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Tourism industry and services are not only money maker enterprises but also promote human resource development that brings progress and prosperity to the region in a positive way. They can although bring negative effects such as environmental pollution, social and cultural conflicts, not to mention the rising cost of living at the touristic places, but the overall positive effect is the improvement of both the economy and social conditions of the country. The policy on tourism management is therefore included in the National Strategic Plan in both developed and developing countries in the world.

The increasing numbers of tourists in all countries bring a tremendous income which makes the tourism industry more and more advanced worldwide. Thus, the tourism industry and services always have to come up with new knowledge and attractive strategic plans to get the competitive edge. Therefore, with the continuing changing global conditions in terms of economy, society, technology, communication and transportation the tourists have to adjust to these changes. The researches that can find out strategy in planning and management are very important in making various organizations and countries to get the advantage in the competitive industry.

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A SOCIAL IMPACT ASSESSMENT OF THE TOURISM DEVELOPMENT POLICY ON A HERITAGE CITY, AYUTTHAYA HISTORICAL PARK, THAILAND

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ABSTRACT

This research aims to study the effects of a social impact assessment (SIA) on the tourism development plan by connecting the strategic policy and development plan at both national and regional levels, together with provincial groups for comparison with the SIA. Living conditions in the city were also evaluated, particularly in connection with the local economy and people’s participation in the tourism development policy. The results were considered using expert analysis and secondary data, together with a population survey of those living around Ayutthaya Historical Park for all 529 households. Sampling was carried out for 193 persons using area and group sampling selection. It was found that a strategic policy was necessary in order to establish the suitability or capability for developing such tourism. The income from tourism development increased very little for the locals because of weak participation by the people and lack of community strength and harmony.

Keywords: SIA, Tourism Development, Heritage City, Policy, Participation

INTRODUCTION

Tourism is important for Thailand’s economy because it can generate high incomes for the service sector. However, a report from the Ministry of Tourism and Sports in 2014 shows that income from tourism had decreased by 10.66%. However, the national tourism strategic plan assesses the increased number of tourists and other information, by reference to information from the World Tourism Organization (1985). It was found that Southeastern countries offer new destinations with continuously increasing numbers of tourists. Thus, it is essential for Thailand to develop its tourism industry so that it can be globally competitive.

In addition, provincial tourism strategies must be consistent with those at national level in order for tourism development to move in the same direction. The strategic focus is on important provinces with many tourist attractions, especially those with an abundant cultural heritage such as Ayutthaya, qualifying it as an effective province. It is believed that Ayutthaya’s world cultural heritage tourist attractions can generate income and sustainability for the locals. On 25 November 2011, the Ayutthaya Provincial Treasury Office (2011) reported that Ayutthaya’s Gross Provincial Product (GPP) top-down in 2010 was ranked third in the country at 479,601,000 THB.
When looking at provincial tourism, Ayutthaya’s strategic plan is consistent with that at national level. Even so, this leads to both positive and negative impacts. As a result, tourism development must consider positive impacts for the locals and focus on the resulting pollution to effectively reduce both direct and indirect impacts (Dilek Unalan, 2013). The tourism development plan must be considered holistically so that the community gains maximum benefit.

LITERATURE REVIEW

Tourism development and conservation contains the following meanings and definitions:

Ceballos-Lascurain (1991) was probably the first to define conservative tourism as: “Tourism in one form involves travel to natural resources without causing interference or damage to nature. The study aims to learn from, and enjoy the scenery of, flora and fauna as well as cultural traits that appear in those natural resources.”

Fennell, D. A. (1999) states: “Nature-based tourism benefits conservation, stemming from the financing of the safeguarding area; creating jobs for local communities, providing education, and creating environmental awareness.”

Honey, M. (1999) states: “On a visit to natural or historic landmarks, the objective is to learn about the culture and history with caution, not change or destroy its value or ecosystems, while at the same time help to create economic opportunities that contribute to the conservation of natural resources which benefit the local people.”

Mader, R. (2004) revised the definition of ecotourism in stating that the ecotourism society represents: “Responsible travel to natural resources and historic sites that are environmentally sustainable to make the local people’s lives better.”

