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**Transnational Entrepreneurs
Economic Livelihood Diversification**

This article examines transnational entrepreneurs' decision-making and the selection process of economic livelihood diversification strategies in the special economic zone, Muabahan, Thailand. The study utilizes qualitative research methods, namely, documentation, field study data collection, interviews, and both participative and non-participative observations. Significant participants include five officials and members of staff from the governmental and private sector, such as officials from the Provincial Administrative Organization, the Chamber of Commerce, and the Provincial Industry Council, staff from the business entity, such as the hospitality industry, and transnational immigrant entrepreneurs working in the construction, production, and/or service sectors. The results show that Vietnamese, Chinese, Chinese-Thai, and Laotian transnational immigrant entrepreneurs have applied different economic livelihood strategies, predominantly by exploiting opportunities in Muabahan, offered by the Greater Mekong Subregion's (GMS) economic policies.



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Editorial Team

Dr. Spencer S Stober

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Dr. Spencer S. Stober is a Professor of Biology at Alvernia University, Reading, PA, USA. He has taught Biology for 30 years, including undergraduate courses in genetics, botany, and environmental science. Since earning his doctorate at Temple University, with a specialization in Educational Leadership and Policy Studies, he teaches graduate courses in leadership and supervises dissertations. In 2005 he received Alvernia's Christian R. & Mary F. Lindback Foundation Award for Excellence in Teaching, and he was awarded the Neag Professorship in 2011. He has also served in several key administrative positions at Alvernia University, including Department Chairperson, Ph.D. Program Director, Dean of Arts and Sciences, and Dean of Graduate and Continuing Studies. Dr. Stober is an advisory board member for the international "On Sustainability Research Network." His work on environmental, cultural, and socio-economic sustainability has enabled him to travel to universities in countries such as Chile, Japan, Croatia, Malaysia, India, Ecuador, Mauritius, Denmark, Vietnam, Brazil, and New Zealand. Dr. Stober recently served as a co-editor with Dr. David Humphreys for a volume entitled *Transitions to Sustainability: Theoretical Debates for a Changing Planet*, and he co-authored *Nature-centered Leadership: An Aspirational Narrative*, with two Ph.D. students (Tracey L. Brown and Sean J. Cullen); both volumes were published by Common Ground in 2014 and 2013 respectively. Dr. Stober also co-authored a book with Dr. Donna Yarri, Associate Professor of Theology at Alvernia University, entitled *God, Science, and Designer Genes: An Exploration of Emerging Issues in Genetic Technologies*, published by Praeger in 2009.

