

Mangrove Forest Tourism Development Strategy: A Study Case of Nai Nang Village Thailand

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Abstract: Nai Nang Village Mangrove Forest is one of the tourist attractions in Krabi Thailand. The destination of this mangrove forest area is very wide and has a variety of trees with a considerable number, especially mangrove trees and even some species of animals present in it. In addition, in this mangrove forest has a beekeeping farm where honey can be processed as a typical souvenir and used as an educational tour of beekeeping. But at the time the author conducted this mangrove forest research in a quiet situation and not widely known by foreign tourists. Mangrove forest is also not managed to the maximum.

Purpose: This research aims to answer how tourism development strategies can be done so as to reduce the number of tourist visits and answer how the role of the community to the development of Nai Nang Village Mangrove Forest.

Research methods: The research method used is Qualitative Research. Data collection techniques by means of observation, interview, and documentation. Then the data is analyzed using SWOT analysis.

Results and discussions: The results of this study the manager needs to improve the quality of cleanliness, promotion, exploring the potential of tourism either from the cultural, social, natural or community elements itself so as not to lose to other competitors. As well as taking care of mangrove forest regulation in order to get full support from the local government that will have a big impact on tourism development in Nai Nang Mangrove Debt.

Conclusion: The role of the community in the development of mangrove forests is quite large from participating in the organization of management, group workshops with the manufacture of value-added products such as hand soap, shampoo, and conditioner with honey as souvenirs typical of the local area where as a promotional media. The local community also accompanies and mentors people who want to do bee education tours

Keywords: *Development, Community Role, and Nai Nang Village Mangrove Forest*

INTRODUCTION

Tourism is an industry that has the highest growth. Aware of this, governments in many countries carry out measured and serious tourism development programs. The development of tourism in an area can encourage the opening of employment opportunities and the formation of trade places managed by the surrounding community. Additionally, the tourism industry has something different compared to other industries because this industry can be renewed, in contrast to the mineral, petroleum, and mining industries which can be used up and certainly cannot be renewed.

The tourism sector has synergistic strengths and close relationships with various existing development sectors. Therefore, it is possible to create principles that are connected from these sectors to tourist areas that have impacts both economically and socially. The management and development of tourism in an area will be better if focused on the stakeholders of the tourism development itself. To determine the correct and appropriate policy in developing tourism in a country, it is necessary to have a boundary that marks as a starting point for thinking. Throughout its history, the boundaries of tourism have changed, both in meaning and in content. The development of tourism in a particular place must have capital or opportunities called tourism potential, so that it can be developed and then have a positive impact in that area.

The ASEAN region is an area that has extraordinary natural beauty. In addition, this region also has a diversity of tribes, ethnicities, languages, religions, cultures that are spread across the ASEAN countries. Thailand is a member of ASEAN countries with a constitutional monarchy system of government. Bangkok is the capital city of Thailand with all the centers of activity, both education, politics, tourism, and industry. When viewed from the side of tourism progress, Thailand is a country that is fairly open and serious about its tourism industry. This is because Thailand is aware that the tourism industry plays an important role in development. Thailand also sees that it is not uncommon for various countries to rely on the tourism industry as a mainstay sector and have been successful in its implementation.

Thailand is a country that has a rich cultural heritage both in terms of culture, nature, flora and fauna, ecology, and food. This heritage will later become a tourist attraction provided by Thailand for domestic and foreign tourists when visiting the country of the white elephant. In maximizing the performance of tourism which will have a significant influence on the country's economy, solid cooperation is needed. Not only the role of the government, but all parties must be involved in the smooth running of the programs that have been set, both the community and even existing companies. Thailand is indeed famous for cheap tours and tourist attractions such as street food, cabaret or lady boy shows, night tours, shopping tours, tours of magnificent temples, which are located in Phuket, Krabi, and Pattaya. Besides that, one of the attractions that Thailand has is to show traditional sports that are indeed famous, namely takraw and Thai boxing, as well as many other tourist attractions that can be visited when traveling to the country.