Merg, M. (1999) defined tourism as natural material covering education by understanding the natural environment and local traditions. The words ‘maintaining ecological sustainability’ mean that the dividend benefits feed back to the local communities and the conservation of natural resources.

Shores, J.N. (2003) defines ecotourism as: “Tourism is responsible for the natural and social environment. This includes the culture of the local community as well as the ruins and antiquities contained in it.”

Tourism management involves the conservation of cultural and historical areas without cause, interference or damage to natural resources, the environment and people’s well-being. The objective is to enjoy the scenery and cultural characteristics and learn from them. The economic and environmental benefits offer appropriate opportunities to local communities. Moreover, tourism management should not create problems for the economy or society.

METHODOLOGY

It has taken time to collect basic information on general issues for this study using interviews with questionnaires to target the private and public sectors and the local population during the month of June 2013. Information was gathered in order to check the questionnaires before collecting real data during the month of May 2013. For the total period of data collection, three days of study was divided into four stages as follows:

1. Studying concepts, theories and related research from both primary and secondary data.
2. Evaluating both the direct, indirect and accumulative social impacts of tourism development to set the effective scope for reducing social impacts using SIA.
3. Exploring community opinions and stakeholder demands concerning the direct impacts of tourism development arising from
the survey (survey research). Documents and preliminary interviews with community leaders and stakeholders in the study area were considered. Assistance was required to coordinate the stakeholders and those directly affected by the development of tourism; for instance, the Dean of the Faculty of Management Science, the Mayor and the Tourism Authority of Thailand. The questionnaire survey was separated into two parts for data collection: 1) an overview of the respondents; and 2) issues relating to economic and social questions.

4. Designing and improving the tourism development plan using a social impact evaluation report to reduce impacts on tourism development units.

Population and samples: the relationship of physical, biological, social and economic changes in the multi-level stakeholders (Langston, C and Ding, K (ed), 2001) was considered by the random sampling of 529 households around historical sites in the Ayutthaya area. There are 193 samples in this study. For example:

\[
n = \frac{[P(1-P)]}{[\left(\frac{E^2}{Z^2}\right)+P(1-P)/N]} = \frac{[0.15(0.85)]}{[0.15^2/1.44^2]} = 150
\]

The process of building and testing the quality of the research tools

1) Research tools were created for experts to check the accuracy of content validity.

2) Research tools, successfully checked for accuracy, were tested for reliability using Cronbach’s alpha coefficient. The research tools invited questions regarding economic, social and environmental impacts using the reliability score of 0.725

Data analysis methods: the data was quantitatively and qualitatively analyzed. In the case of the quantitative method, data analysis with descriptive statistics included percentages etc. In the case of the qualitative method, the interview raised many issues relating to community opinions and demands regarding the social impacts of the tourism development plan.

Objectives of the research: to study the social conditions and well-being of local people around the Ayutthaya Historical Park using a SIA of the tourism development plan in terms of local economic conditions and people’s participation in the tourism development policy.

RESULTS AND DISCUSSION

Baseline data practices were concluded by giving importance to those variables relating to predictive impacts. Past, present and future information was then examined for quantitative and qualitative data collection (Howitt, Richard, 2003). According to the survey and questionnaire (Figure 1), the area of Ayutthaya Historical Park is limited so its population density has always been high. Temples, ancient remains and communities cover most of the area. Riverside areas are highly dense since in the past water was the main method of transportation. In addition, Ayutthaya Island has historically been the center of the boat trade and the trading center for European countries such as Portugal, France, England and Holland.
Baseline data practices were concluded by giving importance to those variables relating to predictive impacts. Past, present and future information was then examined for quantitative and qualitative data collection (Howitt, Richard, 2003).

According to the survey and questionnaire (Figure 1), the area of Ayutthaya Historical Park is limited so its population density has always been high. Temples, ancient remains and communities cover most of the area. Riverside areas are highly dense since in the past water was the main method of transportation. In addition, Ayutthaya Island has historically been the center of the boat trade and the trading center for European countries such as Portugal, France, England and Holland.

