



Overtourism and Sustainable Tourism in Thailand Challenges and Strategies for Managing Tourist Destinations

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Abstract

Over tourism has emerged as an issue of sustainable tourism development especially in the places with high growth of the number of tourists and high concentration of a tourism activity. This study aims to investigate the link between over tourism with sustainable tourism development in Thailand and the implications for sustainable tourism development in terms of environmental, economic and socio-cultural aspects related to over tourism. The research is conducted in a qualitative secondary approach, using analysis of literature, papers or articles that have been published since 2015 to Chiang Mai 2025 with specific target destinations: Bangkok, Phuket and Chiang Mai. The results show that too many visitors can lead to a heightened pressure on natural resources, infrastructure, local communities and cultural assets, but at the same time also generate jobs, business possibilities and tourism income. The study also pinpoints the significance of approaches that could be better leveraged in enhancing destination sustainability, such as visitor-flow management, community participation, tourism diversification, environmental regulation and the use of digital technologies. The study illustrates that an overtourism management must be apprehended in a multi-dimensional manner including: resident happiness, resident welfare, environmental protection, tourist growth and visitors' satisfaction. The study stresses the need for planning to be destination-based and the need for cooperation among stakeholders to create more resilient and sustainable tourism in Thailand.

Keywords

Overtourism, sustainable tourism, Thailand, destination management, tourism sustainability, environmental conservation, community participation, visitor management, tourism development, Bangkok, Phuket and Chiang Mai

1. INTRODUCTION

The increasing number of tourists and how this growth affects the destinations, infrastructure, natural resources and host communities is a problem that has become known as overtourism in recent years, and which is threatening to slow the development of sustainable tourism. While tourism brings jobs, foreign exchange earnings and regional development opportunities, too many tourists can lead to environmental degradation, congestion, resource depletion, cultural disruption and it can lead to poor experiences at the destination (Utama, et al. 2024). Thus, it is imperative that destinations manage their tourism development in such a



way as to ensure the sustainability of the environment and the long-term interests of their local environment, societies and economy (Bisht, Kumar, Thakur, & Rana, 2025).

Thailand is a relevant country to discuss these issues given that it relies heavily on tourism and that tourism is highly concentrated in internationally recognised tourist centers, including the coastal parts of Thailand; Bangkok, Phuket and Chiang Mai. In particular, Phuket has faced a tremendous amount of pressure in the tourism sector, where environmental management, waste, and transportation are all identified issues in terms of sustainability concerns in the natural-resource conservation infrastructure (Fuchs & Sincharoenukul, 2021). The case of Maya Bay further exemplifies the effects of intensive tourism, yet with exceptionally high level of visitor pressure leading to ecological degradation, with the result that the area was temporarily shut down as a measure for the environmental recovery and rethinking as to tourism management practices (Koh, Fakfare, & Pattanakoon, 2020).

However, overtourism and sustainability are not just about decreasing visitors. Carrying capacity, visitor distribution, stakeholder involvement, destination governance and host community interests are all factors to be taken into account for effective management. In Thailand, the research focus on sustainable CBT highlights the need for local people to be engaged in CBT planning to ensure community-based development will focus on community interests and thus enhance the community's social and economic sustainability in the long run (Siriwong, Pongsakornrunsilp, Pongsakornrunsilp, & Kumar, 2025). Likewise, the planning of sustainable tourism in Phuket must take into account various environmental, economic and socio-cultural aspects besides only focusing on tourism expansion (Fuchs, 2022). In light of this background, the present study explores overtourism and sustainable tourism in Thailand, focusing on environmental, economic and socio-cultural pressures that extreme tourism can create in the destination, and the responses that can be offered towards sustainable destination management.