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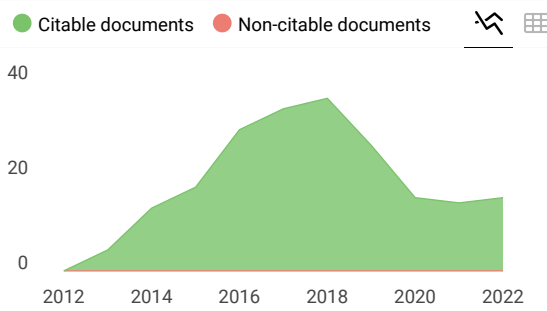
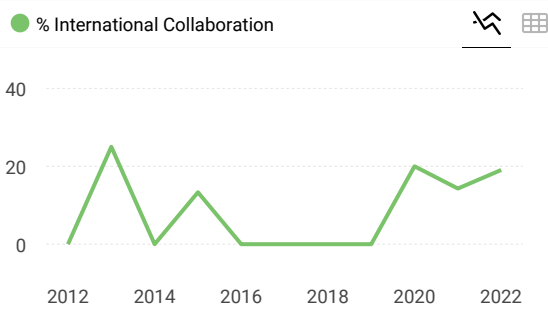
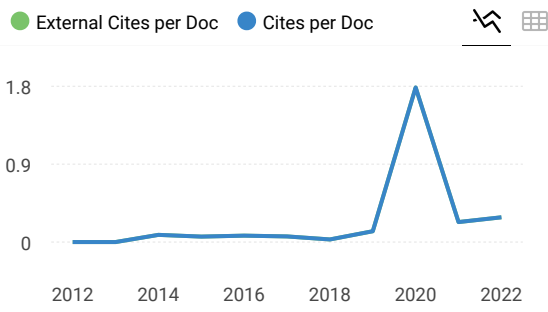
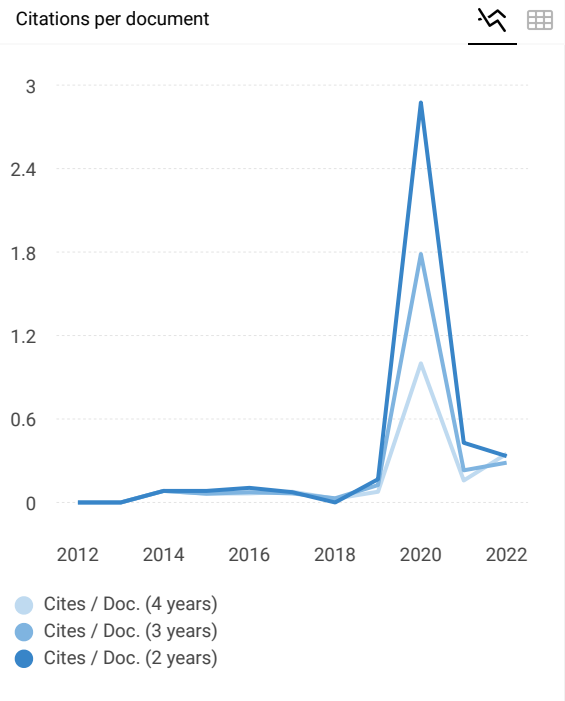
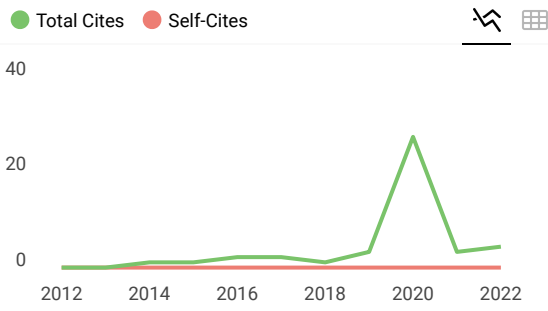
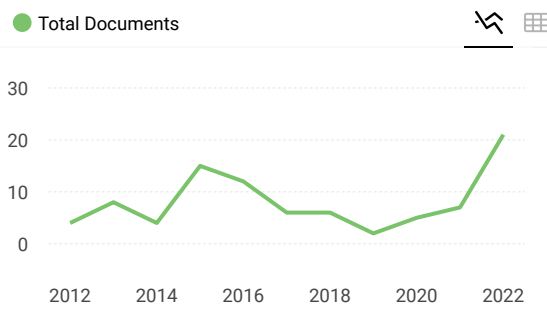
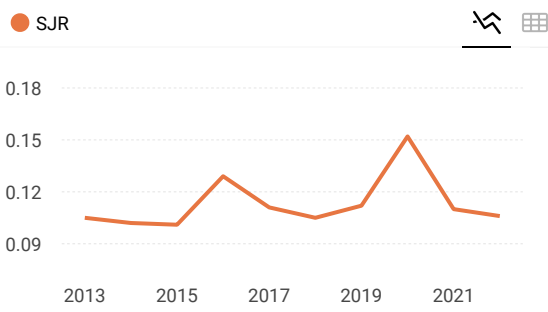
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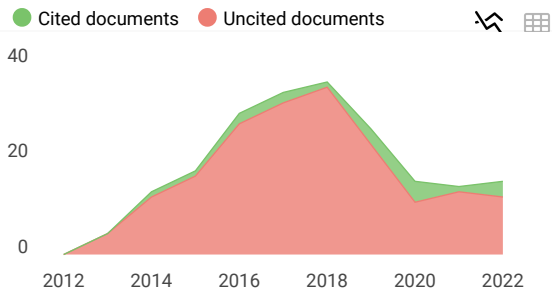
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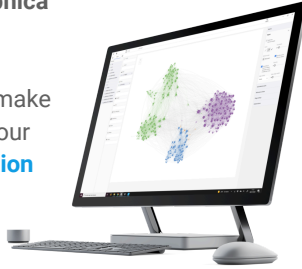
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GUIDELINES FOR TOURISM SUSTAINABLE DEVELOPMENT IN CHIANG MAI PROVINCE AFTER THE COVID-19 CRISIS

Sumonrat Asavavimol, Jetsalid Angsukanjanakul, Komon Paisal, Srochinee Siriwattana

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ABSTRACT

Tourism industry in Chiang Mai Province has been affected by the COVID-19 outbreak. The number of tourists has decreased, but the ecosystem, natural resources and tourist attractions have returned to greater perfection. Revitalizing tourism along with balancing economic, social, and environmental development impacts sustainable tourism. The research objectives were: 1) to study the level of government policy, destination resource, infrastructure and service, safety of tourists and sustainable tourism; 2) to study the influence of government policy, destination resource, infrastructure and service, and safety of tourists that affects sustainable tourism; and 3) to present Guidelines for tourism sustainable development in Chiang Mai Province after the COVID-19 crisis. This research used mixed research method which is quantitative research and qualitative research. The research employed a mixed-methods approach, encompassing both quantitative and qualitative research methodologies. In the quantitative research, the sample consisted of 320 Thai tourists aged 20-60 in Chiang Mai Province, obtained by multi-stage randomization. The research instrument was a questionnaire. Data were analyzed using a structural equation model. In qualitative research, In-depth interviews were used with 16 key informants, include 1) eight government and private executives involved in the tourism industry and 2) eight of entrepreneurs involved in tourism and services. The results of the research showed that 1) government policy, destination resource, infrastructure and service, the safety of tourists and sustainable tourism were all at a high level and government policy had the highest average while sustainable tourism had the lowest average; 2) government policy, destination resource, infrastructure and service, and safety of tourists collectively influenced the sustainable tourism significantly at the $p < .0.01$ with influence values equivalent to 0.97, 0.85, 0.54, and 0.49, respectively; and 3) guidelines for tourism sustainable development in Chiang Mai Province after the COVID-19 crisis were comprised of the following:- (1) the financial support from the government to entrepreneurs for developing tourist attractions and promoting community participation in managing tourist attractions effectively and

maximizing benefits for the people in the community; (2) rehabilitating, improving, and conserving tourist attractions, especially natural resources to be restored their richness and beauty to attract tourists; (3) infrastructure management of public transportation ensuring reliability, reducing monopoly and enhancing convenience for citizens and tourists; (4) supervising, controlling, and preventing financial harm and health risks for tourists; and (5) promoting and supporting local communities in tourist destination areas to participate in maintaining tourist attraction, and providing assistance and services to tourists, therefore, government and private sector executives in Chiang Mai Province should encourage people in tourist areas to participate in conservation and take more care of tourism resources.