The fieldwork was carried out on 15 March 2013 to collect city transition data from past to present. It was found that Ayutthaya provides support for city expansion and has global historical heritage value. The area has changed from agricultural to industrial, leading to significant physical expansion in construction and infrastructure, including road development, to serve those working in the industrial sector. However, Ayutthaya is required to conserve its beautiful scenery for cultural heritage reasons. Participants for the survey are taken from the following samples: between 26-40 years old; 36.8% graduated with a Bachelor Degree; 56.8% are single; 46.6% work as state-enterprise employees; and 26.9% have a monthly income of between 10,001-20,000 THB. Most live in a nuclear family.

In terms of qualitative analysis, it was found that during the transition towards tourism development, the locals have enough income from their main occupation. However, this is not the case for everyone and the findings show that 34.7% of locals need extra jobs to supplement their income. More importantly, there has been an increase in unemployment. This is consistent with a report from the Ayutthaya Provincial Treasury Office (2011) regarding working conditions in 2011 (fourth quarter: July-September, 2012). The report consisted of 636,990 people aged over 15 years. From this figure 434,266 were labourers, 430,199 were employed, while 4,067 were unemployed. Most of the employed (355,346 or 82.60%) were in the non-agricultural sector, despite Ayutthaya being an old harbour. However, the land area...
has changed from agricultural to industrial so people tend to switch to the industrial sector for guaranteed income, and therefore no longer need to consider the risk to agriculture due to uncertain weather conditions and floods. In terms of quantitative analysis, it was found that there are internal conflicts such as lack of harmony (52.8%), drugs (80.3%), lack of strength (65.8%) or lack of self-improvement and consciousness (59.6%).

These problems are caused by people in the community. An individual first needs to understand and improve in order to facilitate other dimensional developments. Moreover, the surrounding areas of historical sites should be developed. Current problems include waste and water pollution from tourists and industries and account for 58% of all solvable problems.

According to Figure 2, the problems faced concern quality of life and stability. Those who face debt problems account for about 39.4% or more than one-third of the population due to insufficient income, and 34.7% choose to generate multiple sources of income. However, economic and social conditions are other factors. The tendency towards employment is 57.5%. There are also other expenses for many families including consumables and education fees. As a result, people try to increase their income to serve their high expenses. When their debts are reduced, they can have stability and a better quality of life and may thus avoid economic risks.

**Figure 2.** Relationship between problems and the current situations of the population

![Figure 2](image-url)
In this study, the findings reflect tourism development policies and strategies. However, few people gained benefit from such development because tourists have created significant pollution. Nevertheless, the public sector has tried to increase the income of the people in order to promote tourism as follows:

1. OTOP promotion policy: this is a public policy which indirectly affects tourism and creates new jobs such as in the sale of handmade products (Hualaem community) or opening a southern flat bread shop. By promoting the community, tourists will visit the area in order to experience activities which generate income for the local people. Nonetheless, the above-mentioned jobs are independent and not clearly connected due to the lack of harmony and strength in the community. Coordination is only promoted in the public sector. According to operational results for 2007-2009, the annual sales volume increased by only 9.98%. In 2009, the total sales volume of OTOP products was 1,412,017,420 THB; an increase of 6.88% from 2008. This creates income for 567 groups of workers and entrepreneurs (Ayutthaya Provincial Treasury Office, 2011). Therefore, policies and strategies should be regularly developed and implemented in order to promote, for example, the participation of SML businesses. Importantly, communities must be stimulated to develop projects themselves according to the SIA methodology. Dalal-Clayton, B. and Sadler, B. (2005) divided the projects into two groups: 1) technical and 2) community relationship projects to provide people with the opportunity for understanding and awareness of current and future social situations as well as helping to improve their communication skills.

