



RESEARCH ARTICLE

Green Hotel Operation Effects on Community Based Tourism: A Case Study in Krabi Province, Thailand

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ABSTRACT

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The purpose of this paper is to determine the effects derived from Thailand's green hotel collaboration with community-based tourism (CBT). The Krabi Goes Green initiative aims to transform Krabi into a green city, with a central focus on encouraging hotels to become certified under the Green Hotel Standard (GHS). The qualitative approach was employed in the study; purposive sampling was used to select the sample while focusing on five hotels that certified the GHS, while the ten leaders of five CBT were selected to interview. The key informants were chosen based on their knowledge, experiences, and job responsibilities related to GHS operations. Hotels that adhere to GHS have a positive effect on CBT, fostering the development of jobs, income, and an improved quality of life for communities. Local residents, as key stakeholders, must understand sustainable tourism principles to ensure the success of these initiatives. The collaboration between green hotels and CBT fosters the integration of sustainable practices and supports Krabi's goal of becoming a green city through the development of sustainable tourism.

INTRODUCTION

Tourism has emerged as a significant driver of the global economy, contributing 6.1% to global GDP in 2022, with projections indicating an increase to 11.2% in 2023 (WTTC, 2022). The sector has demonstrated remarkable resilience, showing strong recovery in tourist numbers following the COVID-19 pandemic (Statista Research Department, 2024). However, this growth comes with substantial environmental challenges. The World Tourism Organization projects that carbon dioxide emissions from tourism-related transportation will increase by 25% between 2016 and 2030, from 1.59 to 1.99 million metric tons (UNWTO, 2019). The tourism sector currently accounts for 8% of global CO₂ emissions, with travel comprising nearly half of this impact (Sustainable Travel, n.d.).

Thailand, despite its prominence as a tourist destination, faces significant challenges in sustainable tourism management, ranking 97th out of 117 countries in tourism and travel sustainability according to the World Economic Forum (WEF, 2022). In response, the Thai government has implemented sustainable tourism policies at both national and regional levels, with particular emphasis on premier destinations like Krabi province. Krabi, renowned for its cultural and natural attractions including Railay Beach, Phi Island, Maya Bay, A Nang Beach, and Tiger Cave Temple, has experienced substantial tourism growth. In 2023, the province generated approximately 52 million baht in tourism revenue, ranking third behind Phuket and Suratthani (Ministry of Tourism and Sports, 2024). However, this success has led to environmental challenges, particularly regarding waste management and energy consumption. Daily waste generation in Krabi increased from 473.26 tons in 2021 to 494.66 tons in 2022 (Office of Natural Resources and Environmental Policy and Planning, 2022), while the tourism sector accounts for 50% of overall power consumption during peak seasons (Greenpeace Thailand, 2018).

To address these sustainability challenges, Krabi launched the Krabi Go Green initiative, which has identified numerous renewable energy opportunities and the potential for a 50% increase in energy efficiency within the tourism sector (Greenpeace Thailand, 2018). The Krabi Hotel Association (KHA) has partnered with state agencies since 2010 to implement the Green Hotel Standard (GHS), which is certified by three primary organizations. In Thailand there are three organizations that verify the GHS: 1) Thailand's Green Hotel with BCG standard certified by the Department of Climate Change and Environment (DCCE); 2) the Green Leaf Standard for hotels certified by the Green Leaf Foundation, and 3) the ASEAN Green Hotel Standard certified by the Department of Tourism (DOT). The result of the green hotel project showed there are 39 verified hotels in Krabi province under GHS on both national and international standards, such as Green Hotel with BCG, Green Leaf Standard for hotels, ASEAN Green Hotel, GSTC Industry Criteria for Hotels, and Green Globe. These certified hotels implement sustainable practices across five key dimensions: management policy, training programmers, green purchasing, environmental and energy management, and local community engagement. However, the GHS criteria in both Thailand and overseas are similar, in focusing not only on the green practices of the hotel to minimize the negative impact upon the environment but also upon the surrounding community including community-based tourism (CBT).