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GUIDELINES FOR TOURISM SUSTAINABLE DEVELOPMENT IN CHIANG MAI PROVINCE AFTER THE COVID-19 CRISIS

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Abstract

Tourism industry in Chiang Mai Province has been affected by the COVID-19 outbreak. The number of tourists has decreased, but the ecosystem, natural resources and tourist attractions have returned to greater perfection. Revitalizing tourism along with balancing economic, social, and environmental development impacts sustainable tourism. The research objectives were: 1) to study the level of government policy, destination resource, infrastructure and service, safety of tourists and sustainable tourism; 2) to study the influence of government policy, destination resource, infrastructure and service, and safety of tourists that affects sustainable tourism; and 3) to present Guidelines for tourism sustainable development in Chiang Mai Province after the COVID-19 crisis. This research used mixed research method which is quantitative research and qualitative research. The research employed a mixed-methods approach, encompassing both quantitative and qualitative research methodologies. In the quantitative research, the sample consisted of 320 Thai tourists aged 20-60 in Chiang Mai Province, obtained by multi-stage randomization. The research instrument was a questionnaire. Data were analyzed using a structural equation model. In qualitative research, In-depth interviews were used with 16 key informants, include 1) eight government and private executives involved in the tourism industry and 2) eight of entrepreneurs involved in tourism and services.

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Keyword: Government Policy / Safety of tourists / Destination Resource / Sustainable Tourism / Chiang Mai Province

Introduction

Thailand is experiencing rapid tourism growth. The country's economy relies heavily on revenue from the tourism industry. In 2018, Thailand's total tourism revenue reached 3.08 trillion baht, ranking 4th in the world. It grew by 11.00 percent from the same period last year. In the first half of 2018, 74.96 million Thai tourists visited Thailand. Revenue grew by 4.68 percent, generating revenue of 519 billion Baht. This resulted in total revenue to the tourism sector from foreign tourists visiting Thailand in the first 7 months and Thai tourists, tourist arrivals to Thailand in the first 6 months of 2018 reached 1.701 trillion baht, The growth was 12.87% from the same period last year (KResearch Center, 2018). The COVID-19 pandemic has severely affected Thailand's tourism industry. The number of foreign tourists arriving in Thailand in 1Q20 decreased by 38.01 percent, while domestic tourism by Thais (Thai Tiew Thai) shrank by 30.77 percent (Office of the Permanent Secretary, Ministry of Tourism and Sports, 2020).

Controlling the spread of COVID-19 has been effective. The number of infections is decreasing, and the number of vaccinated people is increasing. There is a relaxation of measures, As a result, both Thai and foreign tourists travel more. Especially foreign tourists who are gradually coming to travel in Thailand. It was found that in 2022, the number of tourists arriving in Thailand increased by 10%. 11,163,028 people can generate income of 1.25 trillion baht and in January 2023, 2,088, 832 tourists visited (Ministry of Tourism and Sports, 2023). TTB Economic Analysis Center forecasts that Thailand's tourism revenue in 2023 will grow at an accelerated rate of 1 trillion baht, reaching 2.25 trillion Baht. In addition, due to China's opening of the country, in January 2023, the number of Chinese tourists arriving in Thailand was the 10th. 5, The number of foreign tourists reached 28.9 million, 28% increase. The recovery of tourism saw a recovery of only 59.5 percent of Thai tourist revenue, below the increase in tourist numbers. Meanwhile, foreign tourist revenue returned to 31.7 percent, higher than the increase in tourist arrivals (Center for Economic Analysis TTB, 2023). The COVID-19 pandemic has had a positive impact on the natural ecology of Thailand's tourist destinations. Thailand Development Research Institute (2020) reports that the decline in tourist traffic and the closure of park areas due to the COVID-19 pandemic have provided opportunities for natural resources and ecosystems to recover. Rare vegetation quickly returns to

flourish, Various wild animals that rarely appear are often seen, Marine resources in many coastal areas have a noticeable chance of recovery. Especially corals and seagrasses.

The Association of Southeast Asian Nations (ASEAN), held a meeting in Phnom Penh in February 2021, formulated the Phnom Penh Declaration on Sustainable ASEAN Tourism consisting of three dimensions: (1) economic sustainability. Enabling long-term economic operations There is a fair distribution of economic and social benefits, Stable employment and income opportunities and social services to host, community and contribute to poverty alleviation (2) Environmental Sustainability: Tourism uses environmental resources appropriately as a key component of tourism development. ecological preservation, Conserve natural resources and biodiversity and (3) socio-cultural sustainability, respecting the social and cultural integrity of the host community, cultural heritage preservation, Traditions created and that remain, value and facilitate intercultural understanding and tolerance (ASEAN, 2021).