It is not uncommon for tourists who are willing every year to vacation back in Thailand. This is based on various factors such as a sense of comfort when visiting Thailand both in terms of facilities, nightlife, low living costs, and the friendliness of local residents who have high social value. The Buddha taught the virtue known as *namchai* or water of the heart as manifested in giving hospitality to foreigners. For example, when foreigners enter a village, they are rarely suspected of being evil people or intruders because they have instilled in them the concept of *namchai* itself, in which the foreigners are served as if they were pampering their own family or friends, so the impact that is felt makes a surge in visits. tourists visiting Thailand.

In recent years the Thai government has been aggressively promoting tourism. One of the goals is that Thailand wants to show and convey the cultural and historical diversity to

the international community. The promotion is supported by a variety of unique cultural diversity that Thailand has. By seeing and welcoming the arrival of foreign tourists who visit, the seriousness of the Thai government in promoting tourism as one of the leading sectors of the country's economy is seen from the many processing and utilizing tourist destinations that are considered to have the potential to be developed which will later become tourist attractions.

Thailand is famous for its tourism and entertainment, whether from ecotourism, culture, agro-industry, culinary, nightlife, health, history, shopping, even Thailand is famous for being a country that organizes major events and festivals held in the country by utilizing existing local wisdom. One of the famous festivals is Songkran or water war which is held in Thailand in April. The festival takes place during the Thai New Year where friends and family gather on the streets to splash water on each other, it is hoped that the sprinkling of water can make this new year full of wishes and blessings. Not infrequently during the Songkran festival performances, tourists from abroad visit and want to experience the water war which is held once a year. So that the Songkran festival has been designated as an annual mandatory agenda for the white elephant country which provides considerable income in the Thai tourism sector.

Phuket is the largest island in Thailand. The city is located on the west bank of the Chao Phraya River near the Gulf of Thailand. Phuket is one of the fastest growing cities, with a dynamic economy and progressive society in Southeast Asia. With lush forested mountains, stunning beaches, and turquoise waters, Phuket is an international destination that is often visited by foreign tourists. Phuket is also rich in cultural sites and Phuket is one of the fastest growing cities, with a dynamic economy and progressive society in Southeast Asia. Phuket is one of the most popular tourist destinations in the world.

Meanwhile, Krabi also has many interesting tourist destinations. Krabi is very popular for foreign tourists and has become a popular choice for travel destinations. Krabi is a small town in Southern Thailand, located next to Phuket. This area offers the beauty of a complete tourist destination from nature to history. One of the most popular tourist destinations in Krabi is the Mangrove Forest in the village of Nai Nang, which is not only a very attractive tourist destination but also one of the best beehive-producing villages of mangrove honey. The mangrove honey-producing mangrove forest is located in Nai Nang village, Khao Khram, Krabi, Thailand. The forest area is very large consisting of various types of animals and mangrove flowers throughout the year which are seasonal. The forest area is very large consisting of various types of animals and has a total of 1081 trees with mangrove species, namely, red mangroves (*Rhizophora mucronata*), ringworm mangroves (*Rhizophora stylosa*), oil mangroves (*Rhizophora apiculata*), and fires (*Avicennia* sp.). This area has the potential to be further developed into an ecotourism destination, but so far the management is still focusing on the cultivation and marketing of bee products.

The core area is a mangrove forest that increases the richness of the aquatic ecosystem and its surroundings. The potential is abundant because this area is a nursery for young animals and provides humidity and fresh air for the community. In addition to harboring enormous biodiversity, mangroves also serve as a barrier against coastal storms, prevent soil erosion and runoff, are major carbon sinks, filter water and are the basis of destructive food chains. In fact, it is estimated that about 75 percent of tropical fish and crustaceans spend their juvenile life in mangroves. As one fisherman in the Andaman Sea said, "If there are no mangroves, then the sea is meaningless. It's like having a tree without roots, because mangroves are the roots of the sea. The mangrove forest makes the Nai Nang Mangrove Forest shady and cool. The existence of these mangrove trees makes tourists visit the Nai Nang Mangrove Forest because it is very good for taking pictures, picnics, and relaxing. The potential of the Nai Nang Mangrove Forest is what makes tourists feel at home and want to return to visit the Nai Nang Village Mangrove Forest. In addition, there are other tourism

potentials, namely Mangrove Forest, Tha Pom Klong Song Nam, Blue Crab Bank, and the honey bee area.

