**Analyse Phuket in terms of economic, social and Environment impact and the Key challenges for the sustainable management of tourism**

**Economic impact:**

For decades, tourism has been the most important commodity to the area of Phuket in southern Thailand. Unfortunately, many contemporary factors seem to be impacting that level of tourism to the extent that the economy in Phuket is suffering quite a bit. Naturally, one could well imagine this trend leading to a cyclical situation in which reduced tourism weakens the Phuket economy and further stimulates the conditions that reduced tourism in the first place. The issues at hand are involved, and becoming easy to see in all areas of Phuket culture: economic, socio-cultural, and even environmental.

Agriculture plays an important role for Phuket economy; approximately 69 % of income is derived from rubber plantation, palm oil and coffee. The remaining 31 % is from fishery. In addition, Southern region of Thailand is the world renowned tourist destinations particularly Phuket that is attracted many foreign tourists every year. Thus, Phuket enjoy an increase in tourism growth and raise the total tourist income of Thailand (Seenprachawong 2005, p. 1).

The problems faced by Phuket’s tourism industry are many. To begin with, there is the issue of negative press that has come to surround the island in recent years. In a stroke of bad luck, Phuket experienced a catastrophic plane crash in 2007, killing nearly 100 people (People’s Daily Online 2007) and immediately impacting the rate of tourists flying into the island. In 2009, it was reported that a few people living in Phuket had come down with the swine flu, which prompted an all new wave of tourist unwillingness (Daily News 2009). On top of this is the bad press that some 52 tourists have died while visiting the region in just the last year, a dramatic increase from usual tourist mortality rates (Cronian 2010).

As can be seen from the Phuket economic, the most industries had negative impacts from Tsunami are tourism industry and the fishery industry as their locations are sensitive to coastal conditions. The impact of Tsunami has created many issues on the economic such as changes of the flow of tourists, decline of fishery income (Seenprachawong 2005, p. 3).

While these issues all might be inherently ephemeral and temporary, however, the tsunami that devastated the region in 2007 was very real indeed, and rebuilding has been challenging. Moving forward, Phuket might well come to realize that rebuilding its tourism trade is vital for the survival of the nation (Kunprom 2008, p. 1). Phuket’s government and local leader understand that sustainable tourism destination is the key element for the Phuket economy, so they seat together and they create a significant project which is the Ao Phuket project to the Designated Areas for Sustainable Tourism Administration (DASTA), an agency organized under the Ministry of Tourism in 2005. Therefore, having been devastated by the tsunami, recovery should be the principal concern of all offices in the region, including the tourism offic(Kunprom 2008, p. 1). It is certainly essential that Phuket rebuild after the tsunami and re-establish itself as an appealing place for tourists to visit, no tourist wants to come to a tropical island that is full of construction noise, and on which the only view is of half-finished buildings. A more strategic dispersal of reconstruction efforts, worked out in close concert with the needs of the tourism office, will be vital.

**Social and Environment impact:**

Tsunami creates a range of social problems. Some of these problems are live losing, homelessness, damage the infrastructure and natural resources. And these issues tend to follow after the economic crisis because people who are working in tourism industry cannot afford their expenses (Seenprachawong 2005, p. 8).Tourism is a key element for the Phuket economy. Defiantly, with economic growth will be produced environmental issues. The major problem areas are mainly observed as air pollution, marine pollution, energy consumption, carbon emission, energy and carbon intensity, renewal energy and environmental outlook. The government of Thailand pays more attention on the country's environmental problems. The country's return to economic growth has brought with it renewed threats to Thailand's environment, while economic development of the country must be taken into greater account the environment in order to be sustainable in the longer-term. In response, the Government and people of Thailand have launched new initiatives to improve air and water quality, reforest degraded land, adopt energy efficient technologies and invest in pollution abatement schemes (Gheewala & Liamsanguan 2008 p. 11).

**Key challenges for the sustainable management of tourism**

The primary obstacle to the sustainable management of tourism is the question of how to combat the critical public perception of Phuket tourism that seems to be becoming more and more common. Dispelling a rumor that has already worked its way into public consciousness is difficult, however, and the Phuket tourism industry might well be better served by a more pro-active initiative, such as actively billing and advertising Phuket as a worthwhile place to visit, and focusing upon its positive aspects (Seenprachawong 2005, p. 9).

Ultimately, tourism is vital to the Phuket region, and without it, the economy there will not be able to sustain itself at the same level to which the people living there have become accustomed. An analysis of the various obstacles to Phuket tourism seems to reveal that one of the chief challenges is dissemination of misinformation regarding the safety of the island and its value as a tourist destination. Any one of the causes of reduced tourism ought to be insufficient for a substantial decline in tourism on their own; it is only through their concerted impact that any real effect is made upon tourism in the region. That said some governmental campaign against this misinformation, increasing worldwide perception of Phuket as a top tier tourism destination ought to prove highly effective.

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