Factors contributing to sustainable tourism include: (1) governance is relevant to the government, Private sector, participation, Public support (2) Policy Formulation of policies conducive to the economy of Travel to promote care and collaboration and reduce harmful practices (3) Infrastructure and Technology: Investment in infrastructure and digital systems to support tourism, It helps to travel and creates safety (4) Research and data: High-quality data is essential for making travel decisions, research helps knowledge towards sustainability and (5) education and training: Skills shortage of personnel affects tourism business (Asian Development Bank, 2021). Other than that, Purnomo, Fathani, Kasiwi & Tenorio (2022) The study found that the government policy that will help support tourism after the pandemic is over is to require tourism activities to comply with relevant health regulations and effectively manage the spread of COVID-19.

Chiang Mai is one of the provinces in the north of Thailand, with its beautiful location and optimum temperature. It is a collection of unique beautiful traditions, It is the main city that is popular with Thai and foreign tourists. Chiang Mai's tourism industry has been affected by the COVID-19 pandemic, with the number of tourists declining, resulting in the closure of tourism or tourism-related businesses or reducing the number of employees. It has a wide impact on entrepreneurs, Staff, People in tourist communities. ภายหลังการมีนโยบายของรัฐในการเปิดประเทศอย่างเต็มรูปแบบ, Therefore, Chiang Mai's tourism industry needs to adapt to accommodate tourism after the COVID-19 crisis. Therefore, the researcher is interested in studying the Guidelines for Tourism Sustainable Development in Chiang Mai Province after the COVID-19 crisis To obtain empirical data that can be used to promote, Supporting the tourism industry in Chiang Mai to be managed, Modify, Raise the level of tourism to quality and standards to build trust and attract more tourists to travel.

Research Objectives

1. To study the level of Government Policy, Attraction Resources, Infrastructure and Services Tourist Safety and Sustainable Tourism

2. To study the influence of Government Policy, Attraction Resources, Infrastructure and Services and Tourist Safety that affects sustainable tourism
3. Propose guidelines for sustainable tourism development After the COVID-19 crisis, Chiang Mai

Research Hypothesis

- H1: Government Policy has a direct influence on Sustainable Tourism
- H2: Attraction Resources has a direct influence on Sustainable Tourism
- H3: Infrastructure and Services has a direct influence on Sustainable Tourism
- H4: Tourist Safety has a direct influence on Sustainable Tourism

Literature Review

Sustainable Tourism

Sustainable Tourism takes into account economic, social and environmental impacts. The principle of sustainability is to strike the right balance between these three elements to ensure long-term sustainability (Committee on tourism and sustainability, 2005). Sustainable tourism characteristics are: (1) maximize the use of environmental resources, Preserve ecology, conserve natural heritage and biodiversity.(2) respect the social and cultural correctness of the community, Preserve created cultural heritage, traditional values, and encourage intercultural understanding and (3) In the long run, provide economic and social benefits to stakeholders, Fair distribution of income, stable employment, Earning opportunities and social services to the community, Sustainable Tourism positively impacts destinations, landscape restoration, wildlife conservation and more (Global sustainable Tourism council, 2023). The tourism model meets the needs of tourists, Protecting and increasing opportunities for local economies Society and environment now and in the future (Tahiri, Kovaçi & Petkoska, 2022). Together with environmental responsibility, promote conservation, contribute to the beneficial socio-economic participation of local people (Yazdi, 2012). Tourism that takes into account current and future economic, social and environmental impacts. by developing environmental tourism, A balance between the three dimensions is appropriate in the long run (Bupachart Duangdee, 2017). Sustainable tourism is important to each country. In the areas of (1) stimulating GDP growth; Travel Countries and Tourism is considered the largest service industry in the world and continues to grow, thus stimulating the growth of gross domestic product. It contributes greatly to the government in many areas such as revenue, increasing international trade, Investment Promotion, Strengthening the local area, etc. (World Bank Group, 2017). Sustainable Tourism is a tool to recover after conflicts between tourists and local people. The development of sustainable tourism therefore contributes to the growth of communities and brings about better infrastructure of each country.

Government Policy

Government Policy has a clear positive impact on sustainable tourism as each country's Government Policy contributes to it, Promote and develop the country's tourism to achieve sustainability. Contribute to the management of tourism destinations to satisfy tourists (Khan et al.,

2021). Government Policy is a guideline to drive the tourism industry after the COVID-19 pandemic, when tourism is open as usual. Government Policy must support measures to control the spread of COVID-19 in order for tourism activities to continue (Purnomo et al., 2022). Government policies to promote tourism sustainability help maintain human living standards without causing damage to the environment or destruction of nature and biodiversity, beneficial to health and human well-being, in addition to economic and social benefits and contributes to the integrity of the environment (Tahiri, Kovaçi & Petkoska, 2022) Government Policy has contributed significantly to supporting the operation of tourism businesses and managing tourism resources to increase the competitiveness of domestic tourism businesses (Susanto, 2019). However, government policies have a negative impact on sustainable tourism as government policies that focus too much on the development of the tourism industry may create cultural conflicts. Those policies also increase competition in jobs and personal social pressures, which result in a decrease in the welfare and happiness of society (Irianto et al., 2020).

