

ORIGINAL ARTICLE



The Green Tourism Management Strategies for Creating the Community's Economic Value Added from Organizing the Jet Ski Competition

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ABSTRACT

Background. Sports tourism refers to travel undertaken specifically to watch or participate in sporting events. **Objectives.** To formulate green tourism management strategies to create the community's economic value added from organizing the Jet Ski competitions. **Methods.** A qualitative design using semi-structured interviews with 8 key informants which consisted of 1) The two representatives of the Jet ski tournament competition at Phuket province, 2) The two representatives of the Thai Jet Sports Boating Association 3) The two representatives of the Office of Tourism and Sports, Phuket Province, and 4) The two representative of the professional sports promotion department, Sports Authority of Thailand. **Results.** It found that most of the key informants recommended that all strategies needed to have those relevant stakeholders to get involved with the locals in every dimension such as training the local guild, creating a stable career for the locals, to aware the tourist of the environmental issues including the monitoring and giving the priority to the tourist security. **Conclusion.** The result from the research can be applied to any other Jet Ski tournaments for those organizers who are concerned about sustainability in the dimension of economic, social, and environmental issues.

KEYWORDS: *Green Tourism, Economic Value Added, Jet Ski Competition.*

INTRODUCTION

Sports tourism refers to travel undertaken specifically to watch or participate in sporting events. It has become a significant segment within the broader tourism industry (1) contributing to economic, environmental, and social aspects in various ways (2). Firstly, the economic value aspect; the revenue will be generated through ticket sales, accommodation bookings, transportation, food, and beverage expenditures, as well as merchandise sales (3). Furthermore, sporting events create employment opportunities (4) and require investment in infrastructure (5) such as stadiums, arenas, roads, and accommodation facilities, which can

contribute to long-term economic development. Secondly, the environmental value, sport tourism can contribute to conservation efforts by raising awareness about environmental issues and supporting initiatives aimed at protecting natural habitats and wildlife in host destinations (6). Thirdly, the social value, the sports tourism will facilitate cultural exchange and interaction between people from different backgrounds, fostering understanding and appreciation of diverse cultures (7). Sports tourism can generate significant economic benefits, promote environmental sustainability, and contribute to social cohesion and well-being in host

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communities. However, it is essential to manage sport tourism responsibly to maximize its positive impacts while minimizing negative consequences on local environments and communities.

Nevertheless, the trend of sports tourism is increasingly aligning with sustainability principles (8). It can be said that many sporting events are adopting eco-friendly practices to reduce their environmental impact (9). This includes using renewable energy sources, minimizing waste through recycling and composting, and promoting sustainable transportation options for participants and spectators. Moreover, sustainable sports tourism involves engaging with local communities in a way that benefits both residents and visitors (10). This could include community outreach programs, volunteer opportunities, and initiatives to support local businesses and economies (11). Therefore, the BCG models were utilized to promote the sustainable theme. The BCG models consist of three main economies: B - Bio-Economy: A bio-based economy system that focuses on the sustainable use of biological resources. Circular Economy: A circular economy system focusing on mega sports events affects economic development and impacts on sport tourism. G - Green Economy: A green economy system aimed at addressing the pollution problems that occur in the mega sports event. Nevertheless, sports tourism must be concerned about sustainability by reducing impacts on the environment (12). Overall, the trend of sport tourism is moving towards greater sustainability (13) with a focus on minimizing environmental impact, engaging with local communities, promoting social responsibility, and raising awareness about sustainable practices among tourists and stakeholders (14). This shift reflects a broader global movement towards more responsible and sustainable tourism practices across all sectors. Promote tourism through sports tourism can be highly effective due to the widespread appeal of sports and the unique experiences they offer by leveraging the appeal of sports and promoting the destination as a sports tourism hub, destinations can attract a diverse range of travelers, stimulate economic growth, and enhance the overall tourism experience (15). According to that, the Thai government has recognized the importance and opportunity to

push Thailand to host the Offshore Jet Ski World Championship (WATERJET OFFSHORE WORLD CHAMPIONSHIP 2023, WGP #1). However, there must be awareness of the benefits that the community will receive from organizing such competitions based on the BCG Models. This research aimed to identify the community's benefit from the competition hosting by using the intervention based on the BCG models and the sustainable development goals (SDGs).

MATERIALS AND METHODS

This study utilized a qualitative design using semi-structured interviews with the connoisseurship pattern which is a kind of expertise in a particular subject.

Participants. They consisted of 8 key informants in each group as follows; 1) The two representatives of the Jet ski tournament competition department, 2) The two representatives of the Thai Jet Sports Boating Association 3) The two representatives of the Office of Tourism and Sports, Phuket Province, and 4) The two representative of the professional sports promotion department, Sports Authority of Thailand. All the participants were selected by the purposive sampling.

