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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Impacts of Tourism Activities on Environment and Sustainability of Pattaya Beach in Thailand

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Abstract:

Global tourism, considered as a rapidly growing, and potentially sustainable industry. It plays a key role in socio-economic, cultural development of the society to achieve sustainable development. According to the tourism statistics of Thailand, 32.59 million tourists have been arrived in the year of 2016 and contributed to the country's economy. Nevertheless, tourism sector induces affirmative and negative impacts. This study was aimed to identify the positive factors which encourages to visit Pattaya beach in Thailand. The trial was conducted to determine the factors that encourage visitors to visit again and again. The influence of tourism on environmental sustainability of Pattaya beach and in coastal areas of Thailand. The study was administered at Pattaya beach in Thailand. A total of 400 visitors were selected randomly as respondents to conduct the survey and questionnaire was used as instruments. The results of the study showed that the tourism activities do have an impact on Pattaya beach in Thailand. The positive impact, tourism activity increases the local socio-economic status of the people and the country as well. On the contrary, it has negative impact as it effects on the environmental sustainability of the Pattaya beach and coastal areas of Thailand.

Keywords: tourism; environment; sustainability; entrepreneurial activities; Pattaya beach.

JEL Classification: Q26; Q 53.

Introduction

Globally, tourism is one of the substantial and most diversified industry. Expeditious growth has been followed with numerous changes in socio-economic conditions, cultural and environment. Thus, tourism industries impacts have been turned into a crucial domain of study among research scholars. Any countries tourism development dependent upon natural resources of the country, social and cultural environments. Consequently, maintaining the sustainable quality of the environment is crucial for tourism industry. Pattaya, a city with natural attractions, good climatic conditions and beautiful shores made it as one of the most visiting destinations of the country for domestic and foreign tourists. Tourists vesting the Pattaya city's sea shores by inducing some detrimental effects to shores and, environment. Tourist areas of Pattaya city with their environmental consequences that have severe threats to sustainability of the Pattaya beach and the development of city. On the contrary, today tourism has transpired to be a vital role in economic domain.

Tourism depends on natural resources available in the country and host-tourist interactions, attractions towards visiting, urban tourism of the country. The services, facilities and develop of eco-friendly tourism has numerous influences on economy and urban spaces of the country (Alvani and Dehdashti 1994). Due to globalization and competitive arena, need to initiate immense endeavors to strengthen all the sectors which is related to tourism and to set goals, judge, advocate, among various alternatives in terms of investments in countries tourism, logistics, recreations, appropriate infrastructures, and marketing of tourism products. While setting a

tourism plan and making crucial decisions stakeholder must take in to an account all the above influencing factors (Eddington 1975). To measure, prioritize, and identify tourism attractions must contemplate environmental, infrastructural, geographical, economic, legal, sociocultural, institutional factors. Hence, it enables stakeholder to make possible decisions with respect to the concerning different local seashores and tourist attractions (Papali Yazdi and Saghayei 2006).

Therefore, the assessment of environmental detrimental consequences due to tourist activities in Pattaya seashores. Especially, in Pattaya beach seems essential to measure the irreversible detrimental damages made by tourism. Main causes for the environmental damages are pollution from arid, seashores water pollution, rivers due to manmade activities, changes in rural and urban landscapes sceneries. The investigation ought to explore the environmental detriments and impact of tourism on the environment in Pattaya beach. Services and facilities of tourism industry commence wide range of impacts on environment culture and socio-economy of the local people and urban spaces (Statistical Center of Iran 2011).

To develop and implement a tourism project, as a part of the tourism project activities need to initiate constructing hotels to accommodate the tourists, preparing infrastructural facilities and the consequences of each activities results in erosion of soil, declined fertility, reduction in water storage property of soil, increased density of soil, architectural changes, and mass weight of soil. In addition, to the above tourism development activities that are performed and implemented in the preparation of initial stages, operation stages and tourist activities in natural environments of Pattaya beach may leads to detrimental impact on soil architectural conditions and properties. In order to illustrate the association between tourism, ecology, sustainability, and sustainable development based on a conceptual model. Characteristics and indicators of urban sustainable development was well analyzed.

The conceptual model integrates three main domain components of development, that are ecology (environment), society (happy society), and economy (prosperous society). Sustainability of each component must be established to integration ecological, and socio- economic components (Andriotis and Vaughan 2003, 172-175). Ecological aspects of urban tourism are among areas that creates attention of geographers and researchers, due to its immense relationship between human and the environment (Hall and Page 2002; Ghobadi and Verdian 2016, 529-536). As a matter of fact, the impacts of recreational and tourism activities are increasing the environmental degenerations of natural resources. Detrimental impacts are often occurring in coastal areas, small islands, mountains, special desert areas, and ancient and historical places (Ghobadi and Verdian 2016, 529-536).