2. MOTIVATION OF THE STUDY

This study stems from the increasing conflict between Thailand's reliance on tourism and its sustainability issues due to the arrival of too many tourists in one place. Tourism also provides a major livelihood, income and regional development opportunity, but when not monitored, uncontrolled growth of tourism can intensify stresses on destinations, natural resources, infrastructure and host communities (Pramono, et al. 2026; Soonsan, et al. 2026). Overtourism can also have an impact on the quality of life of residents, as well as on the perception of the quality of the destination by visitors. With the growing focus on sustainable tourism, it is necessary to review the current tourism demand, with an aim of balancing it with safeguarding environmental resources and for the benefit of local communities.

Table: International Tourist Arrivals and Tourism Revenue in Thailand

Year	International tourist arrivals	Tourism revenue
2019	39 million	—
2022	11.15 million	—
2023	28 million+	THB 1.2 trillion



2024	35.05 million	THB 1.8 trillion+
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Source: Tourism Authority of Thailand (2019, 2024, 2025).

These numbers highlight just how quickly Thailand is recovering from the pandemic. In 2024, there were also some significant changes in the number of visitors arriving from abroad, with the number of international visitors rising from around 28 million to over 35 million, an increase of about 25 percent. It was also similar to the 2019 pre-pandemic level of 39 million. This quick recovery makes it also an economic recovery, but it is also a reminder of the need to manage the capacity of a destination for its infrastructure, natural resources and host communities, where a concentrated growth of visitors can create more stress. It is therefore concluded that the recovery of demand for tourism is not the Thailand's problem in building sustainable tourism but to manage it in the destinations where the concentration of tourists is high (Kwanyou, et al. 2026).

A number of studies on tourism development in Thailand emphasize the need to include the environmental protection, community participation and economic concerns in destination management (Manotungvorapun & Gerdri, 2025). The study is additionally driven by a need to know if there are methods of current overcrowding management that can overcome longer-term impacts of intensive tourism activity. These issues can be analysed to help understand how a more holistic and sustainable approach can be achieved in the development of tourism in Thailand.

3. PHUKET AS AN EMERGING SUSTAINABLE TOURISM MODEL

The "tourism reopening initiative" of Thailand is called the "Phuket Sandbox Model", which was introduced on 1 July 2021. This programme allowed fully vaccinated tourists from eligible countries to come to Phuket without the need to stay in a designated hotel for the designated period, provided they met the requirements of the World Health Organization (WHO) and the Thai authorities. The goal was to reopen international tourism, promote local businesses, create jobs and slowly open the Thai economy whilst preventing the spread of COVID-19. Entrance conditions and requirements for tourists to board and comply with public health measures applied. The first stage involved a 14-day quarantine in Phuket before anyone could move to any other part of Thailand, as long as they fulfilled certain criteria. The programme was large due to the fact that Phuket's economy was entirely reliant on international tourism, and this had been greatly affected by the pandemic situation. The Phuket Sandbox wasn't just a success in raising awareness among Phuket visitors, as it also helped to pave the way for international tourism to resume in Thailand using location-based measures. Overall, the initiative was a significant attempt to do a balance between the protection of public health and economic recovery which offered lessons for tourism management, crisis response, and the gradual reopening of international travel.

4. SCOPE OF THE RESEARCH

This research focuses on overtourism and sustainable tourism development in Thailand. The study takes into account the main tourism destination towns such as Bangkok, Phuket and Chiang Mai and other towns that are host to a significant concentration of tourists and where tourism-related pressures are significant (Jieyao & Kumar, 2025). It discusses the impacts of



overtourism on the environment such as impacts on local natural resources, waste production, congestion and ecological damage as well as its economic and employment benefits for the tourism sector and the local economy. Socio-cultural aspects, such as experiences of the residents, the extent of community involvement and the presence of local culture, are also taken into account in the research. Specific focus is paid to DMC-related concepts including visitor management, sustainable tourism planning, community involvement, conservation and sharing of resources and distribution of tourism activity. The study mostly relies on secondary academic literature from the literature published from 2015 to 2025 to find established evidence, newly emerged challenges and management approaches. It is not looking at tourism in every destination in one by one, but rather it gives an overview of patterns and select destinations to highlight the connection between overtourism and sustainability.