Attraction Resources

Travel Resources It refers to tourist attractions that exist in a particular area locally, regionally, and in the world. It may occur naturally or is it a man-made thing with unusual beauty, significant or valuable. Including a good lifestyle that reflects a valuable civilization and has unique characteristics. (Isriya Lauhatiranon, 2009). Archaeological evidence or traces of creatures of different eras which can be utilized by humans for recreation and recreational activities. This can bring satisfaction and happiness in various ways (Chantouch Wanthanom, 2021). Assets that cannot be reproduced or cannot be easily replicated in tourist attractions may be the natural environment, historical objects, Culture that takes place in tourist attractions (Mihalic, 2013). landscape composition, geology, minerals, stones, paleontology, River, Lake, Sea, fauna and flora, Historical Sites, Various traditions and cultures in the area or tourist attractions that can create incentives for tourism (Ruban, 2021). Ecotourism development management, raising local people's awareness of the importance of natural resource conservation, Self-development to take care of tourists and meet the needs of future visitors (Vujko, Petrovic, Gostovic, Radovanovic & Vukovic, 2018). After the COVID-19 pandemic Managing attraction resources that contribute to the sustainability of global tourism is to reduce greenhouse gas emissions, promotion of eco-friendly products, biodiversity protection, natural resources and cultural heritage. Awareness of human resource development to be knowledgeable, Understanding and capacity to support future rising tourism trends (Seabra & Bhatt, 2022).

Infrastructure and Services

Infrastructure and Services is an important factor in tourism, facilitating and providing travel services that the country has developed to allow tourists to travel. Communicate with each other conveniently, fast, safe, save time. Infrastructure contributes to impressing tourists, making tourism run well (Kanyarat Laoktrakul, 2014). Tourism infrastructure is a supply chain that works together to make local tourist attractions attractive. transport infrastructure, social infrastructure, and environmental infrastructure (Jovanovic & Ilic, 2016). Tourism infrastructure is divided into 3 groups as follows: (1) typically touristic infrastructure; Tourist information, immigration services and sightseeing routes (2) Paratourist infrastructure consists of transportation, roads and public

transport, Shopping centres, Service centres and (3) elements involved in the provision of the service (Panasiuk, 2007). The key components of a successful tourism infrastructure include (1) accommodation or lodges and tourist cooking facilities (2) Other components such as area, culture, history that add to the attractiveness of the attraction (3) structure for communication, Transportation & Telecommunication (4) Educated or aesthetic citizens and (5) resting places such as stadiums, Center for the Arts (Ionel, 2013). Air transport infrastructure has contributed to the increase in the number of tourists. Air transport is essential in the development of tourism and is not the only factor in increasing the number of inbound tourists (Mazzola, Cirà, Ruggieri & Butler, 2022).

Tourist Safety

Safety is very important to tourists' travel. Safety reflects the dimension of tourists being protected from incidents that tourists did not intend to occur, and protection from incidents that others deliberately do to tourists (Payam, 2016). Tourists are protected from harm or health risks, life, Housing conditions, goods, covering where an agency or individual has planned or prevented the occurrence of harm, and a variety of crimes or threats (Radovic &Arabska, 2016). Tourists are not affected or harmed by crime, terrorism, unsafe food, Health and disaster impacts (Tan, Chong & Ho, 2017). Destination Safety Awareness, The safety climate and the role of destination safety influence Chinese tourists' travel decisions (Zou & Yu, 2022). Psychological safety and efficiency of friendly destinations significantly affect tourist satisfaction, and psychological safety also affects the development of sustainable tourism (Aimon, Zulvianti & Abror, 2023). And safety awareness, safety trust, and health prevention behaviors significantly affect the travel intentions of tourists of Greece and Spain tourists (Metaxas, Juárez & Andrinós, 2022).

Research Methodology

Samples

320 of Thai tourists, aged between 20-60 years old in Chiang Mai, who agreed to volunteer for the research. It is obtained by multi-stage randomization.

Research Tools

The research tool is a questionnaire consisting of 2 parts: (1) 5-question personal data questionnaire and (2) Factor questionnaire of Government Policy, Attraction Resources, Infrastructure and Services, Tourist Safety and Sustainable Tourism, a total of 64 questions.

Tool quality check consists of (1) content validity; By determining the consistency of the question with the research objective (Index of Item -Objective Congruence: IOC), the IOC value for each item was obtained between 0.60-1.00 and (2) reliability as well. Cronbach's Alpha Coefficiency Method The total value is .964. and the confidence of each aspect of the questionnaire. as follows:

Aspects	Sentiment
Government Policy	0.851
Attraction Resources	0.820
Infrastructure and Services	0.916
Tourist Safety	0.879
Sustainable Travel	0.807

Data Collection

Data collection was conducted through random coordination with the management/managers of 10 hotels in Phuket. 32 sets of questionnaires were sent to collect data with tourists each, totaling 320 sets. Check the integrity of every questionnaire and use the complete questionnaire for further analysis.

Data Analysis

Data analysis as follows: (1) Descriptive statistics: To describe the individual data of the 320 samples studied and describe the scale of the 16 observable variables with frequency values (f), percentage value (%), average (\bar{X}), standard deviation (S.D.) of information. And (2) Structural Equation Model (SEM) analysis statistics to model structural equations, test the relationship between latent and observable variables, and find the relationship between the latent variables studied.

Findings

Present the findings to answer the three objectives as follows:

1. Levels of Government Policy, Attraction Resources, Infrastructure and Services, Tourist Safety and Sustainable Tourism It was found that Government Policy was the 1st most average. This is followed by Tourist Safety, Attraction Resources, Infrastructure and Services, and Sustainable Tourism, respectively, according to Table 1.