Environmental Impact Assessment (EIA) technique used to predict the possible impacts and concomitance of a tourism project implementation and operation on natural environment. So that precautionary measurement's will be taken while implanting the tourism projects to minimize the detrimental impact on the environment. On the other hand, the regional leisure and tourism development activities creates numerous jobs opportunities. As a result, people may migrate to that region and its population increases. Accordingly, increases on the number of rented houses, galleries, shops, and restaurants. Besides, real-estate and construction sectors will grow and roads will be developed. Increased buildings, and infrastructural developments leads decrease in natural landscapes. As a result, the number of man-made landscapes will increase. The magnitude and type of environmental effects of tourism depends on the nature and density of tourism development. Therefore, the detrimental impacts of tourism on environment must be investigated.

1. Methodology

A Quantitative study was carried out by using survey based on questionnaire as an instrument to collect research data in study area. These type of questionnaires is popular among researchers. Questionnaire was adapted and modified accordingly (Ghobadi and Verdian 2016, 529-536; Nor Hidayah Binti Che Jamin and Hamid 2004; Sukemi and Hamid 2008, 32-45). Data was tabulated, and responses of the questionnaire items were scored using a Likert scale score as represented in each table. In addition, tabulated data analysis was carried out by SPSS (V. 22).

2. Results and Discussion

Table 1 demonstrates that the impact of tourism on land. Characterized by in view of the respondents. The study indicates that increased pressure on the natural resources of Pattaya beach are at highly affecting (67.5%), destruction of landscape (49.75%), impact of tourism development on increased pressure of inhabitants in using resources (38.75%), Impact of tourism development on biodiversity (50%), impact of tourism development on destruction of natural resources as a result of tourism related constructions (30%) due to tourism activities.

Table 1. Impact of tourism on land in Pattaya beach Thailand.

Parameter	Likert scale (1 = very high, 2 = high, 3 = moderate, 4 = low, 5 = very low)				
	1	2	3	4	5
Increased pressure on natural resources	270 (67.5 %)	55 (13.75 %)	20 (5%)	11 (2.75%)	44 (11%)
Destruction of natural landscapes	199 (49.75%)	100 (25%)	24 (6%)	20 (5%)	57 (14.25%)
Impact of tourism development on increased pressure of inhabitants in using resources	155 (38.75%)	96 (24%)	55 (13.75%)	21 (5.25%)	73 (18.25%)
Impact of tourism development on biodiversity	200 (50%)	90 (22.5%)	60 (15%)	33 (8.25%)	17 (4.25%)
Impact of tourism development on destruction of natural resources as a result of tourism related constructions	120 (30%)	145 (36.25%)	22 (5.5%)	23 (5.75%)	90 (22.5%)

Source: from the survey

The results of the study indicate and revealed that the overall, tourism activities in Pattaya beach have a negative impact on environmental sustainability in the study area. Similar reports have been found in the Okavango Delta (Davies and Cahill 2000)

Table 2. Impact of tourism development on protecting natural heritage of Pattaya beach.

Parameter	Likert scale (1 = very high, 2 = high, 3 = moderate, 4 = low, 5 = very low)				
	1	2	3	4	5
Basic facilities per each tourist (access, restrooms, caterings, and parking spaces)	300 (75%)	55 (13.75%)	20 (5%)	15 (3.75%)	10 (2.5%)
Destruction of natural landscapes	120 (30%)	45 (11.25%)	20 (5%)	90 (22.5%)	125 (31.25%)
Impact of tourism development on increased pressure of inhabitants in using resources	110 (27.5%)	56 (14%)	65 (16.25%)	100 (25%)	69 (17.25%)

Source: from the survey

Table 2 demonstrates that the impact of tourism on protecting natural heritage of Pattaya beach. All the indicators are characterized by in view of the respondents. The study indicates that the overall respondents satisfied with the basic facilities per each tourist (75%), on the other hand, Preventive measure taken by tourists to minimize solid and waste materials (30%) and increased recyclable wastes produced in tourist units were 27.5% respectively.

Tourist activities magnifies towards the systematic wastewater potent management and contributes to the ecological sustainable development. On the contrary, extensive use groundwater and surface water resources are deleteriously affected. It leads to discharge of contaminated and wastewater in to the nature. In turn this process poses detrimental to architecture of the buildings and establishments. Significant increase in release of waste and pollutant in to water endanger to the inhabitant's and visitor's health in Pattaya beach, especially in coastal areas. The results of the study in agreements with previous reports (Davies and Cahill 2000; GhulamRabbany, Afrin, Rahman, Islam, Hoque 2013, 117-130).

Table 3 demonstrates that the impact of tourism on protecting natural heritage of Pattaya beach. All the indicators are characterized by in view of the respondents. The study indicates that the overall respondents satisfied with the Increased number of tourist accommodation units with environmental labels (39%), on the other hand, Preventive measures taken to minimize air pollution is very low (24.75%).