2. According to the Provincial Deputy Mayor and local people, there are many offices involved in the management of the historical park such as Phra Nakhon Si Ayutthaya City Municipality, the Provincial Administrative Organization (PAO) and Department of Fine Art. The Tourism Authority of Thailand (TAT) provides plans for tourism and the municipality and local organizations do not really participate in management issues. Accordingly, this is reflected in the lack of importance placed on tourism policies in community development. This is consistent with the findings of Aaron Kofi Badu Yankholmes (2013) who studied the development of infrastructure by the public sector. However, provincial tourism development does not really benefit the local people economically. This is because although landscapes are adjusted according to policies, some groups of people cannot access or work in the adjacent places. Consequently, those people do not have enough income. Moreover, public relations activities are conducted by the incompetent private sector, and local people rarely gain benefit from them, resulting in wastage. Regarding the above-mentioned problem, Carol S. Kline (ed.) (2015) explained that this can lead to disputes among stakeholders because only investors are benefiting, while local people face the problem of pollution. This study suggests that local people need to participate with the public sector in the development of tourism plans in order to provide mutual benefit.

3. Gaunette Sinclair-Maragh (2015) mentions that public relations and support for tourism could lead to environmental issues or social problems. For instance, if the number of tourists increases, then the economic growth rate will also increase. This conforms with the survey results indicating that the above-mentioned problem also occurred in Phra Nakhon Si Ayutthaya Province and led to urban expansion as well as other problems, including those relating to waste, culture and traffic congestion. The effects of such environmental problems on communities and local people are not significant because such problems normally only occur in big cities. The important issues involve weak communities, lack of participation by the local people and other problems such as drugs and poverty. As a result, investors gain benefit, not the local people.
4. The growth in Ayutthaya Province comes partially from tourists visiting historical sites and floating markets. Since this province is a tourist attraction, hotels and restaurants gain advantage from this because trade and tourism has to be improved in order to meet all demands. Many of those owning such businesses in Ayutthaya come from other provinces. Local people gain benefit from the creation of new jobs and services. As a result, most local people are either self-employed, factory workers or vendors. The report by Phra Nakhon Si Ayutthaya Provincial Industry Office dated 10 September 2011 (Ayutthaya Provincial Treasury Office, 2011) indicates that due to an increase in the number of factories and industrial estates there were 247,382 industrial workers. Since communities are largely unaffected by tourism policies, the income growth rates of most communities are not significant.

5. There are 29 communities involved in the project and funds generated are used for building floating markets. The 29 communities jointly manage these markets which are coordinated by provincial and municipal organisations since they have direct responsibility for the communities. This project is considered and implemented by scholars and managers because it requires expertise, and is a project created by the local people for their own benefit. The initial effects of the project will be calculated and presented in tables and discussed with the communities and local experts (Becker, H.A., 1997).

Many specialists have put forward suggestions for dealing with the problems or effects of tourism. In the last ten years, tourism strategies have placed more emphasis on natural environments such as Sukhothai, Lanna and Lanchang, but tourism in Ayutthaya has not been clearly defined and merely involves policy plans, without committees and systematic coordination. Most of the people are merchants or in private business and many came from other provinces due to lack of work. Although local people may profit from commerce around temples, most of the income comes from industry, not world heritage tourism. However, government sectors are still creating infrastructure to support and respond to tourism, and should be encouraged towards natural tourism and the conservation of local traditions to provide direct advantages for local people. Nevertheless, the regression of local traditions is one of the current problems in tourism development. In addition, coordination between other departments is still lacking. Dan Wang and John Ap (2013) state that the tourism development concept idea needs an explanation of factors affecting the operation of tourism policy, and experienced frameworks for local tourism, such as: 1) a macroeconomic environment, preparation and relationships between organisations; 2) structured coordination between organisations; and 3) the influence of an advantaged group on tourism policy implementation.

In this study, results from the database and analysis of the adaptation of a national tourism strategy for Ayutthaya have highlighted many developments. These include: the promotion and development of cultural resources, agricultural and industrial occupational development, infrastructure improvement and the promotion of people’s quality of life. Such developments have been created for the welfare of the Ayutthaya people. Ayutthaya Historical Park is a very important site and in order to implement a successful tourism strategy, the surrounding area needs developing, not merely to improve the surrounding environment, but the lives of the local people (Kyungmi Kim, Muzaffer Uysal, M. Joseph Sirgy, 2013). This research study found that the community surrounding the historical park still has internal problems and lacks unity, consciousness and group strength. The youth of the community also lacks self-development consciousness.

