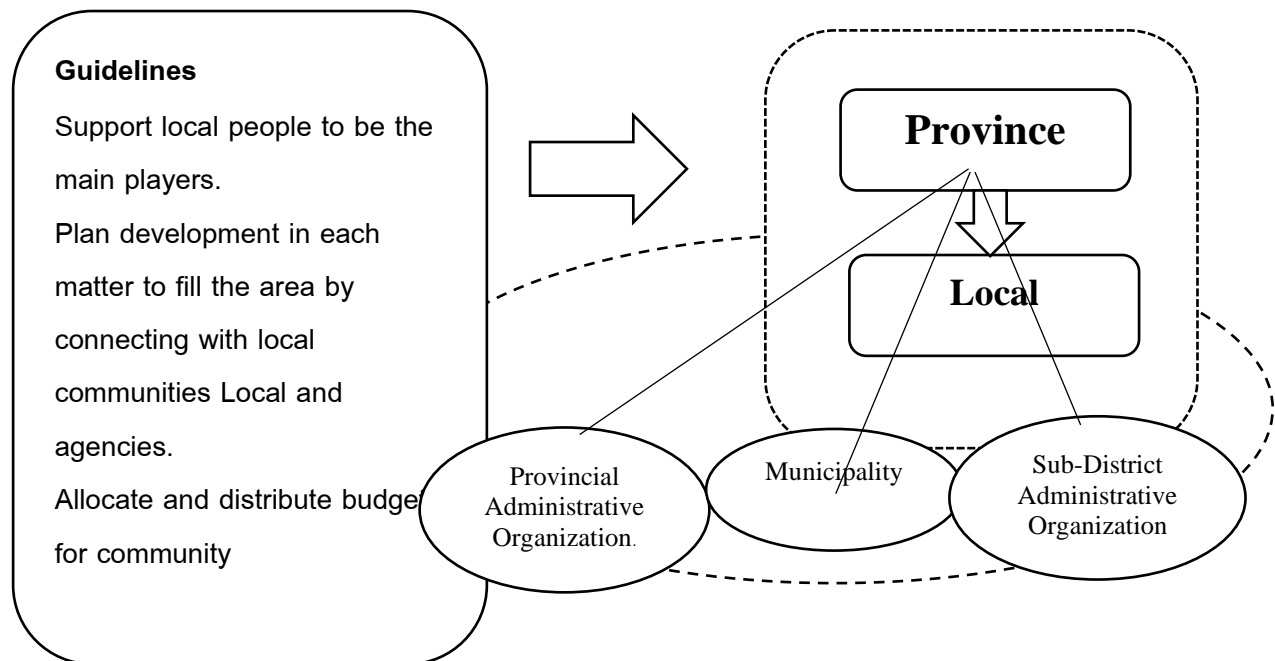
LOCAL PERSPECTIVES ON TOURISM

From interviews with relevant people in the local area, it was found that most natural tourist attractions are under the care and responsibility of the private sector. As a result, the public does not receive benefits or income from tourism. In addition, tourism development in the past period has often encountered various problems, whether it is the problem of lack of connection to the tourism network problems of lack of improvement of public utilities, etc., or lack of management by government agencies in a serious manner such as in the past whether it is a Pracharath project such as Pracharath Market, community shops (consumables/agricultural production factors/community products, etc.) Therefore, tourism with local development must go hand in hand because if any community which areas have a good quality of life? Tourism is good and more people are interested in it. It also creates income for the people in that community as well, so people are at the center of development. In addition, it must rely on marketing strategies and the development of tourist attractions to meet the needs of tourists with the service provider or entrepreneurs in that area (Kanchana Saenglimsuwan and Saranya Saenglimsuwan, M.P.T., p.144)

Looking back from a local perspective tourism in each region has different experiences with nature, whether it be in the northern region such as tourism in the mountains, setting up tents to admire the view, in the northeastern region such as tourism during the Bun Bang Fai festival, Candle Procession, Central Region, such as cultural tourism learn about southern civilization such as traveling to the sea, waterfalls, and various islands. These things will help drive the local economy for both the government, private sector, and communities efficiently. Moreover, tourists must be able to learn. which management is the key because of the context of each area each locality has a different culture. The structure must be managed per the way of life of the villagers. Here, good awareness of environmental conservation must be created for tourists who come to visit.

Organizational structure management and proper management is an important component in determining the direction of sustainable nature tourism development in the coronavirus (COVID-19) outbreak. The focus is on coordinating with local government organizations. and related government agencies to promote local nature tourism activities to find strengths, weaknesses, opportunities, obstacles, or identities that will serve as public relations points for that tourist destination. In addition, supporting participation and creating network partnerships between the government, private sector, and communities to develop tourism is also beneficial to both in the field of collaborative analysis or solving problems and conflicts among different interests is another approach that is necessary for managing nature tourism in this New Normal as well.

Therefore, for the development of nature tourism at the local level and to be developed more concretely in the New Normal era, there should be a clear structure as follows.



CONCLUSION

In developing nature-based tourism to be sustainable, if people in the area are not involved, the community may not benefit from tourism as it should. This is because the people in the area who are stakeholders in local nature tourism are aware of various situations. Moreover, it may also cause the community to be damaged by tourism as well. The fact that many parties, whether the government, private sector, or the public, are trying to get stakeholders in nature tourism in the community to participate in tourism development. The important problem is using the wrong people for the job. The government sector should support local areas to be the main players in determining the direction and planning for development in each area to the fullest extent by providing connections to network partners and allocating budgets for local communities to manage themselves with government agencies or local administrative organizations is a supervisor to use the right man for the right job (Put the right man on the right job) because the people in that area will naturally have love and ties with things in the area. Therefore, it is a good opportunity for the people in the area. or stakeholders Tourism in the community will be able to express their opinions on developing tourism to be sustainable. In addition, tourism stakeholders in the community also feel good about being honored to be a part of various developments.

Therefore, people who live in the area of natural tourism should participate in expressing their opinions on developing nature tourism to be sustainable from the beginning. It is not the government, people, or various agencies who are the only planners and developers.

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