Instrument. The semi-structured interviews are based on the approach of the green tourism, economic value, Bio circular green (BCG model), and Sustainable development goal (SDGs). The researcher has prepared a draft green tourism management strategy to create the community's economic value added from organizing a jet ski competition and presented it to all key informants to check and certify the suitability of the strategy. This was the example of each strategies draft, SO- Strategies "Creating a variety of travel styles in order to attract the tourists to create the opportunities for careers, employment and the income generation" WO- Strategies " Creating a career to distribute the income to people in the area by taking advantage of the available resources in the area for creating the opportunities in the occupation. ST- Strategies "Integrating the knowledge with the available resources using the specific techniques." WT- Strategies "Training the entrepreneurs to be ready to receive the tourists in various dimensions."

Data Collection. A connoisseurship was used in this research with a semi-structure interview to check and certify the suitability of the strategy that the author has been drafted. Prior to the

interviews, the author informed all participants to fill the detail in the consent form. The consent form explained the purpose of the study, data collection procedures, confidentiality measures, and participants' right to withdraw at any time. Interviews were conducted on Zoom meeting. The author acted as a facilitator, which allowed the participants to steer the discussion within the scope of the study issue while asking for more information and clarification when needed. All interviews were audio-recorded with participant permission. The meeting spent one hour in total.

Ethical Consideration. The study approved the ethics by the institutional review board for

Human subjects research Sirindhorn College of Public Health, Yala.

Statistical Analysis. This study employed a qualitative content analysis approach to analyze the data collected from a connoisseurship with the semi-structured interviews. Content analysis allowed for a systematic examination of the content of the data to identify the green tourism management strategies to create the community's economic value added from organizing the Jet Ski competitions.

RESULTS

The findings from those 8 key informants can be shown in [Table 1](#).

Table 1. Research results

Research questions	Results
1. What are the proactive strategy (Strengths - Opportunities Strategies) to formulating the green tourism management strategies to create the community's economic value added from organizing the Jet Ski competitions?	Most of the key informants said that the proactive strategies were to create the diversity tourism model in order to attract the tourists, to create the career opportunities, to promote the tourist attraction in the area, to aware the tourists in the issue of the environment as one of the key informants who said that "The tournament can be the benefit for the local in term of their way of life's in the better ways such as they would have more chance to earn more income, but in the same time all the stakeholders those who related with organizing the tournament should aware the tourist of the environment issues including they should monitor and give the priority to the tourist security as well". Another key informant said that "Creating the tourist site's story by using the online media was a necessary thing to achieve. Also providing the souvenir shop with the standard protocol was needed in the area".
2. What are the corrective strategies (Weaknesses - Opportunities Strategies) to formulating the green tourism management strategies to create the community's economic value added from organizing the Jet Ski competitions?	Most of the key informants said that the corrective strategies were to create the career, to distribute the income to the local by using the local resources for the career, to create the participation in the care safety, to train the volunteer for giving the knowledge to the tourists, to provide the tour guide, to setting the group for preserving the culture in the area as one of the key informants which said that "To be the sustainable, local have to satisfy with their career, so the relevant stakeholders should promote the local by supporting them to earn their income by using the local resources. To do this, the experts should be the person who teach the local how to use the local resources to be the most effectiveness". Another key informant said that "Apart from support them in the income issue, the relevant stakeholders should support them in setting the group of local people to manage and solve the problems in the waste. Also support them to have the knowledge in participation skill for the community safety, to preserve the culture area".
3. What are the preventive strategy (Strengths - Threats Strategies) to formulating the green tourism management strategies to create the community's economic value added from organizing the Jet Ski competitions?	Most of the key informants said that the preventive strategies were to integrate the knowledge with available resources by using the specific technics, to create the joint agreement of the local, to create the networks in corroborating to promote the ecotourism, and to convenience to tourist as one of the key informants which said that "To be the perfect green tourism, the relevant stakeholders needed to focus on preserving the environment issues and waste management issues. They needed to give the knowledge to the local of how importance of the environment towards their area. To have the network for corroborating was very importance this matter since just local or one organization couldn't make the change. Another key informants said that "The relevant stakeholders should concern and develop about the facilities to provide the conveniences to the tourists such as the road signs, the tourist attraction signs, so on".
4. What are the defensive Strategies (Weaknesses - Threats Strategies) to formulating the green tourism management strategies to create the community's economic value added from organizing the Jet Ski competitions?	Most of the key informants said that the defensive strategies were to train for developing the entrepreneurs in order to ready for welcoming the tourists, to take care the security and the limited resources, to create the awareness in utilizing the resources, to train the volunteer guild for communication in the area, and to create the activities for the tourists as one of the key informants which said that "When we are talking about the green issues, first of all, I will imagine to the completion of the environment. How to preserve the environment, and most importantly, how do the tourist and local aware of this issues which will lead to the sustainability". Another

key informant said that “The volunteer guild was the important role for the communication to the tourists such as, the tourist attraction, the cultural local, and so on. Furthermore, the relevant stakeholder have to support in term of setting the training for the new generation officers in order to be the expert in the area, and be able to give the knowledge to tourists”.

