

Thesis Title The Resilience of Community-based Tourism Management During the COVID-19 Pandemic: A Case Study of Doi Mae Salong in Chiang Rai Province

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ABSTRACT

This study focuses on the case of Doi Mae Salong, to analyze the situation and community-based tourism management during the COVID-19 pandemic. Identifying the impact of the COVID-19 pandemic and adaptability to propose problems, threats, and recommendations for the resilience of community-based tourism management for the new normal in Chiang Rai.

This research employs a qualitative approach, utilizing document analysis and in-depth interviews with stakeholders to assess the impact of COVID-19 and explore adaptation strategies employed by the community. Findings reveal a stark decline in tourist arrivals, resulting in income reductions and operational constraints for local enterprises, particularly in the hospitality and agricultural sectors. To mitigate these challenges, the community has diversified its agricultural activities and implemented strict health protocols, and the hotel industry has also explored alternative income streams, such as online sales of local products.

This study recommends adopting the Federal Energy Management Program's institutional change process model to address these issues and enhance community

resilience. This framework emphasizes a continuous change approach, encompassing situational analysis, stakeholder engagement, strategic planning, implementation, and monitoring. By integrating proactive measures and fostering collaboration among stakeholders, Doi Mae Salong can fortify its resilience against future disruptions, ensuring the sustainability of its community-based tourism industry.

Keywords: COVID-19 Pandemic, Community-based Tourism, Resilience, Chiang Rai, Doi Mae Salong, Institutional Change

