A developmental management of corporate social responsibility model for sustainable tourism business

Paphawin Pacharachotsuthi\textsuperscript{11} and Aree Naipinit\textsuperscript{12}

ABSTRACT

This study aims to examine the problems and needs in developmental process of the Social Responding Tourism management in Thailand, construct a model for developmental process of the sustainable Social Responding Tourism management, implement the constructed model, evaluate the effectiveness of the model, and investigate the tourists’ perceptions on the model. Results revealed 4 important points. Firstly, tourism business composes of three elements tour operators, tourists, and tourist places. It was evident that some operators too advantages of the tourists and did not offer the tourist places any benefits. Moreover, those operators did not provide the tourists necessary information they must know to help preserve the tourist places. Giving some misleading information as well as lack of cooperation with the related community cause the establishment of social responsibility within tourism business. In so doing, there has been tour project and activities from both government and private sectors. The cooperation began within the tourist business and spread out to community and a wider space. Secondly, the model was approved by the experts with small adjustments to reach the utmost effectiveness. Thirdly, the model has been successfully implemented as the results showed its effectiveness in terms of extensive usefulness, applicability, and appropriateness. Fourthly, most of tourist participants exhibited positive attitudes toward the tour operation using the constructed model (\(\bar{X} = 4.21\)). It also appeared that the constructed model implementation correlated with the evident data. Looking at a general picture, it could be seen that the most influence factor was the success of business. And the indirect factor was advantage of business competition; the most direct factor was success of business and factor influenced both direct and indirect was the success of business. In this regard, all factors could be used to indicate 75.90% sustainability of the business.

Keyword: Developmental Management, Corporate Social Responsibility, Sustainable Tourism Business

\textsuperscript{11} Doctor of Philosophy Thesis in Tourism and Hospitality Innovation Management, Graduate School, Khon Kaen University, Thailand.

\textsuperscript{12} Asst.Prof.Dr. Aree Naipinit is a lecturer in Management, Faculty of Management Science, Khon Kaen University, Thailand.