In Krabi Province, the CBT development emphasizes community involvement at every level, from planning and execution to assessment (Tangkliang, U., 2022). It combines local culture, variety of natural resources, and community cultures to provide tourists with sustainable and unique experiences. Tourism activities that emphasise environmental preservation and community involvement have been created by many villages such as Ban Na Teen, Ban Tung Yee Peng, or Ban Laem Sak (Krabi, n.d.). The implementation of GHS extends beyond individual hotel operations to impact surrounding communities, particularly through CBT initiatives. Established CBT programmes in areas such as Ban Na Teen, Ban Koh Klang, Ban Laem Sak, Ban Nai Nang, and Ban Thung Yee Peng leverage natural and cultural resources to provide authentic local experiences while supporting community development (Suansri, 2017). However, the relationship between green hotel operations and CBT development remains understudied.

Therefore, this study aims to examine the impact of GHS implementation on CBT in Krabi, Thailand. Specifically, the study investigates the key factors influencing hotel collaboration with CBT initiatives and assesses how green hotel operations affect CBT and sustainability. This analysis will contribute to our understanding of the synergies between sustainable hotel practices and CBT, potentially informing future policy and industry practices in sustainable tourism development.

2. LITERATURE REVIEW

2.1 The Green Hotel Standards

Global climate change represents a critical challenge for the tourism industry, with various sector activities including logistics, food consumption, and accommodation significantly contributing to environmental impacts (Sustainable Travel, n.d.). The hotel sector, in particular, relies heavily on natural resources such as fossil fuels and water for operations and guest services, directly impacting environmental sustainability (Popşa, 2023). As energy consumption correlates directly with hotel size, resource conservation and environmentally conscious management have become paramount considerations in addressing global warming concerns (Bechen & Patterson, 2006; Kasim, 2007; Kuo Cheng Chung, 2020).

A green hotel is characterized by its implementation of environmental management practices aimed at minimizing negative ecological impacts. These practices encompass energy and resource conservation, recycling initiatives, waste reduction, eco-friendly equipment utilization, environmental health promotion, and the procurement of sustainable materials (Eco mall, 2000; Green Hotels Association, 2002). The Global Sustainable Tourism Council (GSTC) criteria provide a comprehensive framework balancing environmental sustainability, cultural preservation, and economic equality, serving as operational guidelines for hotels pursuing sustainable practices (GSTC, 2016).

Based on analysis of the GSTC Industry Criteria for Hotels, Green Hotel with BCG, Green Leaf Standard for hotels, ASEAN Green Hotel, and Green Globe Standard, the core components of Green Hotel Standards (GHS) comprise five key dimensions:

1. Sustainable Management Policy: The foundation of GHS lies in comprehensive sustainability management systems addressing environmental, social, cultural, and economic considerations. Hotels must demonstrate compliance with relevant legislation, provide regular staff training, monitor customer satisfaction, and ensure marketing accuracy. Additionally, sustainable design and construction principles must respect local zoning regulations and cultural heritage preservation (GSTC, 2016; Green Globe, 2014).

2. Human Resources Development: This dimension focuses on minimising negative social and economic impacts while maximising positive community contributions. Key elements include supporting local development through education, health, and infrastructure initiatives, prioritising local employment at all levels, and promoting fair trade practices. The ultimate goal is ensuring tourism contributes to community well-being and sustainable regional development (GSTC, 2016; Green Globe, 2014).

3. Green Purchasing: The green purchasing policy encourages hotels to prioritise local products and services, supporting community businesses while reducing transportation-related emissions. This approach promotes sustainable production practices and strengthens local economic networks (GSTC, 2016; Green Globe, 2014).