Table 5. Thailand's Tourism Recovery in Relation to the 2019 Baseline

Indicator	2019 baseline	2023	2024	2024 as % of 2019
International tourist arrivals	39.0 million	28.0 million+	35.05 million	≈90%
International tourism revenue	—	THB 1.2 trillion	THB 1.8 trillion+	—
International airline seat capacity	—	—	47 million seats	—
Growth in airline seat capacity, 2024	—	—	+26% vs 2023	—

Source: Tourism Authority of Thailand (2024, 2025); World Bank.

By comparison, Thailand was 90% of the way there when it comes to the number of international visitors it hosted in 2024 versus 2019, with its airline seat capacity up 26% to 47 million in the same period. This is a crucial sustainability consideration as greater connectivity can enable more visitors to travel to the destination and, in some instances, compound existing congestion. Meanwhile, increased connectivity opens the door to disperse tourists around to alternative destinations, as opposed to funneling them into the traditional tourist areas. Thailand's tourism development orientation has gradually been hinting at this with the development of higher value tourism, secondary tourism destinations, and more sustainable tourist experiences.

5. LITERATURE REVIEW

Conceptualising Overtourism and Sustainable Tourism

The growing number of visitors has become an increasing concern in tourism and hospitality studies, as the increased flow of tourists can result in stress factors that go beyond the economic gains associated with tourism development. In terms of negative impacts of overtourism on residents' quality of life and tourist experiences, Alsharif et al. (2025) suggest that it is necessary to see the phenomenon from the perspective of its causes, adverse impacts and potential mitigation measures. They systematically analysed 645 publications, which



showed that sustainability is a prominent topic in modern destination-management studies and that more and more academics are studying overtourism. Bisht (2025) also points to overtourism and seasonality as key issues that affect environmental sustainability and the lives of the local residents and tourists. A review of visitor-flow management, ecotourism, technological interventions and regulatory frameworks as some of the important solutions to cope with tourism pressure (Najafi & Costa, 2026).

Sustainable tourism does not just mean managing tourist numbers, but rather a wider perspective. Bisht et al. (2025) link sustainable tourism management with the sustainability of tourism, and solve environmental, socio-cultural and economic problems. The discussion focuses on green policies, carbon-offsetting, community-based tourism and smart tourism technologies and diversification of tourism products as ways in which destinations can lessen the dependence on mass tourism. Such an approach is very applicable for Thailand, where each tourist destination has varying environmental resources, concentrations of tourists, infrastructure, and community properties.

Environmental and Socio-Cultural Implications of Overtourism

The impacts of overtourism are serious in places that rely on coastal, marine and natural attributes to attract visitors. The concentration of tourists can lead to an increase in waste, energy use, water use, transportation, and degradation of natural resources. Such a development has led the literature to focus more on destination tourism management in the limits of its ecologic capacity and less on the number of tourists or the revenue generated by them. Manotungvorapun and Gerdri (2025) contend that sustainable development in Thailand must rely on sustainable tourism growth in terms of sustainable tourism responsibility to the environment, sustainable tourism economy and sustainable tourism sociality. Their evidence-based roadmap puts environmental issues, biodiversity conservation, green technologies and sustainable practices on the strategic agenda of Thailand's tourism industry.

Cultural sustainability is also important, since the intensity of tourism can impact cultural heritage or local traditions and cultural identities. On the other hand, Hussain et al. (2024) analyse the concept of cultural tourism and focus on the importance of cultural heritage in supporting cultural tourism while adapting to the changes in demand for tourism. The relevance of their work is that cultural heritage and natural/coastal resources are, and are considered to be, important assets of the attraction of Thailand. Thus, in addition to the physical health of destinations, the preservation and the good management of cultural assets must be taken into account when dealing with sustainable management of tourism.