According to the study results, there is a significant relationship between tourism development and its environmental impact in Pattaya beach in terms of the increased number of tourist accommodation units with environmental labels and preventive measures taken to minimize air pollution. Yet, precautionary measures have been taken to enhance the tourist places furnished with fully equipped wastewater collection points and disposal systems.

Table 3. Impact of tourism development on rubbish waste, wastewater production and management

Parameter	Likert scale (1 = very high, 2 = high, 3 = moderate, 4 = low, 5 = very low)				
	1	2	3	4	5
Increased number of tourist accommodation units with environmental labels	156 (39%)	200 (50%)	22 (5.5%)	10 (2.5%)	12 (3%)
Preventive measures taken to minimize air pollution	122 (30.5%)	29 (7.25%)	21 (5.25%)	33 (8.25%)	195 (48.75%)
Increasing the public awareness about tourists' protective measures	99 (24.75%)	22 (5.5%)	24 (6%)	42 (10.5%)	213 (53.25%)
Increased number of tourist places having wastewater collection and disposal systems	154 (38.5%)	100 (25%)	55 (13.75%)	20 (5%)	71 (17.75%)
Increased wastewater management systems	122 (30.5%)	175 (43.75%)	60 (15%)	10 (2.5%)	33 (8.25%)

Source: from the survey

Table 4. Impact of tourism development on pollution in Pattaya.

Parameter	Likert scale (1 = very high, 2 = high, 3 = moderate, 4 = low, 5 = very low)				
	1	2	3	4	5
Environmental pollution	155 (38.75%)	100 (25%)	51 (12.75%)	20 (5%)	74 (18.5%)
Soil pollution	200 (50%)	65 (16.25%)	60 (15%)	33 (8.25%)	42 (10.5%)
Water pollution	126 (31.5%)	101 (25.25%)	56 (14%)	36 (9%)	81 (20.25%)
Sound pollution	255 (63.75%)	100 (25%)	22 (5.5%)	10 (2.5%)	13 (3.25%)
Waste accumulation	206 (51.5%)	89 (22.25%)	65 (16.25%)	46 (11.5%)	40 (10%)
Air pollution	194 (48.5%)	77 (19.25%)	101 (25.25%)	11 (2.75%)	39 (9.75%)

Source: from the survey

Table 4 demonstrates that the environmental impact of tourism in Pattaya beach. All the indicators are characterized by in view of the respondents. The study indicates that significantly high in environmental pollution (38%), soil pollution (50%), water pollution (31.5% and 25.25%), sound pollution (63.75%), waste accumulation (51.5%) and air pollution (48.5%) respectively.

Moreover, positive and negative impacts on ecological, cultural, economic and social consequences, tourism opulence in all geographical regions depends on its association with air, sound, water, pollutions, environmental pollutions and waste accumulation. Drastic increase in this kind of pollution may leads irreversible impairments (pulmonary diseases, skin diseases, hair loss, hearing impairment) in environment. It indicates that the environmental protection and natural attractiveness closely related fields in the domain of tourism. Furthermore, in the field of environmental and sustainable development needs further research to identify the appropriate technology and attention to these approaches. Significant relationship between soil pollution, water pollution, and air pollution at study area. However, significant relationship was observed in environmental pollution, sound pollution and waste accumulation. Globally, similar reports have been found and reported (Davies and Cahill 2000; GhulamRabbany, Afrin, Rahman, Islam, and Hoque 2013, 117-130; Zhang, Zhong, Xu, Wang, and Dang 2015, 2397-2414)

Conclusion

Pattaya beach is one of the most world popular beach and tourist destination in Thailand. Comfort, safety, reasonable cost of living, and entertainment facilities playing major role in attracting the tourists. The explicit growth of tourism industry in Thailand as well as Pattaya beach has contributed to economic growth of the locals and in creating employment opportunities. However, rapid growth of the tourism industry and activities in Pattaya increasing the detrimental damages to environment. Tourism activities leading to soil erosion, sedimentation, water

pollution, garbage waste pollution, noise and air pollution. Thus, human beings must be aware of the consequences due to tourism activities, people need to cooperate to protect and conserve the sustainability of environment to inherit to the future generations.

Need to initiate scientific strategic plan to protect the environment in the study area and practical solutions for tourism development to create an ideal prospect for Pattaya beach and coastal areas in Thailand. Eventually, the results have revealed that the stakeholders should take some immense endeavors to undertake scientific research on tourism activities and correlative research studies on socio-economic, cultural and environmental impacts of tourism in coastal areas of Thailand. So that eco-tourism will be able to get benefits and it helps in environmental sustainability of coastal areas of the country.

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