4. Sustainable Energy and Environmental Management: Environmental impact mitigation is central to this dimension, encompassing biodiversity conservation, greenhouse gas emission reduction, and efficient waste, energy, and water management systems. Hotels must adopt practices that protect ecosystems and prevent negative wildlife interactions (GSTC, 2016; Green Globe, 2014).

5. Community Collaboration: This component emphasises cultural heritage preservation and community engagement. Hotels must ensure their operations respect and enhance local cultural heritage while avoiding negative impacts on community traditions (GSTC, 2016; Green Globe, 2014). Öksüz and Akinci (2022) emphasise that local community involvement is crucial for implementing sustainable tourism practices effectively.

Successful implementation of green initiatives requires collaboration between staff and customers to identify and minimise environmental impacts (Lee & Joo, 2020). While green hotels attract environmentally conscious customers, maintaining service quality remains essential (Green Mountain State, 2002; Gordon, 1991). Stakeholder demands significantly influence management's adoption of green practices (Mbalu et al., 2024), and eco-certification has proven effective in attracting environmentally aware customers (Ayuso, 2003; Verma & Chandra, 2016).

In conclusion, GHS certification represents a comprehensive assessment of a hotel's ability to manage resources sustainably while minimising community impact. This certification process evaluates environmental, social, and economic dimensions through sustainable management plans, environmental practices, public relations, human resources development, and community engagement initiatives.

2.2 Community-Based Tourism

Community-based tourism (CBT) represents an alternative tourism model that enables visitors to immerse themselves in local lifestyles, cultures, and environments while ensuring community control over tourism development. At its core, CBT empowers community members to collectively plan, develop, and manage tourism activities through the sustainable utilisation of their indigenous resources (Hiwasaki, 2006; Scheyvens, 2002). This participatory approach serves multiple objectives: resource conservation, local entrepreneurship development, employment generation, income creation, equitable benefit distribution, and overall community life quality enhancement (Okazaki, 2008; Simpson, 2008; Vajirakachorn, 2011; Hatton, 1999).

In Thailand, CBT has evolved significantly from its initial role as a community development tool. The Community Based Tourism Institute (CBT-i) has played a pivotal role in expanding CBT's

scope beyond basic resource management to comprehensive tourism development integrated within community structures. Suansri (2017) highlights CBT's multifaceted benefits: enhancing quality of life, fostering community participation in local governance, facilitating knowledge exchange, strengthening social cohesion, preserving cultural traditions, and instilling resource appreciation among younger generations.

The CBT Thailand standard, established by the Designated Areas for Sustainable Tourism Administration (DASTA, 2019), provides a framework for implementing CBT as a sustainable development tool across three fundamental dimensions: social, economic, and environmental. This framework encompasses five critical dimensions:

Sustainable tourism management

Equitable distribution of benefits to enhance community welfare and quality of life

Cultural heritage preservation and promotion

Systematic and sustainable environmental resource management

Service quality and safety assurance

A comparative analysis of Green Hotel Standards (GHS) and CBT standards reveals significant areas of overlap, particularly in community engagement requirements. While GHS mandates hotel cooperation with local communities, CBT represents a community-driven approach to tourism service delivery through the strategic utilization of natural, cultural, and historical resources. This complementary relationship enables CBT initiatives to fulfill the community engagement criteria of GHS through structured tourism activities promoted to hotel guests. Furthermore, both GHS and CBT serve as parallel pathways toward achieving sustainable tourism development objectives.

The integration of CBT principles with GHS requirements creates potential synergies for sustainable tourism development. CBT operations can provide authentic local experiences that enhance hotel offerings while ensuring direct community benefits. This symbiotic relationship supports both environmental conservation and community development goals, aligning with broader sustainable tourism objectives.

3. RESEARCH METHODOLOGY

This study employs a qualitative research approach to gather data and assess the impact of green hotel operations on CBT in Krabi, Thailand. The qualitative approach is appropriate for this study because it allows the expression of feelings towards green hotels and CBT (Kasim et al., 2022).