Economic and Community Dimensions

The economic and social impacts of overtourism are as significant as the environmental and overcrowding effects, but are not always brought up when people discuss overtourism. Tourism can create jobs, business opportunities and local income, but when too much reliance is made on tourism it can also lead to economic vulnerability because of a tourism-dependent community. Another challenge to economic and environmental vulnerability is cultural commodification and overtourism that may accompany unchecked growth of



tourism, as written by Bisht et al. (2025). The community-based tourism and diversification focus indicates that if tourism is going to be a vehicle for sustainable development, then its benefits must be spread among a variety of different tourism providers and not simply a few. The tourism context in Thailand is very relevant as the development process of tourism emphasizes high urbanised areas, cultural centres, coastal areas, and rural communities. Thus, interests of both tourists and the tourism businesses must also be taken into account. Community-based approach can increase the social legitimacy of tourism planning by providing an opportunity for local stakeholders to be part of tourism management and planning decisions on cultural resources and economic development. It is also in line with the general concept of sustainable tourism that economic development should not endanger social and environmental conditions that foundation and underlie tourism itself.

6. OVERTOURISM IN THE THAI TOURISM CONTEXT

Thailand is especially one of the best settings for studying overtourism as the tourism sector includes some of the internationally recognized sites that are experiencing varying degrees and forms of overtourism. The examples of Bangkok, Phuket and Chiang Mai show that congestion, infrastructure needs, environmental impacts, and tourist behaviour can have various impacts on the sustainability of a tourist destination. Manotungvorapun and Gerd Sri (2025) have drawn up a roadmap for Thailand's transition to sustainable tourism, which also prioritizes technological development, environmental responsibility and social inclusion. The suggested path for the study continues up to 2030 and the potential for further development is smart tourism, green technology, biodiversity protection, and data analytics and e-tourism solutions.

Tourist behaviour is another significant aspect of sustainable DM. The study of Hou (2025) involved 405 tourists in Bangkok, China, who responded to questionnaires and six tourism stakeholders who were interviewed to uncover various behavioural patterns concerning sustainable tourism in Bangkok. The research revealed that being an 'environmentally responsible tourist' was seen as one of the factors distinguishing the different types of tourists with an awareness of sustainable tourism and those who knew about sustainable behaviour but did not engage in environmentally responsible travel, and convenience-oriented tourists. These findings indicate that solely restricting access at destinations is an insufficient approach to sustainable tourism policies: tourists' attitudes and behaviours should be understood to develop effective measures.

7. STRATEGIES FOR MANAGING OVERTOURISM

As the literature increasingly shifts away from the focus of extracting the 'problem of too many visitors' from the focus of destination management to shift towards the latter as a process with multiple dimensions. The authors Zhang and Kumar (2025) suggest that sustainable development strategies such as the use of alternative tourism products, optimisation of tourism flows, upgrading infrastructure, capacity-based tourism monitoring and technology should be considered to overcome the problems of overtourism in Asia after the pandemic. They also emphasize the need for collaboration between local governments and between destination managers and destination-marketing organisations.



This is an approach that can be applied to Thailand as it is not always evenly spread on a destination or season. Therefore, the redistribution of tourists in time and space, creation of alternative attractions, better transportation, environmental monitoring and the integration of digital technologies in the management are effective alternatives to good management. Bisht (2025) also lists the newly developed tools such as artificial intelligence, big-data analytics, and digital monitoring that may be used to aid the distribution of visitors and sustainable tourism management.

It is also suggested in literature that the literature needs to consider destination-specificity for sustainability strategies. The approach adopted in a high-traffic sea area might not be appropriate in a cultural or rural tourism area. The Thailand roadmap approach thus prioritizes stakeholder participation, alignment of strategic objectives and technical solutions. The roadmap development of Manotungvorapun and Gerd Sri (2025) also involved collaboration among the government, academics, tourism practitioners and tourism experts, highlighting the role of collaborative planning in tackling complex sustainability issues.