Beside the advantages of Nai Nang Village Mangrove Forest, there are also some weaknesses that seek some attentions. Through observations, it is difficult to find information through social media, such as Instagram, Facebook, Telegram, Twitter or even websites. Visiting Nai Nang Mangrove Forest tourist destination gives good impressions from friendly services and the existence of supporting facilities. However, the cleanliness around the environment still needs to be improved. The regulations are not yet complete. Indeed, basically this tourist destination was first created by the local community. Even the existing facilities are mostly prepared by the community itself, for example, making toilets, parking, souvenirs and many others. The involvement of the community's role is very large. The tourism potential of the Nai Nang Mangrove Forest is good and many, but there are only a few visitors who come to this destination. In fact, there are many foreign tourists who do not know this potential tourist destination exist. Therefore, it is needed to analyze and determine tourism development strategies in an effort to increase the number of tourist visits.

Additionally, it is also important to know the role of the community so that they actively participate in the development of tourist destinations in their area. The tourism potentials can provide access and opportunities to develop tourism supporting businesses such as souvenir and craft shops, food stalls and other small businesses operated by the local communities, with the aim that they can benefit economically from tourism. This study tries to answer the questions: 1) What are the roles of the community in the development of the Nai Nang Village Mangrove Forest in Thailand? and 2) What is Thailand's Nai Nang Village Mangrove Forest development strategy? This research focuses on the development of the Mangrove Forest of Nai Nang Village as a tourist attraction in Thailand, as well as the role of the community in developing the Mangrove Forest of Nai Nang Village Thailand in order to increase the number of visitor or tourist visits to Mangrove Forest tourism object in Nai Nang Village, Krabi, Thailand.

LITERATURE REVIEW

There are several previous studies related to the development of tourist destinations and the role of the community. Tourism is starting to be recognized as a new opportunity and is considerable potential because it brings large foreign exchange to a nation like Indonesia. This can greatly support the level of welfare of the people (Suhendroyono, 2016). Likewise, in Krabi Thailand, the Thai government is very aware of the positive impact given by the tourism industry, especially in the economic field. In addition, the development of tourism activities generally relies on the uniqueness and attractiveness of natural and cultural tourism. Tourist areas can develop if there is support from various factors and one of them is promotion. Promotion must be done to increase tourist visits (Suhendroyono and Novitasari, 2016). In the Mangrove Forest of Nai Nang village, Thailand, the promotion is very minimal, because the manager does promotion only with one local television station that cannot reach all corners of the world.

In the development and maintenance of tourism objects, natural conservation efforts are needed by the government and local managers. The level of public awareness is an important point in managing tourism objects to create a prosperous life (Syamsu, 2018). The Mangrove Forest of Nai Nang village already has full awareness of the preservation of the surrounding nature. There is even a separate organization to conserve mangrove forests and the local community plays a full role in its activities.

In an effort to develop functions to increase tourist interest, namely by managing these tourist attractions well, promotions must be made regarding facilities and activities that are carried out better and organized through the creation of official websites and banners, repairing and adding supporting facilities (Alvionita and Pertiwi, 2020). Mangrove forest

tourism destinations in Nai Nang village must indeed have development efforts with certain strategies with the aim of minimizing weaknesses and threats and then increasing existing strengths and opportunities. Especially in this Mangrove Forest tourist destination, it really needs additional promotional media in an effort to introduce its potential to tourists.

A destination when visited by many tourists can be said to be interesting. On the other hand, if you don't get a lot of tourist visits, it can be called unattractive (Eko, 2017). Through observations made in the Mangrove Forest of Nai Nang village, it is very rare to find tourists visiting. In fact, when there is an opportunity to interview tourists, many foreign tourists do not know this mangrove forest tourism destination, so further research is needed.