3.1 Study Area and Case and Sample Selection (Green Hotels and CBT in Krabi)

Figure 1 shows the study area which covers famous tourist destinations in Krabi, Thailand, including Ao Nang Beach, Klong Muang Beach, and Koh Lanta.

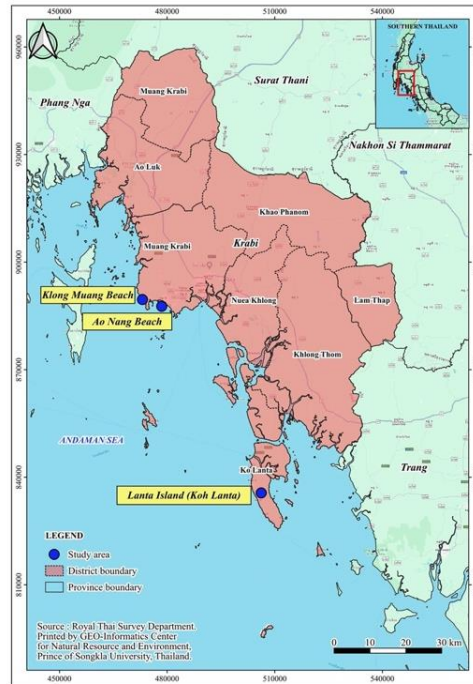


Figure 1. The research area in Krabi province

Source: Author

In Table 1, this study focuses on the green hotels located in the study area and also the CBT in surrounding areas that experience collaboration with the selected green hotels.

Table 1. The green hotels which participated in this study

Hotel	Location
Pakasai Resort Certified by Green Leaf Standard for Hotels (Green Leaf Foundation, Thailand) ASEAN Green Hotel Standard (Department of Tourism, Thailand)	Ao Nang Beach , situated within the Noppharat Thara Beach-Mu Koh Phi National Park in Krabi, is a renowned tourist destination famous for swimming and sunbathing, serving as a gateway to attractions like Koh Phi, the Separated Sea, and Railay Beach. The CBT sites of Ban Na Teen, Ban Nai Nung, and Ban Koh Klang collaborate with green hotels to offer immersive half-day and full-day tour experiences, featuring activities such as mangrove forest exploration by long-tail boat, coastal kayaking, batik painting workshops, traditional cooking classes, and local food tasting. These tours, arranged through hotel partnerships and local operators, provide visitors with sustainable tourism experiences that highlight the region's natural landscapes and cultural richness.
Centara Ao Nang Beach Resort & Spa Krabi Certified by Centara Earth Care Standard Vireo GSTC Standard (GSTC)	
Deevana Plaza Krabi Aonang Certified by Thailand Green Hotel Standard (Department of Climate Change and Environment, Thailand) ASEAN Green Hotel Standard (Department of Tourism, Thailand)	
Dusit Thani Krabi Beach Resort Certified by Thailand Green Hotel Standard (Department of Climate Change and Environment, Thailand) ASEAN Green Hotel Standard (Department of Tourism, Thailand)	Klong Muang Beach , a small, tranquil coastal area near Ao Nang, renowned for its picturesque sunrise and sunset views along a long, narrow beach. The nearby CBT site of Ban Nong Ta Le offers tourists an immersive natural experience, featuring a large freshwater pool reminiscent of an oasis, rich in natural resources, abundant wildlife, and vibrant local culture. This serene destination provides visitors with a unique opportunity to explore

Hotel	Location
	the pristine environmental and cultural landscape.
Pimalai Resort and Spa Certified by Green Globe Standard (Green Globe Company Standard) ASEAN Green Hotel Standard (Department of Tourism, Thailand)	Koh Lanta is a renowned beach destination in Krabi, Thailand, featuring some of the country's finest beach resorts. The island attracts diverse travellers, including families, couples, backpackers, and scuba divers. The CBT site of Ban Tung Yi Peng, a Muslim fishing village located in the southeast of Koh Lanta and surrounded by mangrove forests, offers unique half-day tours. Attractions include sunrise watching, kayaking, and long-tail boat rides, which have particularly appealed to European tourists who enjoy leisure time on the island's pristine white sand beaches.