Table 1 Average, standard deviation, Interpretation and sequence of factors studied

Factor	Mean	St. Dev.	Interpret the Results	Order
Government Policy	4.08	0.44	High	1
Attraction Resources	4.04	0.45	High	3
Infrastructure and Services	3.97	0.42	High	4
Tourist Safety	4.06	0.42	High	2
Sustainable Tourism	3.89	0.54	High	5

2. To study the influence of Government Policy, Attraction Resources, Infrastructure and Services, and Tourist Safety on Sustainable Tourism by analyzing structural equations.

The researcher presented them sequentially. (1) The results of the analysis of the relationship structure model are hypothetical-based models (2) Model analysis results Relationship structure as an alternative model (3) HYPOTHETICAL MODEL COMPARISON RESULTS, AND and (4) hypothesis test results, respectively:

(1) The results of the analysis of the relationship structure model are hypothetically modeled.

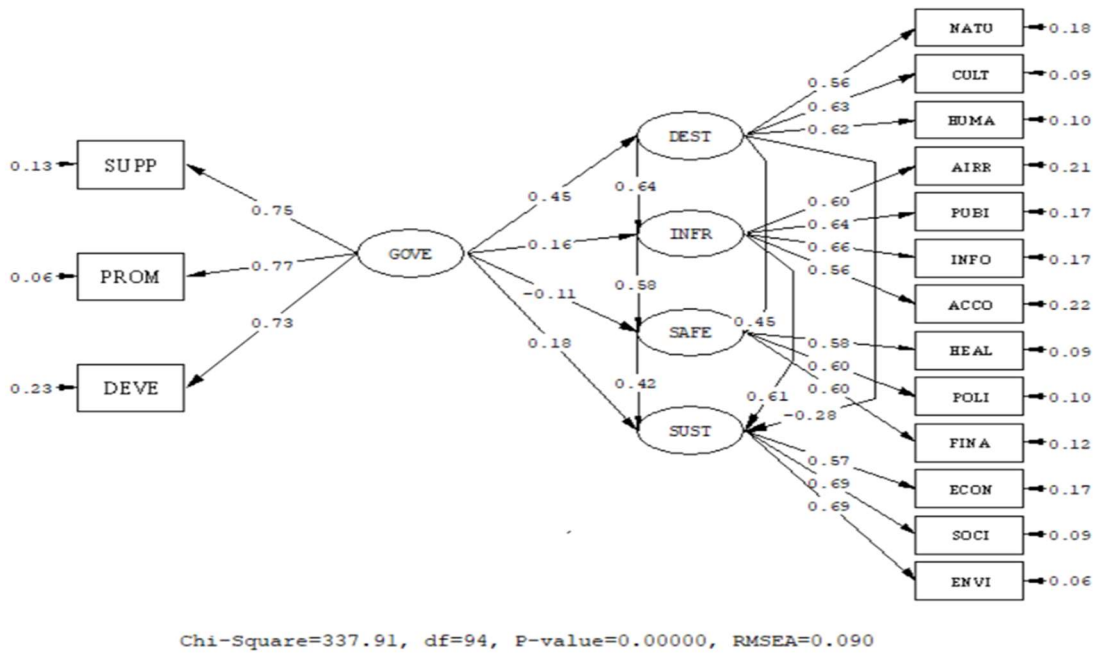


Figure 1

Hypothetical model

From Figure 1, when considering the hypothesis-based model that the researcher has developed from the relevant concepts and theories, there is no harmonization with the empirical data. Based on the calculated statistic, Chi-square = 337.91, df = 94, p-value = 0.000, GFI = 0.88, AGFI = 0.83, RMR= 0.026, RMSEA = 0.090, CFI = 0.98 and CN= 126.28, some key statistics have not met the required criteria.

The researcher then proceeded to adjust the model by considering the recommendations for adjusting the parameters in the model with Model Modification Indices (MI) and then adjusting the parameters by agreeing to relax the preliminary agreement to allow the tolerances to be correlated. until the harmonization index values are consistent with the empirical data, Thus, an alternative model was obtained. The calculated statistical value is Chi-square = 65.84, df = 54, p-value = 0.129, GFI = 0.97 AGFI = 0.94, RMR= 0.016, RMSEA = 0.026, CFI = 1.00 and CN = 386.02. Therefore, it can be concluded that structural equation model models are suitable, In harmony with empirical data, alternative models can be presented based on Figure 2.

(2) The results of the analysis of the relationship structure model as an alternative model