The role of the community in maintaining natural and cultural resources that have the potential to become a very important tourist attraction. In this case, the most important thing is the effort to empower local communities and include them in various tourism development activities (Dwiyono Rudi. S, 2018). In Nai Nang village, basically the local community knows about the culture and natural phenomena around it, so that the local community actively participates in the development of tourist destinations in their area. Tourism can provide access and opportunities to develop tourism supporting businesses such as souvenir shops), craft shops, food stalls and others owned by the local community, with the aim that the local community can benefit from tourism.

a. Tourism

The definition of tourism is related to some important factors, including: a) a trip made by a person or group of people with only temporary time, 2) the journey taken from one place to another, 3) various trips carried out related to recreation or sightseeing are obligatory, and 4) a person or group of people on a journey until they arrive at their destination do not carry out activities to earn money or work to earn a living. The notion of tourism itself includes the exploitation of tourist objects and attractions as well as businesses related to the implementation of tourism such as the trade sector, hotels, restaurants and tourist visits (Rosalina and Yerika, 2018). Tourism is a trip with a short period of time carried out with the aim of seeking pleasure and recreation from one place to another by a person or group of people.

b. Tourist Attraction

Attraction is described as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. In tourism, tourist attraction is one of the elements that can make an area of a tourist destination. This attraction can be found in the potential of tourist destinations, facilities, accessibility, amenities and others. Tourism can be divided into three categories, namely:

1. Nature tourism, that can be divided into:

- Marine tourism by enjoying the beauty of the beach, diving, surfing and so on,
- Ethnic tourism is more about seeking activities by paying attention to customs in an area such as ceremonies or visiting historical places and being respected by the surrounding community.
- Nature Reserve tourism by visiting some areas where activity restrictions have been carried out and cannot arbitrarily carry out activities in those places.
- New Tourism conducts hunting activities in an area with catches of animals that can still be hunted.
- Agro tourism is more about visiting tourist attractions based on agriculture, plantations, villages, plantations with a pretty good polish.

2. Special Interest tourism, which is an attraction that is dependent on one's own special interest, namely activities carried out by some tourists with their abilities so that not everyone can do it.
3. The allure of cultural tourism that emphasizes the results of creative hands made through works, habits created by humans in the form of sites and heritage.

c. Tourists

According to Sigarete (2018), a tourist location management is successful or not, can be seen from the number of tourists who visit because tourists are an indicator of the success of a tourism activity. The number of tourists in Indonesia tends to increase from year to year both in terms of achievements and targets. A tourist is someone traveling to a country that is not from the person's original country for a maximum period of 3 months and a minimum of 24 hours carried out by a person or group of people. Tourists are also people who spend their money at their destination (Syamsu, 2016).

d. Development

According to Ridwan and Windra (2019) development must be carried out by planning for the region both from a social, economic, environmental, infrastructure and so on. Development is a process of change that is also related to the tourism sector, therefore developing tourism is part of regional development.

RESEARCH METHODS

This research is qualitative based on post-positivism or interpretive philosophy and is used to examine the condition of natural objects, where the researcher is the key instrument. Data analysis is inductive in nature and the results of the research are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses (Sugiyono, 2017). The research location is in the Mangrove Forest of Nai Nang Village, Krabi, Thailand. This article discusses the development strategy to improve tourism in Mangrove Forest of Nai Nang village which has a lot of potentials and to increase the role of the community in its development. The Mangrove Forest of Nai Nang Village is very interesting when viewed in terms of natural potential and as a honey-producing village that not only offers education-based tourism, but also natural honey-based products that can be processed into special gifts.

Primary data derived from observations and interviews as well as secondary data from documentation are taken to collect facts in order to provide a broad picture related to a situation and can be used as consideration. Through these data, analysis can also be carried out that can describe or explain a situation. Then the data is reduced, displayed, verified, and validated by data triangulation. Data analysis in this study uses SWOT which compares external factors, namely opportunities and threats with internal factors, namely strengths and weaknesses (Rangkuti, 2017). This analysis is based on the logic of maximizing strengths and opportunities, but at the same time minimizing weaknesses and threats.

RESULT AND DISCUSSION

Based on the interview with the management of Mangrove Forest of Nai Nang village, the mangrove forest in the village is one of the tourist destinations that is very interesting where this mangrove forest is also known as a producer of mangrove honey from the best bee nests. Started in 2014 several members of the conservation group decided to form a beekeeping group to generate alternative income from honey products with technical training from the group that oversees the Mangrove Action Project (MAP), which has collaborated

with the people of Nai Nang Village to produce Nai Nang Honey from the surrounding mangrove forest, while at the same time, conserving it. The apiculture collective comes from a conservation group working to restore the mangroves around their village, while using bees to help pollinate them. In 2014, several members of the conservation group decided to form an apiary group to generate alternative income from honey products, with technical training and assistance from the Mangrove Action Project.