These internal problems in the community are related to Gusti Kade Sutawa’s (2012) study which stated that the main obstacle of tourism
development is community weakness; the key to improvement. Individual problems should be dealt with first. Apart from individual obstacles, other problems surround the historical park such as drugs, waste and waste water and these need to be solved. If these problems are solved, improvements could easily be achieved in areas such as occupations, cultural resources and tourism. This would respond to the tourism strategy created by the provincial government. Therefore, plans for developing or improving the historical park need cooperation between individuals and the overall environment. Although the Ayutthaya tourism strategy conforms at national level, such tourism development would concurrently create positive and negative results. Any improvements also need to consider possible impacts, for example, concerning waste. This study shows that the surrounding communities of the historical park face issues with waste and this problem needs to be solved urgently. Waste could easily increase, especially with the development of tourism, due to increasing numbers of visitors. All aspects of the development plan surrounding the historical park need to be considered to avoid any adverse impact on the community in the future.

The primary concepts of tourism development for conservative cities

The concepts of community development specialists and tourism development reveal certain strategies. There should be no more ‘conservative sites’ because it is obstructive for local people to be separated. The term ‘conservative site’ should be changed to ‘community income’ because the local people could easily participate and conserve. Such change might include the city concept from ‘ancient capital’ to ‘ancient port’. The term ‘ancient capital’ lacks variety, but ‘ancient port’ conjures up a mix of many races and religions; an outstanding point for business promotion. Specialists can give advice to the community on the development of tourism for the surrounding historical park as follows:

1) The Ayutthaya people should have good historical knowledge and more understanding of tourism income. A tourism survey is necessary to provide income sources for tourism promotion and relates to the research by Joseph M. Cheer, Keir J. Reeves, and Jennifer H. Laing (2015), which stated that social changes in tourism development needed cooperation between local people and cultural understanding. Moreover, community management, marketing and product improvements are needed concurrently to create and strengthen traditional conservation.

2) The method of participating creation should be carried out by the community to enforce the attitude and participation of the local people. They could take part in a public meeting on the advantages and disadvantages in relation to the SIA methodology for a participating society by Langston, C. and Ding, K. (ed.) (2001).

3) The support of local elders should be enlisted or teenagers not currently working in other provinces may wish to work on the historical park. Ayutthaya’s assets should be linked to the community by continuous activities. These activities could be by way of an event lasting a few hours or a day trip for tourists; no overnight stays. The reference to overnight stay relates to the study by Kirkpatrick, C. and Lee, N. (eds.) (1997) in which they suggest taking into consideration other people who might be affected from certain activities, especially groups sensitive to social change; elders, teenagers, local people and foreigners.

4) Tourism promotion should be applied to all cities and provinces. For example, some countries are depicted by certain colour houses or flowers. However, tourism promotion in Ayutthaya has simulated other places such as with its floating market. The promotion of local culture such as food, drink, dancing and textiles, creates colourful conservative cities, and adds value (Andrew Seidl, 2014).
5) The policy should be clear and easy to implement. For example, spatial development might have a positive effect on a city or community such as with underground electric wiring, building parking lots away from tourist attractions and providing bicycles or other forms of public transportation.

6) Social network sites could be used for management. For example, a VDO shot or clip could be uploaded on to a tourism website, since this method is faster and clearer than letters in dealing with complaints or positive feedback.

7) World heritage tourism attractions should be conserved and maintained. Rules are needed for tourism to provide a safe, clean and convenient travel experience, not merely just to visit a world heritage site, and world heritage organisers should take this into account when promoting a destination. (World Tourism Organization, 1985).

Lim Tiam Chai (2011) stated that cultural improvement would be sustainable if the local people realise its importance and maintain their culture. The purpose of creative tourism relates to community development which creates sustainability. Historical, cultural and way of life activities are created for community study and experience. Moreover, the community must use creative tourism as a tool to balance benefit, in capitalism and community development sustainability. The purpose of creative tourism is to balance economic growth and conservation. It is very important to support tourism to achieve this aim. The cooperation of all tourism related groups is required: the government sector, private sector and tourists. These three groups play a prominent role in conservative tourism.

