

## **Low-carbon tourism activity and route development in coastal communities, Nakhon Si Thammarat Province**

The Academic Service Center, in collaboration with the School of Management, Walailak University, led by Associate Professor Dr. Onanong Cheablam, a lecturer in the Tourism and Hotel Management Program, has organized the low-carbon tourism activity and route development project in coastal communities in Nakhon Si Thammarat Province. The objectives are:

- 1) Promote low-carbon tourism and marketing activities in coastal fishing communities in Nakhon Si Thammarat Province.
- 2) Develop low-carbon tourism routes and activities in coastal communities in Nakhon Si Thammarat Province.
- 3) To transfer knowledge on low-carbon tourism in coastal communities in Nakhon Si Thammarat

The goal is to promote a low-carbon society that reduces carbon-emitting production. In this project, the research team raised the issue of pilot coastal community activities that can be linked to carbon reduction. They specified training activities to transfer knowledge, activities to transform existing lifestyle tourism into low-carbon tourism, and activities to promote the marketing of blue crab eating festivals and low-carbon coastal fishery products. This initiative aims to motivate fishermen and other relevant stakeholders to recognize and prioritize the promotion of a low-carbon society in alignment with the government's objectives. The development of low-carbon tourism activities is underway in four coastal communities in Nakhon Si Thammarat Province, with the cooperation of network partners such as community enterprise groups, the private sector, and government agencies.

The study focuses on exploring the potential for low-carbon tourism. We conducted the survey in the Blue Crab Bank and Coastal Fisheries Learning Center, Ban Nai Thung, the Blue Crab Bank of Ban Laem Homestay, the Blue Crab Bank of Ban Pak Poon, and the Blue Crab Bank of Ban Pak Phaya. We conducted interviews, surveyed the areas, and evaluated the potential for tourist attractions.

We are evaluating the existing tourism activities and forms in coastal tourism communities. By adjusting, reducing, and compensating for the activities, we can develop low-carbon tourism activities that are consistent with the way of life and the original tourism. We are educating the four tourism communities about the following issues:

- 1) Tourism's current forms and activities have an impact on the environment.
- 2) Adaptive alternatives to existing activities
- 3) Modifying the nature of tourism operations, including travel, cooking, and ingredient procurement, to minimize carbon emissions
- 4) Developing low-carbon tourism routes, which the communities are prepared to implement themselves, and we are also adjusting the form of activities as follows:
  - 4.1 The Blue Crab Bank and Coastal Fisheries Learning Center in Ban Nai Thung offers activities that involve walking and studying the community's way of life, including cooking with local ingredients and releasing crabs into the sea using solar-powered boats.
  - 4.2 Ban Laem Homestay's Blue Crab Bank, engaging in cycling activities to observe community lifestyles.

4.3 Bank of Blue Crabs, Ban Pak Poon, paddling activities to see the Amazon Tunnel, and the mangrove ecosystem.

4.4 Blue Crab Bank, Ban Pak Phaya, mangrove planting activities, clam digging, and nature study walks

The establishment of a blue crab bank facilitates the development of low-carbon coastal community tourism activities and routes, thereby establishing guidelines for the restoration of blue crabs in the sea. Tourism activities in coastal communities and nearby areas help to solve fishermen's income problems, promote alternative careers in tourism, fishing practices, restaurant operators, and tour companies, and support the potential to expand the Blue Crab Bank group to have sustainable value. Therefore, the creative tourism model is used to promote the wisdom of blue crab fishing, and the blue crab bank tourism program is created to create a career that supports tourism. The end of the research is to increase the value of blue crab fisheries sustainably in all dimensions and to elevate the level of a low-carbon society in the coastal areas of Nakhon Si Thammarat Province.