DISCUSSION

The sport tourism indeed benefits from diversity in tourism models to attract a wider range of tourists (16). Furthermore, the model incorporates diversity in sport tourism. It can be said that organizing events that feature a variety of sports, instead of focusing solely on one sport, creates a multi-sport festival or tournament that includes sports activities. This caters to tourists with diverse sporting interests (17). Moreover, the sport organizer should integrate adventure sports into the tourism model (18). This appeals to adrenaline junkies and adventure seekers. In addition, organize friendly matches or tournaments that promote cultural exchange between visiting athletes and local communities (19). This could include learning traditional dances, trying local cuisine, or visiting historical sites (20) by integrating these diverse elements into the sport tourism model, destinations can attract a broader spectrum of tourists while offering memorable and enriching experiences (21).

Therefore, sports tourism indeed intersects with environmental concerns (22), and addressing issues is crucial for sustainable development (23). According to that, the event organizer should choose locations and design venues with minimal environmental impact (24). Moreover, the organizer should prioritize sites with existing infrastructure to reduce the need for new construction (25). Furthermore, sustainable building practices in the implementation stage such as using renewable materials, energy-efficient systems, and green technologies (26), and most importantly, respect and protect natural habitats and biodiversity (27). The sport organizer must be avoiding scheduling events during sensitive seasons for wildlife breeding or migration (28). Moreover, the participants and spectators should be educated about the importance of preserving local ecosystems (29). Nevertheless, the sports event should ensure that economic benefits are distributed equitably and support local businesses and livelihoods (30). The sports event organizer and the community should be

incorporating these environmental considerations into sport tourism planning and management, destinations can minimize their ecological footprint and contribute to the preservation of natural resources for future generations (10).

On the other hand, the volunteers play a significant role in tourism, particularly as tour guides, in preserving culture and promoting sustainable practices (31). It can be said that the volunteers can contribute to setting the group for preserving culture (32). In addition, the volunteer tour guides can provide in-depth cultural education and interpretation to visitors (33). Moreover, they can share historical insights, cultural traditions, and local customs, helping tourists understand and appreciate the significance of cultural heritage (33). They can raise awareness about threats to cultural sites, heritage conservation efforts, and the importance of sustainable tourism practices in safeguarding cultural assets (34). However, the volunteers can undergo cultural sensitivity training to enhance their understanding of diverse cultural perspectives and practices. This training can equip them with the knowledge and skills needed to effectively communicate cultural insights and facilitate respectful interactions with tourists and local communities (35). According to that, the volunteer tour guides have the opportunity to be ambassadors for cultural preservation in tourism (36), promoting understanding, respect, and appreciation for diverse cultural traditions while fostering sustainable tourism practices (36).

Furthermore, collaborative networks are crucial for promoting ecotourism as they allow stakeholders to combine resources, expertise, and efforts to achieve common goals (37). It can be said that value co-creation should occur among all stakeholder networks to create collaboration (38). According to that, engaging local communities is essential for the success of ecotourism initiatives, not only that, the communities are often the custodians of natural resources and cultural heritage, and their

involvement is crucial for sustainable development (37). In addition, the collaborative efforts can involve capacity building, community-based tourism planning, revenue-sharing mechanisms (39), and cultural preservation initiatives that empower local residents and promote their participation in ecotourism activities (40). It can be said that fostering collaboration among diverse stakeholders, ecotourism promotion efforts can leverage collective expertise, resources, and networks to achieve conservation goals, support local communities, and provide meaningful experiences for travelers (41).

In addition, entrepreneurs play a crucial role in preparing destinations for welcoming tourists by driving innovation, creating employment opportunities, and enhancing the overall tourism experience (42). Moreover, entrepreneurs can prioritize quality assurance and customer service to ensure positive visitor experiences (43). This includes maintaining high standards of cleanliness, safety, and hospitality, training staff in customer service skills, and soliciting feedback from guests to continuously improve products and services (44). Furthermore, entrepreneurs should have an awareness of resource utilization is crucial for entrepreneurs in the tourism context to ensure sustainable development and long-term success (8). Nevertheless, entrepreneurs can contribute to the resilience, competitiveness, and responsible growth of the tourism sector while safeguarding natural and cultural assets for future generations (45).

CONCLUSION

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The result from the research can be applied to any other Jet Ski tournaments for those organizers who are concerned about sustainability in the dimension of economic, social, and environmental issues.

APPLICABLE REMARKS

- The research result can be used for creating green tourism management strategies for creating the community's economic value added from organizing the Jet Ski Competition, such as adding facilities for tourists and setting the group for preserving the environment in order to respond to the sustainable development goals (SDGs).

AUTHORS' CONTRIBUTIONS

Study concept and design: Supahalak Ninnopparat, Wanwisa Bungmark. Acquisition of data: Supahalak Ninnopparat, Wanwisa Bungmark. Analysis and interpretation of data: Supahalak Ninnopparat, Wanwisa Bungmark. Drafting of the manuscript: Supahalak Ninnopparat, Wanwisa Bungmark. Critical revision of the manuscript for important intellectual content: Supahalak Ninnopparat, Wanwisa Bungmark. Statistical analysis: Supahalak Ninnopparat, Wanwisa Bungmark. Administrative, technical, and material support: Supahalak Ninnopparat, Wanwisa Bungmark. Study supervision: Supahalak Ninnopparat, Wanwisa Bungmark.

CONFLICT OF INTEREST

There is no conflict of interest in this study.

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