The government’s role in tourism promotion

1) The government should carry out serious research on the impact of tourism on the economy, culture and environment in order to create a model scheme for conservative tourism. Two aspects should be considered: the possibility of tourism business and tourism impact prevention.

2) The government should cooperate with the private sector on conservative tourism and continuously support local products. OTOP and conservative tourism committees should be appointed. This relates to a study by Duk-Byeong Park, Kyung-Rok Doh and Kyung-Hee Kim (2014), indicating that such a development would provide positive results from increased competition.

3) The government should place more emphasis on the education and consciousness of Thai people towards conservative tourism development by providing conservative tourism guidelines for all circumstances. A conservative tourism development course should be supported at undergraduate level (Fennell, D.A., 1999).

4) The enactment and enforcement of the law on tourism impact control should be implemented for concordance with tourism aesthetics and resources.

5) The government should regularly consider building standards and capacity systems for tourist support and this should be adapted for each area.

The private sector’s role in tourism promotion

1) Tourism entrepreneurs and local people should realise the need to cherish resources. Shores, J.N. (2003) states that tourism is responsible for the natural and social environment of the local population.

2) Tourism entrepreneurs should prevent the negative effects of tourism by reducing pollution from transportation, and implementing effective waste water machines in hotels and restaurants.

3) Tourism entrepreneurs should develop conservative tourism projects and provide suggestions for tourists to reduce local environmental and cultural impacts.
4) Tourism entrepreneurs should regularly examine and evaluate environmental conservation, especially regarding waste water and waste systems.

5) Tourism entrepreneurs and local people should cooperate with the government sector to support and promote conservative tourism activities as much as possible. Mader, R. (2004) and Honey, M. (1999) suggest the provision of benefits to improve the incomes of local people.

The tourist’s role in tourism promotion

1) Tourists should choose the services of those tourism entrepreneurs who support conservative tourism.

2) Tourists should have environmental consciousness by not destroying the resources of tourism, albeit inadvertently. They should also be aware of their behaviour on a cultural and environmental level, by making life for the local people better as suggested by Mader, R. (2004).

3) Tourists should rigidly respect the laws, rules and conditions of tourism and should pre-study tourism attractions to help and maintain them.

4) Tourists should not purchase any products which destroy the ecology and local culture such as wild life, antiques and coral.

5) Tourists should cooperate with the government or tourism entrepreneurs in any conservative tourism projects or activities.

Joseph E. Mbaiwa (2011) stated in his research that the change in living standards and way of life are indicators of city culture. The abrupt change and creation of something new might cause instability. For example, tourism planning should be examined in the urban context and current way of life. Tourism promotion and development by the government should be carried out at the same time as environmental conservation. When an agricultural society changes into industrial, there is a need for further improvement in social development along the way, for example, in the development of skills and support for morality. The Ayutthaya tourism development strategy is no different and requires environmental and historical conservation. Community tourism is one of the strategies which should be supported by the government and private sector for sustainable development and a peaceful community. The welfare of the people is an indicator of complete tourism development (Evan J. Jordan, Christine A. Vogt, Richard P. DeShon, 2015).

CONCLUSION AND RECOMMENDATION

During the brain-storming sessions between specialists on tourism promotion and the improvement of tourist attractions in the community, certain major development concepts were revealed. These include: the avoidance of the term ‘conservative site’ because this causes local people to be separated; it is a key factor of tourism development, but should be changed to ‘community income’ because the local people would be participants and conservationists. This might include a concept change from ‘ancient capital’ to ‘ancient port’. The term ‘ancient capital’ lacks variety, and does not relate merely to conservation, and the word ‘port’ tends to indicate more variety and advantages. Many people of different races and religions would be more inclined to visit for business as the port would be seen as an industrial centre. Products would improve, and people could easily access local culture and local people would gain more income and be involved in further activities. Variety could be promoted as an outstanding point. An overall examination and evaluation of tourism promotion policies should be carried out. The locals could participate in tourism development policy presentations. Not only would investors gain advantage, the community would be strengthened, directly creating unity and utilities between the province and community.
REFERENCES