Source: (DCCE, n.d.; DASTA, n.d.; Green Leaf, n.d.; DOT, n.d.; GSTC, 2016; Green Globe, 2014)

However, the data in Table 2 show the standards for CBT that are certified by the organizations in Thailand related to community development. This reflects the ability of CBT to collaborate with green hotels.

Table 2. CBT participation in this research.

CBT	Standard
Ban Na Teen	CBT Thailand Standard (DASTA) OTOP Village Champion (OVC) (Department of Community Development) Culture Tourism Village (Ministry of Culture)
Ban Nai Nung	CBT Thailand Standard (DASTA) Amazing Thailand Safety & Health Administration (SHA) (Tourism Authority of Thailand)
Ban Koh Klang	Even though Ban Koh Klang is not certified for any standard, this does not affect the service quality of the community. This CBT is one of the most famous destinations for both domestic and foreign tourists. The tourist activities reflect the value of local culture and provide local experiences for the tourists.
Ban Nong Ta Le	Amazing Thailand Safety & Health Administration (SHA) (Tourism Authority of Thailand)
Ban Tung Yee Peng	Amazing Thailand Safety & Health Administration (SHA) (Tourism Authority of Thailand) Community forest award (Department of Forestry) SME outstanding award (local tour operator) (SME Bank, Thailand)

Source: (DASTA, n.d.)

3.2 Data Collection

This study utilised a qualitative research approach employing semi-structured interviews with five green hotels (three in Ao Nang Beach, one in Klong Muang Beach, and one in Koh Lanta) and five community-based tourism (CBT) leaders from Ban Na Teen, Ban Nong Ta Le, Ban Nai Nung, Ban Koh Klang, and Ban Thung Yee Peng. Participants were purposively selected based on their knowledge and experience, with interview questions focusing on green hotel collaboration with CBT, service expectations, operational barriers, and community impacts. The methodology ensures comprehensive data collection by capturing nuanced perspectives from key stakeholders directly involved in sustainable tourism initiatives (Creswell & Clark, 2017; Moore, 2015; Ullah et al., 2021).

3.3 Data Analysis

The study employed content analysis to systematically analyse and interpret the interview data through a comprehensive four-phase process. Following transcription, researchers systematically coded and categorised data, focusing on identifying significant themes and reducing content variations. The analytical approach involved initialisation (data familiarisation), construction (developing coding frameworks), rectification (refining analytical categories), and finalisation (synthesising interview responses). Data triangulation was utilised to validate research findings, while strategic integration of direct quotations ensured the authenticity of participant perspectives and established research credibility. This methodical approach allowed for a nuanced interpretation of green hotel and CBT interactions, maintaining methodological rigour by capturing complex qualitative insights while demonstrating clear connections between raw data and research conclusions (Cohen et al., 2007; Mazaheri et al., 2013; Vaismoradi et al., 2016; Elo et al., 2014).

4. RESULTS AND DISCUSSION

In terms of the community engagement initiatives criteria, the aim is to encourage hotel engagement with the local community through sustainable activities or projects as well as participation in local community activities such as supporting infrastructure development, supporting local enterprise, creating jobs and local employment, creating plans or activities to improve quality of life, and raising awareness of environment protection. Meanwhile, CBT is considered as the local community that provides the local experiences to the tourists via CBT activities. In this particular case, the green hotels in Krabi collaborated with CBT through activities including:

1) Promotion or sale of CBT programmes: the hotel promotes CBT through channels such as websites, Facebook pages, and promotion brochures as well as accommodating the tourists who are interested in the CBT programme. For example, Pimalai Resort and Spa promotes a gondola boat tour of CBT Thung Yee Peng to their guests through the hotel application, while Dusit Thani Krabi Beach Resort promotes the local culture of CBT Ban Koh Klang through their website. Hotels can promote CBT through their websites, social media platforms like Facebook, and promotional brochures, ensuring visibility to potential tourists (Habiba & Lina, 2023). By accommodating tourists interested in CBT, hotels can create tailored experiences that highlight local culture and community involvement (Long & Kieu, 2019).

