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Trends for Sustainable Sport Tourism Development: A Case Study of Nonthaburi

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Introduction

There is an increase in demand in sport tourism especially in Thailand. Sport tourists are expecting a wide range of sport activity, quality of service and management. Sport business stands for the first economic driver for community development, urban renewal, income generating, and solidarity. The projected area is Nonthaburi Province where is located the hub of sport activities in the central region of Thailand. Most of sport tourist expects a self-discovery, socialization, more than a simple relaxation and joy.

To achieve long-term development for sport tourism in Nonthaburi Province, related stakeholders such as entrepreneurs, policy makers, government sector should take responsible for sport tourism resource exploration, tangible and intangible sport tourism products.

Objectives

- 1.To explore sport tourism product and related stakeholders in Nonthaburi Province
- 2.To study current phenomenon of sport tourism in Nonthaburi
- 3.To propose sustainable development policy for sport tourism in Nonthaburi

Methodology

Focus group's perception toward socio-cultural shift in sport tourism

Focus group's perception toward economic shift in sport tourism

Focus group's perception toward environmental shift in sport tourism

Analyzed through Quantitative analysis

Effective Guideline for Sustainable sport tourism in Nonthaburi City

Results

1. Nonthaburi City is outstanding for supporting local sport activity. Local governor contributes to sport and healthcare success. In the city, there is network between governor, sub-district hospital, and community to organize daily physical activity such as aerobic dance and affordable community fitness center.
2. City also needs clear and prioritized sport tourism development phase supported by both private and government sector for life-long sustainable progression.
3. Relevant stakeholders reuse the old buildings in Nonthaburi City for less construction cost and environmental damaging.

Discussion

There should be some sport academies supported by local government to prepare personnel for working in sport business in the future.

Suggestions

The follow-up research can be tickled that area of study to generate a long-term sport business development in the aspect of economy and community.

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