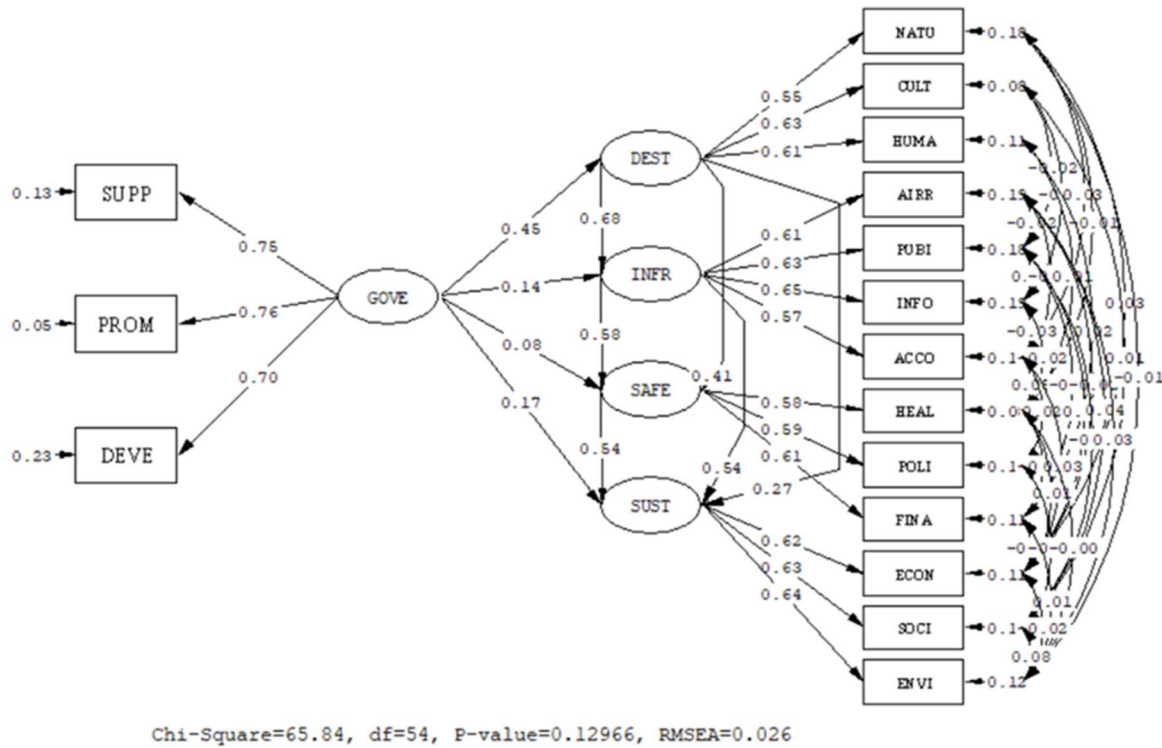


Figure 2 Alternative relationship structure model

(3) Results of comparing models based on research hypotheses with alternative models

Presenting the results of a comparison of hypothesis and alternative models to demonstrate that alternative models are more suitable and can be utilized. By checking straightness Structurally by examining the harmony between hypothetical and empirical forms and alternative forms and empirical data. It is based on the statistics measuring the level of harmony and the harmonization index. As shown in Table 2

Table 2 Results of comparison of research hypothesis-based models with alternative models

LIST	STATISTICS	HYPOTHETICAL MODEL	ALTERNATIVE MODELS	INTERPRETATION
1. Chi-square (χ^2)	*LOW NEAR 0	337.91	65.84	
Relative Chi-square	*EQUAL df QUOTIENT (χ^2 / df) < 2.00	94	54	SUITABLE
2. GFI	> 0.90	0.88	0.97	SUITABLE

3. AGFI	> 0.90	0.83	0.94	SUITABLE
4. RMR	APPROACH 0.00	0.026	0.016	SUITABLE
5. RMSEA	< 0.05	0.090	0.026	SUITABLE
6. CFI	*0.00-1.00	0.98	1.00	SUITABLE
7. CN	> 200	126.28	386.02	SUITABLE

(4) Hypothesis test results

Based on the research hypotheses that defined four hypotheses, it was found that:

- 1) Government Policy has a direct influence on sustainable tourism. Statistically significant at the level of 0.01 with an influence value of 0.17, it is in line with the assumptions.
- 2) Attraction Resources has a direct influence on sustainable tourism. Statistically significant at the level of 0.01 with an influence value of 0.27, it is in line with the assumption.
- 3) Infrastructure and Services It has a statistically significant direct influence on sustainable tourism at the level of 0.01 with an influence value of 0.54 is in line with the assumption.
- 4) Tourist Safety has a direct influence on sustainable tourism. Statistically significant at the level of 0.01 with an influence value of 0.54 is in line with the assumption.

Present the results of the hypothesis test according to Table 3.

Table 3 Hypothesis test results

Research Hypothesis	Path Coefficient	t Statistics	Result
1. Government Policy has a direct influence on sustainable tourism (GOVE --> SUST)	0.17**	4.19	Support Hypothesis
2. Attraction Resources has a direct influence on Sustainable Tourism (DEST --> SUST)	0.27**	3.60	Support Hypothesis
3. Infrastructure and Services has a direct influence on Sustainable Tourism (INFR --> SUST)	0.54**	5.18	Support Hypothesis
4. Tourist Safety has a direct influence on Sustainable Tourism (SAFE --> SUST)	0.54**	4.92	Support Hypothesis

3. To present guidelines for tourism sustainable development in Chiang Mai Province after the COVID-19 crisis.

Here are some ways tourism sustainable development in Chiang Mai Province after the COVID-19 crisis:

(1) the financial support from the government to entrepreneurs for developing tourist attractions and promoting community participation in managing tourist attractions effectively and maximizing benefits for the people in the community; (2) rehabilitating, improving, and conserving tourist attractions, especially natural resources to be restored their richness and beauty to attract tourists; (3) infrastructure management of public transportation ensuring reliability, reducing monopoly and enhancing convenience for citizens and tourists; (4) supervising, controlling, and preventing financial harm and health risks for tourists; and (5) promoting and supporting local communities in tourist destination areas to participate in maintaining tourist attraction, and providing assistance and services to tourists.