2) Inviting the hotel guests and CBT to participate in the CSR projects of hotels: every year the hotel will organise CSR projects and collaborate with the local community, while inviting tourists to participate in the CSR project, so this is an opportunity for tourists to learn about the community and this provides tourist motivation for CBT. For example, Pimalai Resort and Spa invited their guests to be volunteers and join CSR projects such as releasing clownfish and seahorses. Hotels can invite guests to participate in annual CSR projects, fostering a connection between tourists and local communities (As et al., 2024). Such initiatives can enhance tourists' motivation to engage with CBT, as they learn about local issues and contribute positively (Gantait et al., 2024).

3) Promote CBT via the local products in hotels: the hotel supports the local community by using the local products to service the tourists, while the tourists can get more information about the local community, and especially the products from CBT. For example, Pakasai Resort provides batik headbands from CBT Ban Na Teen and honey from CBT Ban Nai Nung that is served in the restaurant. By using local products in their services, hotels not only support local businesses but also educate tourists about the community's cultural heritage (Roy, 2024). This practice encourages cultural exchange and responsible tourism, enriching the overall visitor experience (Gantait et al., 2024).

As a result, the impacts of collaboration activities affect CBT in different ways:

The environmental dimension: the green hotel operations significantly impact CBT through various CSR initiatives. Hotels play a crucial role in raising environmental awareness and protecting both community and tourist areas, particularly in waste management.

"It's still hard to determine how much the amount of waste has decreased, but what is noticeable is the orderliness of the community, both in the community area and tourist spots. I think this indicates development, as the community has recognised the importance of a more organised environment within their community." Representative of Pimalai Resort and Spa.

The process typically begins with hotels implementing their own waste management policies before extending these practices to nearby communities (Chandani et al., 2024). These initiatives include raising awareness, converting waste into revenue through souvenir production, establishing community waste banks, and empowering local communities to maintain these operations independently (Boonpracha et al., 2024). Green hotels' operations also influence local tourism through collaborative efforts with CBT programmes, including waste management initiatives and natural resource conservation projects such as mangrove plantation, tree planting, aquatic animal conservation, and beach cleaning activities through CSR projects. These efforts ensure the preservation of tourist attractions, address environmental challenges, and promote sustainable resource management. The environmental initiatives particularly impact CBT operations, which centre around local natural resources, culture, and lifestyles. Activities such as kayaking through mangrove forests help raise community awareness about ecosystem protection, while tourism activities make local communities more conscious of waste pollution from their daily lives. This partnership between the tourism sector and local communities strengthens resource conservation and restoration efforts.

The waste water management is an innovative system that green hotels use to reduce waste water pollution. They set up the treatment tank to clean the waste water and reuse it in the hotel's garden. Therefore, the wastewater from the hotel is discharged to the public area.

"To guarantee that no wastewater is discharged into the public space, the hotel has put in place a thorough water management system. Rather, all water is recycled and used again in the hotel garden. We collect water from sinks, showers, and bathtubs in our 40–50 rooms, which is then recycled into toilets. Further encouraging sustainability is the fact that wastewater from the toilets is processed in a treatment pond equipped with a filtering system, and the cleaned water is then recycled back into the garden." Representative of Pakasai Resort.