Summary

The literature defines overtourism as a multidimensional sustainability problem regarding environmental resources, the country's infrastructure, the tourist experience, local communities, cultural heritage and economic systems. Previous studies have yielded ample evidence of general OTM-management strategies and more recent ones on OTM-management in Thailand. The literature, however, suggests that its dimensions should be explored in specific Thai destinations and that there is a need to consider the interplay between those dimensions, as well as the possibility of balancing the visitors' demand with the protection of the environment and the public good and local economy provided by tourism.

8. METHODOLOGY

The research method used in this study is qualitative secondary research method to discuss the phenomenon and sustainable tourism management in Thailand because of overtourism issue. This research uses only secondary sources, such as peer-reviewed journal articles, academic book chapters, research reports, and other scholarly publications on tourism and sustainability issues, tourism destination management, environmental impacts and community participation. To find out which are the main themes, challenges and management strategies for overtourism in Thailand, the published literature in the period 2015 to 2025 is reviewed. Special focus is on evidence for the destinations including Bangkok and Phuket. The literature is analysed using a thematic analysis approach to structure the literature into thematic areas: environment, economy, socio-cultural, visitor management, and community engagement. Selected studies are critically analysed to highlight shared conclusions and differences in interpretations, and to show areas for further research. This helps the study to build up an evidence-based understanding of sustainable tourism management without taking in primary data from tourists, residents or tourism organisations.



9. RESULTS AND DISCUSSION

The secondary analysis shows that overtourism in Thailand is a multi-dimensional sustainability issue, instead of just an issue of the number of tourists. The literature reviewed provided evidence of the impact of tourism concentration on the environment, the local community, the infrastructure of destinations and the experience of tourists and on the economic structure of tourism destinations. It is also evident that sustainable tourism management needs coordination between the tourism businesses, local communities and visitors and authorities in the destination. These pressures are manifested in various ways in Thailand's main destinations, and destination specific management is important.

Environmental and Infrastructural Impacts of Overtourism

According to the literature, the most salient indicators of overtourism are environmental pressure. High tourist numbers can lead to a demand for more water, power, transport, accommodation and waste management facilities. Coastal and natural areas are critically vulnerable to degradation due to reliance on quality beaches, marine ecosystems, landscapes, etc. for tourism. The environmental degradation and pressure on resources in the destination is identified as one of the key issues in overtourism, and the management of visitors' flow, technological solutions and regulation were emphasised as potential solutions (Bisht 2025).

A good example of how tourism intensity needs to be managed to meet the environmental condition and capacity of each location can be seen throughout the tourist destinations in Thailand. For instance, the City of Phuket has a significant tourism economy, accompanied by a significant infrastructure and natural resources pressure. Nawat et al. (2024) illustrate that the economic opportunity costs of tourism development to Phuket and Chiang Mai also present social and environmental challenges. The discovery suggests that, if resources are not managed well and destination pressures are not on the rise, tourism expansion can be beneficial to the economy without also providing sustainable tourism.

Manotungvorapun and Gerd Sri (2025) also provide evidence that Thailand needs an integrated roadmap in the development of sustainable tourism, which includes the elements of environmental responsibility, technological development, conservation of biodiversity and participation of stakeholders. Their approach implies that sustainability should be considered in the planning of destinations and not as something added afterwards after the process of tourism development.

Environmental pressure	Manifestation in tourism destinations	Sustainable management response
Waste generation	Increased solid waste and pressure on disposal systems	Waste reduction, recycling and circular-economy practices
Water and energy demand	Higher consumption from hotels and tourism facilities	Resource efficiency and green technologies
Congestion	Pressure on roads, public infrastructure and public spaces	Visitor-flow management and improved transport planning
Natural-resource	Pressure on coastal, marine and	Conservation measures and



degradation	ecological attractions	visitor restrictions
Infrastructure pressure	Tourism demand exceeding local capacity	Capacity-based destination planning

It can also be concluded from the results that the sustainability of the environment ought to be incorporated in planning of tourism that precedes the status of the destination to become saturated with tourist pressure. However, destination managers must also evaluate whether infrastructure development is aligned with environmental goals and if not, how much infrastructure must be expanded to maintain environmental goals.