MAP itself is an organization based in the United States that works with individuals or groups of communities to conserve, maintain and restore mangrove forests. By working with forest communities, research academics, forestry and environment departments, policy makers, and international funding agencies, they have the goal of promoting the preservation and conservation of existing mangroves. They educate how to restore damaged or unhealthy mangrove ecosystems and encourage young people to take an active interest in their local mangrove forests. They do so because healthy mangroves can provide sustainable livelihoods for coastal communities, especially the poorest, and reduce their vulnerability to disasters from natural events such as hurricanes and storm surges. Mangroves also provide other benefits to the rest of the world, including storing and storing more carbon than any other type of forest.

The village now has more than 300 beehives and has produced 270 kilograms of raw, unpasteurized honey since 2015. Through the workshop, the group also learned to produce value-added products such as hand soap, shampoo and conditioner with honey. Conservation Fund was established with 10% of all sales of honey and honey products. Currently, the Nai Nang Maintenance Group has entered into a partnership with the Marriot Hotel. The honey produced in this village is also on display at the nearby hotels during breakfast buffet, with information about Nai Nang village and its potentials. The villages are further planning to sell honey through their own operated gift shops.

Based on an interview with a foreign tourist, it is found that the accessibility to Mangrove Forest in Nai Nang village via road access is fairly good, with smooth roads until entering the Nai Nang village and the Mangrove Forest area. The mangroves make the Nai Nang Mangrove Forest shady and cool. The existence of these mangrove trees makes tourists stay longer because they can take pictures, picnic, and relax. The potential of Nai Nang Mangrove Forest is what makes tourists feel at home and want to revisit. The supporting facilities in Nai Nang Mangrove Forest are quite complete. Existing facilities available are toilets, prayer rooms, parking, food stalls, trash bins, hand washing stations, regulation boards, public transportation (buses and motorbike rentals), as well as eco-tourism areas in the form of mangrove forests which are commonly used as fishing grounds and is a marine habitat that is still being developed.

The management at the Nai Nang Mangrove Forest has provided the best services to tourists who come. This destination is dominated by the Muslim community, and they are quite kind, friendly, and ready to serve tourists when they need help and do their best to provide the best service. Additionally, the people who act as the management are patiently and professionally helping as mentors for people who want to do beekeeping educational tours. This tour is perfect for tourists who want to learn the ins and outs of bees and how to breed them. In the honey picking tour, visitors will be taught starting from the basic theory of bees, raising bees, harvesting honey to selling bee products.

The Mangrove Forest of Nai Nang Village is managed by an organization formed by the local community. The organization is formed in accordance with the agreement and cooperation of the community. The manager continues to strive to develop and manage the Mangrove Forest in Nai Nang village. Human resources in the Mangrove Forest of Nai Nang village have skills and on average the members have quite good experience. Members of the organization also have sufficient knowledge in dealing with visiting tourists. The relationship between human resources in the Mangrove Forest of Nai Nang village is well established. All

management members cooperate with each other in developing and seriously pursue their respective tasks that have been given.

In the process of data analysis, SWOT analysis is used, which identifies two interrelated factors, namely internal factors and external factors. This analysis is needed for the Mangrove Forest development effort in Nai Nang village in Krabi Thailand. On the internal factor, there is one factor, namely cleanliness on the side of the weakness and for the other 9 other factors, the advantages possessed by the tourist attraction are accessibility, facilities, organization, human resources, relationships. between human resources, funding, potential, services, and security.

As for the external environmental factors that become an opportunity for the Mangrove Forest in Nai Nang Village, Thailand, are tourists, targets and technology. For regulatory factors, competitors, promotions are a threat factor for the Mangrove Forest of Nai Nang Village. Improving cleanliness in the Mangrove Forest of Nai Nang village to increase the comfort of tourists visiting the Mangrove Forest by increasing the number of trash cans and also always reminding or recommending tourists not to throw litter openly.

