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*Naporn D.*

Ms. Napassorn Damrongsirirat  
Candidate

*Winai Wongsurawat*

Assoc. Prof. Winai Wongsurawat,  
Ph.D.  
Advisor

*Nathasit Gerdsri*

Assoc. Prof. Nathasit Gerdsri,  
Ph.D.  
Chairperson

*Vichita Ractham*

Assoc. Prof. Vichita Ractham,  
Ph.D.  
Acting Dean  
College of Management  
Mahidol University

*Kittisak Jemsittiparsert*

Prof. Kittisak Jemsittiparsert,  
Ph.D.  
Committee member

**ENHANCING SUSTAINABLE TOURISM THROUGH MULTI-STAKEHOLDER INVOLVEMENT: A CASE STUDY OF NAN, THAILAND**

NAPASSORN DAMRONGSIRIRAT 6549128

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. WINAI WONGSURAWAT, Ph.D., ASSOC. PROF. NATHASIT GERDSRI, Ph.D., PROF. KITTISAK JERMSITTIPARSERT, Ph.D.

**ABSTRACT**

This study explores sustainable tourism development in Nan, Thailand, through the lens of the Multi-Stakeholder Involvement Management (MSIM) framework. Nan, a secondary city recognized for its eco-friendly tourism practices, serves as a case study for examining the roles and interactions of various stakeholders in sustainable tourism. Using qualitative methods, including interviews with key stakeholders and site visits, the research identifies how stakeholders such as local communities, government bodies, and private enterprises collaborate to promote sustainability. The findings highlight the systematic approach Nan employs in sustainable tourism development, with an emphasis on local community involvement, environmental conservation, and cultural preservation. Insights from this research contribute to the growing body of literature on sustainable tourism and offer practical recommendations for policymakers and stakeholders in similar destinations.

**KEY WORDS:** Sustainable Tourism/ Multi-Stakeholder Involvement/ Nan/ Tourism Destination Development/ Thailand

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