Economic and Socio-Cultural Consequences

The analysis also shows that overtourism has a dual nature of the economy. While tourism brings employment, business opportunities, income and regional economic activity, an over-reliance on tourism can also drive-up costs and lead to social pressures. Nawat et al. (2024) point to this conflict in their study on the economic impacts of tourism in Chiang Mai and Phuket, which brings social problems. Thus, there needs to be a balance between the economic value added by tourism and the interests of communities involved in tourism activity to produce sustainable tourism.

Residents have a different experience from tourism and tourists and that's why it is especially important that they participate in the community. Large numbers of visitors can be a positive economic influence on a destination, even if they are a problem for local residents in terms of congestion, rising community prices and burdens on local services, or impacts on community areas. Based on their study of Ayutthaya, Siripipatthanakul et al. (2026) highlight the interconnections between the difficulties of tourism, the experiences of tourists and the communities they encounter. Their study goes beyond the 2015-2025 publication year range indicated for the main literature analysis, but because of its specific focus in Thailand, it underlines the need to take host communities into account when assessing the sustainability of tourism in the Republic.

There's another facet to this relationship, cultural tourism. Hussain et al. (2024) mention the attributes of Tourism in Thai culture and its emerging sustainable practices as the important aspects in Thailand in regard to tourism development. Cultural Heritage can offer economic opportunities, but at the same time pose the risk of being commercialised, over-commercialised and lose its authenticity if not managed in terms of visitors' demands. Local communities have thus an important role to play in decisions impacting on cultural resources, which is essential for sustainable tourism.

Dimension	Potential benefit of tourism	Overtourism-related pressure	Sustainability consideration
Economic	Employment and business income	Dependence on high visitor volumes	Economic diversification
Community	Local entrepreneurial opportunities	Congestion and pressure on services	Community participation
Culture	Heritage promotion and	Commercialisation and	Heritage



	revenue	cultural disruption	conservation
Visitor experience	Greater tourism facilities and attractions	Crowding and reduced satisfaction	Visitor-flow management

These results show that economic success is not an indicator of sustainable tourism. Distribution of tourism benefits and costs is also important. A mechanism to become community interested in destination planning can therefore be found in the community.

Visitor Management and Sustainable Destination Strategies

Visitor management is one of the major strategies that have been mentioned in the literature to tackle overtourism. Bisht et al. (2025) states that community-based tourism, green policies, technological solutions and the diversification of tourism products are strategic options. This can help to limit reliance on mass tourism and provide other options for guests and the hospitality sector.

Visitors' behaviour is also a factor. In his research on Chinese tourists' attitude and behaviour toward sustainable tourism in Bangkok, Hou (2025) shows that there are variations in attitudes and behaviours of tourists. The above indicates that the approach to destination management should be based on the behaviour of visitors as well as capacity. Information campaigns, digital platforms, environmental education and incentives could go a long way towards promoting responsible travel.

Digitalisation is another possible mechanism. Smart tourism and technological development are integrated in the roadmap of Thailand proposed by Manotungvorapun and Gerd Sri (2025). Digital visitor-management systems have the potential to offer functions such as crowd data, facilitate the distribution of visitors among various attractions and assist the destination authorities in tracking tourism activity. Technology should augment, however, not supplant institutional planning and the involvement of communities.

The importance of technological interventions and alternative tourism strategies in the solution to the problem of visitor concentration is also noted by Bisht (2025). Geographical and temporal diversification of attractions can provide a more even distribution of demand, rather than having too many visitors to specific destinations. It can also represent an economic opportunity to less-populated communities.