The hotel's eco-friendly operations indirectly affect CBT. The wastewater management system, which permits 100% water reuse, is one example of such an invention (Ali et al., 2020). This indicates that the hotel has not contributed to water pollution, which benefits the CBT and main tourist destinations by guaranteeing that there is no environmental damage outside the hotel (Nurhasanah et al., 2023).

The economic dimension: the green hotel operations impact both the hotels and the local economy. Community engagement, a key criterion in green hotel standards, enables hotels to support local communities in generating revenue through CBT initiatives. By promoting CBT experiences, hotels help showcase unique aspects of different communities to travellers. For instance, the Thung Yee Peng community's boat tours demonstrate traditional fishing practices and resource conservation methods, while local food and village history provide tourists with authentic insights into community life.

"For example, the community splits the tour costs that tourists pay in many ways, including to the fisherman, chef, boat rowers, and local stores. Depending on the tourist season, this generates at least 8-10 USD a day in additional revenue for the locals." Head of CBT Thung Yee Peng.

However, purchasing local products from CBT is another channel through which the green hotel generates income for the local community. For example, supporting eco-handicrafts such as bags made from recycled products, honey from Ban Nai Nung, or batik from Ban Na Teen. This creation of tourism-related employment opportunities not only generates revenue but also ensures equitable income distribution within the community, aligning with sustainable tourism principles (Julita et al., 2024).

The social dimension: the green hotel operations create positive relationships through community collaboration. Hotels' engagement with local communities has enhanced their reputation in surrounding areas. Various CBT activities require active community participation, including rice

farming in Ban Koh Klang, batik painting workshops in Ban Na Teen, morning boat excursions in Ban Thung Yee Peng, bamboo rafting in Nong Ta Le, and kayaking adventures in Ban Nai Nang. Through the promotion and support of CBT, hotels facilitate the sharing of authentic local experiences among tourists, creating meaningful cultural exchanges (Gantait et al., 2024). These collaborative activities strengthen community bonds while raising awareness about the importance of preserving local environmental resources, cultural heritage, traditions, and traditional ways of life (Daneshwar & Revaty, 2024).

Green hotels' community engagement extends beyond tourism activities to include social development initiatives (Gantait et al., 2024). For example, one hotel established a junior sports team project, inviting local children from neighboring communities to participate. Through sports skill training and support for event participation, this initiative has fostered positive relationships between the hotel and local community.

“The junior sports team has been our most successful initiative. Parents have witnessed the improvement in their children's capabilities. This has transformed the community's perception of our hotel significantly. Where they once viewed the hotel as distant and inaccessible, they now see it as welcoming and integrated into the community.” Representative of Dusit Thani Krabi Beach Resort.

The success of this programme demonstrates how strategic community engagement can bridge gaps between hotels and local communities, creating lasting positive relationships that benefit both parties. Moreover, the green hotel practice not only establishes a connection to the CBT but also creates a network in the area including hotels, CBT, government agencies, local government, and private organisations.

“When we first started working with a single neighbourhood, five to ten locals would come to pick up the rubbish. More villages from different communities have joined in recently, as have local hotels and government agencies including the police, municipality, and sub-district administrative agencies. It has begun to spread around the island and has grown into a larger group.” Representative of Pimalai Resort and Spa.

However, the results in Table 3 show the GHS criteria related to green hotel activities which are in collaboration with CBT.

Table 3. The GHS criteria and the results of the green hotel activities

Green Hotel Activity	GHS Criteria
Environmental dimension Waste management (waste bank, beach cleaning) Wastewater management Natural conservation through CSR projects (mangrove plantation, tree planting, aquatic animal conservation)	Green Globe Standard D.2.2 Wastewater D.2.3 Waste Management Plan D.3.4 Biodiversity Conservation Green Leaf Standard for hotels D.2.3 Without seriously harming the environment or the local population, the hotel's wastewater and effluent are effectively cleaned and either reused or securely released into water sources Green Hotel With BCG 5.2 Wastewater management 5.3 Waste management 6.1.2 Participation and support of the community and local initiatives related to environmental protection, natural resource restoration, or both. ASEAN Green Hotel Standard 3.2 Existence of awareness raising programmes for local communities on environmental protection 10.2 Promotion of the use of recyclable/grey water in operation GSTC Industry Criteria for Hotels D2.3 Wastewater D3.1 Biodiversity Conservation
Economic dimensions	Green Globe Standard