Discussion

The results of the hypothesis test revealed that the four latent variables were (1) Government Policy, (2) Tourist Resources (3) Infrastructure and Services and (4) tourist safety has a direct influence on sustainable tourism, as follows:

1. Government Policy has a direct influence on sustainable tourism. It can be explained that the tourism industry affects the country's economy. Therefore, the Government Policy has contributed to the development of sustainable tourism so that communities can coexist with tourism. Academics study government factors, policies that affect sustainable tourism. A study by Khan et al. (2021) found that tourism policy, Tourism management and social responsibility affect the development of sustainable tourism of Malaysia, statistically significantly. Similar to Purnomo, Fathani, Kasiwi & Tenorio (2022), it was found that the impact of COVID-19 caused economic contraction, significantly. The tourism industry will reopen, all activities must comply with relevant health protocols. They must comply with current policies focused on managing the spread of COVID-19 and adhering to state-mandated health guidelines. In addition, Li cho (2020) states that European countries adopt climate and environmental conservation policies to create tourism sustainability. It has a positive economic and cultural impact, helping to end poverty and protect the environment of Sweden and Finland. According to Mohan (2022), the barriers to sustainable tourism development are caused by local governments relying on central funds to develop tourist attractions. Centralized policies therefore act as catalysts for change and lead to sustainable tourism development. And Irianto, Wisnumurti, Aryaningsih & Reeve (2020) study found that government policies focused on the development of the tourism industry lead to social and cultural conflicts. The behavior of society has changed towards consumerism, Government policies increase competition in work and pressure on the way Individual society results in reduced welfare and happiness.

2. Attraction Resources has a direct influence on sustainable tourism. It can be explained that the goal of travel is for tourists to discover new places or have new experiences. Attraction Resources provides experiences for tourists and influences sustainable tourism. A study by Rheeders (2022) found that the natural resources of tourist attractions and historical and cultural resources influence the development of sustainable tourism. Similar to Magdy, Fahmy & Abdelsamie (2022) The study found that there is a positive relationship between smart sustainability in three dimensions: environmental dimension, Social dimension and economic dimension with interesting Attraction

Resources in Egypt. Beyond that, Joao, Mayumi, Kazuo & Peter (2021) state that Attraction Resources needs to be protected from the number of tourists. And the concentration of interests of large companies, Attraction Resources is overused. degradation, Sustainable development is one strategy that helps take care of Attraction Resources. For Mai, Thi, Thi & Le (2020) study, tourism resources are one of the factors affecting Vietnam's sustainable tourism development. and Baloch et al. (2022) study found that the development of attraction resources brings economic and social benefits, employment and opening of businesses, but the natural condition of tourist attractions progressively deteriorates due to excessive land use, encroachment from external cultures, Air and water pollution from traffic congestion Accumulation of solid waste and sewage

3. Infrastructure and Services have a direct influence on sustainable tourism. Explaining that Infrastructure and Services are natural resources, man-made resources and qualified personnel to serve tourists during the journey, such as roads, electricity, clean water, telecommunications, bus stop, bridge, assistance, care, and other facilities etc. Amerta, Sara & Bagiada (2018) states that the development of sustainable tourism Focus on the development of tourist attractions according to 3 infrastructure aspects: economy, environment, Society and Culture. Infrastructure availability is vital, sustainable tourism development. In line with Dalimunthe, Valeriani, Hartini & Wardhani (2020), the availability of infrastructure supports tourism of tourist destinations, It will help the development of sustainable tourism to be achieved. Similar to Mai, Thi, Thi & Le (2020), the study found that infrastructure is a factor affecting the development of sustainable tourism in Vietnam. In addition, Nguyen (2021) study found that in the long run, investment in tourism infrastructure, including transportation and communication infrastructure, The strong hotel and restaurant industry and recreational facilities have had a positive impact on Vietnam's appeal to foreign tourists. And in line with James & Essien (2019), the study found that the lack of tourist infrastructure in Southern Nigeria and health services affects the sustainability of tourism in the area.

4. Tourist Safety has a direct influence on Sustainable Tourism. It can be explained that safety is an important factor affecting travel decisions, therefore safety affects the sustainability of tourism. Rheeders (2022) study found that safety and security, are factors that affect competitiveness for sustainable tourism. For Sandhubaya, Hidayatullah & Roedjinandari (2021) study, it was found that safety variables are one of the factors that positively influence and are important for satisfaction. and the resumption of tourists. Similar to Stukalo, Krasnikova, Krupskyi & Redko (2018) study. Tourism sustainability index with emphasis on the role of tourists. Calculating the level of importance that affects tourism sustainability It was found that the three most important factors are safety, Factors of tourist services and basic sustainability status factors of the country. And Sarfraz et al. (2022) study found that the impact of perceived safety of the social environment safety of building elements and equipment, The safety of management, and the safety of the natural environment are important and positively affect the choice of tourist destinations.

Suggestion

Sustainable tourism is an important dimension in strengthening the tourism of each country and enhance the country's tourism competitiveness. Sustainable tourism requires the cooperation of

all sectors to drive sustainable tourism. Therefore, a clear government policy is like a compass to enable those involved in sustainable tourism development to achieve the specified goals, but the key factor is to promote community participation as much as possible.

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