This is confirmed by the broader context. Borrowing from the global overtourism literature, Dilshan and Nakabasami (2025) give emphasis on the importance of destination-management strategies and Wasudawan and Weissmann (2026) suggest a continuing research agenda in the field of overtourism. The implications for Thailand are that overtourism is context-specific: the nature of the tourism pressure may differ depending on various intrinsic characteristics of the destination, the profile of the touristic activities, the quality of the infrastructure, and the reactions of the community.

Sustainable strategy	Expected contribution to overtourism management	Relevance to Thailand
Visitor-flow management	Reduces excessive concentration at individual attractions	Particularly relevant to highly visited destinations



Tourism diversification	Distributes tourists across destinations and attractions	Can reduce dependence on established hotspots
Smart tourism technology	Supports monitoring and visitor information	Useful for managing real-time tourism demand
Community-based tourism	Increases local participation and benefit distribution	Supports inclusive destination development
Environmental regulation	Protects natural resources and ecological capacity	Important for coastal and nature-based tourism
Sustainable infrastructure	Reduces resource pressure	Relevant to destinations experiencing rapid tourism growth

Overall, the findings indicate that addressing overtourism in Thailand requires a multi-faceted approach, including environmental regulations, infrastructure development, community engagement, and visitor management and technological solutions. But one single action won't do, as the pressures of tourism are linked together. For instance, limiting the number of visitors to the area without development of alternative tourism activities may lead to a decrease in the value of the area for those who live there; increasing capacity without protection measures may result in increased extraction of the local resources.

10. DISCUSSION

All of the reviewed evidence can show that there is a clear relationship between tourism intensity and sustainability issues in Thailand. Environmental degradation, infrastructure pressure and community concerns and declining visitor experiences are linked consequences of poor concentration management of tourism. However, tourism is also an economic activity in importance and the sustainability strategies must consider both the positive and negative impacts of tourism and not tourism growth itself is problematic.

The results also show the need for destination-specific policy approaches in Thailand. The coastal management and visitor flow control in Phuket should be strengthened, while cultural resource and community interests as well as urban tourism pressures in Chiang Mai should be given more attention. There are several different aspects of urban tourism and visitor behaviour that Bangkok faces. As a result, a national plan can be developed, but will have to take local environmental, economic and socio-cultural factors into account during implementation.

The evidence also indicates that there is a tendency to move away from volume-based tourism management to value and sustainability-based tourism destination management. Sustainable tourism should thus be measured in several aspects such as protection of environmental resources, economic resilience, community welfare, cultural preservation and visitor experience. This multi-dimensional solutions approach offers greater underpinnings to mitigate overtourism whilst maintaining the economic and social benefits of Thailand's tourism industry.



11. CONCLUSION

The study shows that overtourism is a serious issue that needs to be addressed to ensure sustaining development of tourism in Thailand, especially in areas with high tourist numbers. The conclusions revealed that the growth of tourism has potential to provide significant tourist economy and employment gains and also boost business activity and revenue, but it also places strain on natural resources, infrastructure, local communities and cultural assets. Examples of the need to balance tourism, based on destination-specific environmental and socio-cultural factors, are provided by Bangkok, Phuket and Chiang Mai. Sustainable destination management, therefore, demands an integrated approach, that includes the management of the number of visitors in the destination, the conservation of the environment, the involvement of local communities, tourism diversification and the use of digital technologies. It also shows that the measurement of sustainability is not possible only by means of the number of tourists or their economic impact; the wellbeing of the residents, the protection of the environment, the preservation of the cultural heritage and the experience of tourists should also be taken into account. Greater coordination between all stakeholders in the tourism industry (government, tourism sector, local communities and tourists) is therefore crucial to Thailand's sustainable tourism. The effective application of these practices can help mitigate the harms of too much tourism concentration, and keep the economic and social benefits that tourism provides.

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