FACTORS AFFECTING THE DECISIONS OF EUROPEAN TOURISTS TO VISIT CHIANGMAI PROVINCE, THAILAND

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ABSTRACT

The objectives of this study were to: 1) describe socio-economic attributes of European tourists visiting Chiangmai; 2) analyze tourism behaviors of European tourists visiting Chiangmai; and 3) identify factors affecting the decision to visit Chiangmai of European tourists. A set of questionnaires was used for data collection administered with 400 European tourists. Obtained data were analyzed by using descriptive statistics. Frequency, percentage, mean and standard deviation were used for the statistical treatment. Besides, inferential statistics was used for hypothesis testing. Results of the study revealed that more than one-half of the respondents were female, less than 30 years old, and single. There were 14 European nationalities and the top four were French, German, British, and Swiss, respectively. Most of the informants were employees with an average monthly income of 154,529.83 baht. Regarding tourism behaviors, it was found that most of the respondents visited Chiangmai with friends. They stayed in Chiangmai for 3-7 days and spent money for 18,184-90,885 baht. The respondents decided to visit Chiangmai because they were suggested by others. They preferred to visit Chiangmai during October-December. Most of them preferred natural tourist attractions and followed by historical sites, sanctuaries and cultural attractions. Based on the hypothesis testing, it was found that there was a statistically significant relationship between the decision to visit Chiangmai and age, nationality, occupation, monthly income (P≤0.05). Also, there was a statistically significant relationship between the decision to visit Chiangmai and travelling duration, expenses, travelling style, preferred time and type of tourist attractions. (P≤0.05).

Keywords: European Tourist, Tourism Behavior, Tourism’s Factors Affecting the Decisions

INTRODUCTION

Chiangmai province also known as “NopburiSrinakornping” has been chosen to be the destination of the front-position tourism targets of Thailand for both the Thai people and the foreigners. In fact, Chiangmai province has a very long life; it was as long as more than 700 years. Thus, it has many ancient places to visit and it has very old antique culture and tradition. In addition to many tourism attractions for both the natural and the geographical sight-seeing, for example, waterfalls, caves, hot springs, water resources, national parks and arboretum where trees and plants are grown fantastically, including the highest mountain peak of Thailand. Additionally, Chiangmai province is full of Buddhist temples and historical places; for instance, important temples and ethnic tribal villages where handicrafts and handiworks are produced for goods and artifacts. Actually, Chiangmai province has a temperate climate and...
the winter time is very fine for European tourists. In short, the local people who live in Chiangmai province has kind manners and conduct for they dress nicely and speak softly. The northern architecture of Lanna housing style has distinctiveness in their design.

In conclusion, Chiangmai province is an important tourism attraction in the Northern part of Thailand; since, it has all kinds of tourism supportive elements, including the infrastructure such as convenient transportation routes, and the largest International airport of the North. Additionally, Chiangmai province has transportation buses connecting every province in Thailand. The railway transporting route could reach Chiangmai province from many destinations. The public utility is considered to be outstanding.

According to the 7th Thailand Socio-economic development plan, Chiangmai province is planned to be the center of tourism, education and trade as well as industry and transportation. Thus, Chiangmai province has the supportive factors for its systemic growth. In summary, Chiangmai province was the destination for Thai and foreigner tourists; and each year, Chiangmai province welcome a great number of tourists and travelers.