The community contributes a lot to the development of the Mangrove Forest in Nai Nang village because it is managed by an organization that originate and are formed by the surrounding community. The organization is formed in accordance with the agreement and cooperation of the surrounding community itself. It is this manager who continues to strive to develop and manage the Mangrove Forest of Nai Nang village. The village has more than 300 beehives and produces 270 kilograms of raw, unpasteurized honey. Through the workshop the community groups were involved in the existing tourism industry by manufacturing value-added products such as hand soap, shampoo, and conditioner with honey, where these products are typical handicrafts from the Mangrove Forest of Nai Nang Village Thailand.

Additionally, the role of the community in the development of the Mangrove Forest in Nai Nang village is to accompany and become a mentor for people who want to do beekeeping education tours. This special interest tourism is suitable for those who want to learn about the ins and outs of bees and how to raise them. In honey picking tours, visitors will be taught starting from the basic theory of bees, beekeeping, honey harvesting and up to the sale of bee products.

CONCLUSION

Krabi Thailand has many interesting tourist destinations, so this province is very popular to foreign tourists as well as many choices of tourist destinations. Krabi is a province adjacent to Phuket. This area offers the beauty of complete tourist destinations ranging from nature to history, including the Mangrove Forest in Nai Nang village. The existence of mangrove forests makes this area shady and cool, so tourists are attracted to come and visit the Mangrove Forest of Nai Nang village because it is very good for taking pictures, picnicking, and relaxing. The potential of the Mangrove Forest of Nai Nang village is what makes tourists feel at home and want to come back to visit. Eco-tourism areas in the form of mangrove forests are usually used as fishing grounds and are marine habitats that are still being developed. However, its potential is still not enough to make more tourists visit this mangrove forest attraction.

The concept of a tourism development strategy is very influential on the success of a tourist destination. In fact, the lack of promotion can hinder the development of the mangrove forest because the promotion is only carried out on the Samranjai Caravan TV program which is a local television station, so it cannot reach all over the world, especially if the promotion is only about Nai Nang village and knowledge about mangrove forest conservation.

The concept of developing the Nai Nang Village Mangrove Forest is carried out independently by the manager and the community. The number of competitors and the lack

of promotions carried out can hinder the development of the mangrove forest tourism destination, so it can be concluded that the tourism management strategy is very influential on the progress of the tourism object itself. Furthermore, for the role of the community in the development of the Mangrove Forest, Nai Nang village contributed greatly to the development of the Mangrove Forest itself. Since this tourist destination was first established, the community has played an active role in its organization. The role of the community as the initiator, as the implementer, as the provider of services and facilities, as the monitor of destination development and finally the role of the community is as the beneficiary of the tourism industry that has been operating in the surrounding area, precisely in the Mangrove Forest of Nai Nang Village, Thailand.

In the development of a tourist destination, it is necessary to have a concept / method that will be used in developing a tourist destination. In the development of tourist destinations there must be aspects that support the success of a tourist destination such as aspects of accessibility, characteristics of tourism infrastructure and social interaction. This concept is very important for the development of tourist destinations to run according to the initial purpose or concept used by a tourist destination.

The Mangrove Forest in Nai Nang Village was developed independently by the manager and the surrounding community with the help of the MAP organization without the intervention of the government and private companies. The development strategy carried out by the manager is still simple, namely by only developing facilities in the Mangrove Forest of Nai Nang village in stages. The input of funds came from tourist visits, the community and also received an injection of aid funds from the Thai government and the LUSH fresh handmade cosmetic company which was directly involved in inviting and training Nai Nang villagers as organic cosmetic producers, and assistance from MAP, which is a registered American NGO, to development of the facility. As for the development of facilities that have been built, namely toilets, prayer rooms, parking, food stalls, trash cans, hand washing stations, regulation boards, public transportation (buses and motorbike rentals), as well as eco-tourism areas in the form of mangrove forests which are usually used as fishing spots. and is a marine habitat that is still being developed and others. The community and management cooperate in the construction of the facility, while the facility is a very important factor in the object of a tourist attraction because the more complete it will make the visiting tourists comfortable. There are still many factors that are in the weaknesses and threats that must be overcome.

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