Green Hotel Activity	GHS Criteria
Promotes CBT through the hotel's channels (website, Facebook page, promotion brochures) Purchasing local products from CBT (recycled products, honey, batik)	B.3 Fair Trade B.4 Support Local Entrepreneurs D.1.1 Purchasing Policy Green Leaf Standard for hotel B.3 Local Purchasing B.4 Support Local Entrepreneurs Green Hotel With BCG 4.1 Selecting locally produced materials or eco-friendly goods ASEAN Green Hotel Standard 2.1 Encouragement of the use of local products for hotel operation GSTC Industry Criteria for Hotels B3 Local Purchasing B4 Local Entrepreneurs
Social dimensions Sharing of authentic local experiences among tourists, creating meaningful cultural exchanges Create positive relationships with local communities and the network in the area	Green Globe Standard B.1 Community Development Green Leaf Standard for hotels B.1 Support Local Community B.9 The Well-being of the Local Community Green Hotel With BCG 6.1.3 Participation and support for local and community activities related to history, traditions, arts, culture, and local identity. GSTC Industry Criteria for Hotels C3 Presenting Culture and Heritage

Source: (DCCE, n.d.; Green leaf, n.d.; DOT, n.d.; GSTC, 2016; Green Globe, 2014)

5. CONCLUSION AND SUGGESTIONS

Krabi Goes Green is an initiative aimed at transforming the area into a green city, with one of its key projects encouraging hotels to become certified under the GHS. The goal of GHS, both nationally and internationally, is to minimise the negative impacts and maximise the positive effects of hotel operations (Ecomall, 2000; Velaoras et al., 2024). The GHS certification extends beyond environmental impact reduction and reputation enhancement. It includes comprehensive requirements such as environmentally friendly service policies, human resources development, public relations, green purchasing, environmental and energy management, and local community engagement (Boateng, 2019; Bacari et al., 2021). These standards ensure that hotels contribute positively to the local community in terms of environmental, social, and economic aspects. In this context, the hotel's transparent and ongoing operations, certified by GHS, highlight its impact on the surrounding CBT. Collaboration in protecting community resources, the environment, and tourist attractions generates job creation, revenue, and an improved quality of life for the local community. Knowledge sharing is essential for fostering an appreciation of the sustainable management of natural and cultural resources. This effort strengthens positive relations between hotels and local communities, who are the recipients of shared resources. Although GHS certification is voluntary, the attitude of hotel owners plays a critical role in the commitment to these standards. Stakeholder requirements significantly influence managers' awareness and integration of green practices in hotel operations (Lee et al., 2022). Local residents, as key stakeholders, are directly affected by hotel projects, making it essential to prioritise their understanding of sustainable tourism principles. Without local involvement, sustainable tourism principles cannot be successfully implemented (Öksüz & Akinci, 2022). Thus, the collaboration between CBT and green hotels marks the beginning of integrating innovative practices into operations, advancing sustainable tourism through community-based tourism initiatives. This collaboration supports Krabi's goal of becoming a green city as outlined in the Krabi Goes Green policy, prompting joint efforts from the community and commercial sector to develop sustainable tourism in the region. However, this study focuses on the impact of green hotel operations on CBT in Krabi, Thailand. To confirm that the GHS is an effective way to minimise the negative impacts of hotel operations, other criteria are also considered. These include assessing the marketing

impact, identifying factors that influence the success of GHS, and examining policies that can drive GHS as a tool for achieving sustainable tourism development.

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