Owing to the Tourism Authority of Thailand (TAT), the 2011 tourism data indicated that Chiangmai province had totally 4,377,739 tourists in the year which had an increase for 10.99% from the previous year 2010. The number could be divided into 2,528,793 Thai tourists, which was 57.76%; and 1,848,946 foreign tourists or 42.24%. The total tourism income was 43,070.23 million baht, which increased from the 2010 year for 9.02%. Furthermore, the main body of tourists and travelers came from Europe and Asia with the percentage of 30% from the total number of tourists that had visited Thailand. Owing to the analysis, it was found that the European tourists seemed to play an important role in Thailand tourism for the European tourists brought in the greater income than any other tourists. The statistics came from the comparison of the incomes amongst many nations and the European tourists gained the highest income in comparing to other regions. For example, in the year 2010, the total income from the European tourists was 7,420 million U.S. Dollars or 39.67% of the total tourism income or two thirds of the total tourism income. Additionally, the European tourists and travelers seemed to be the top number of the travelers who visited Thailand in the past many years. In brief, the average number of days that the European tourist spent was 14.54 days.

Looking at the tourism factors, it was found that the factors affecting the decisions of European tourists to visit Chiangmai province, Thailand, Nuchailek, (1993: 47), stated that the most influential factors affecting the decisions of European tourists to visit Chiangmai Province, Thailand, was the natural and the scenic sight-seeing locations of the province. The second ranking was local foods and ancient-historical places. The viewpoint was conformed to the viewpoint and the study of Chatphuwaphat, (2001: 124) who stated that the 3 factors affecting the decisions of European tourists to visit Chiangmai Province, Thailand, were (1) the beauty of the tourism attraction; (2) the fame and the reputation of the sight-seeing places; and (3) the variety and the multiple tourism attractions. The opinion on the factors affecting the decisions of European tourists to visit Chiangmai Province, Thailand, was different from the Japanese tourists whose opinion on the factors affecting the decisions of Japanese tourists to visit Chiangmai Province, Thailand, was composed of (1) the security and the safety on life and property; (2) the good and friendly manners of the local people; and (3) the tourism attractions. When considered the matter in details, it was found that the Japanese tourists considered the safety and security on the residence as the maximum. Next, the safety and the security in the traveling routes of the country were considered as the second criterion. (Totoda, 2004: 1) Furthermore, according to the study of Suphanna Husapark (2002: 73), it was found
that the foreign visitors seemed to put the importance on the ancient and the historical places as considered to be the first priority in the cultural criteria on the Factors Affecting the Decisions of European Tourists to Visit Chiangmai Province, Thailand, next to the natural tourism attractions and the friendly manners of the local people.

However, there were many determination factors effecting the decision-making to visit Thailand, for example, tourist incomes, traveling costs, and behavioral characteristics of the decision-making of the tourists, including motives and tourism attractions of Chiangmai province. All of these factors could increase the tourism income for Thailand. (Bulnim, 2004: 3)

According to the reasons mentioned above, it was found that the factors affecting the decisions of European tourists to visit Chiangmai Province, Thailand, could bring benefits on the strategic tourism planning for Chiangmai province and the tourism marketing of Chiangmai province could be effective in the future.

LITERATURE REVIEW

Conceptual Scheme on Tourism Factors:

Tourism factors are considered to be an important element of tourism for it would stimulate the forming of tourism industry with an aim to give benefits to the general travelers and tourists. As the matter of fact, tourism industry requires many factors to make it becoming a successful industry, for instance, the following items are amongst the tourism industry factors:

1. The most important factor for tourism giving the impression on the tourists characteristics that reveals the scattering and dispersion in the course of the tourism activities, including the travelers' attitude.

2. The tourism goods and the sightseeing merchandise as well as the tourism attractions can be characterized by the specialty of the products and services in both tangible and intangible supplies, for example, the natural resources, the traditional and cultural handicrafts, the friendliness of the local people, and all the public utilities. These things can have different qualities and characteristics. In short, the tourism goods should have charms and impression for they usually contain cultural values, way of life or the life style of the people, the scenic visualization, natural park an public park, including the climatic notion.

3. The transportation routes that take the tourists and the travelers to reach tourism attractions. This element seems to have the significance on tourism industry. The criteria for consideration would consist of transportation forms and categories, such as the transportation to the sightseeing places, the transportation inside the tourism attraction places, the method of traveling and the transportation convenience, cleanliness, and the ease for passenger’s service.

4. The information technology and the service cost. The information technology (IT) play an important role in the form of advertisement and the persuasion of tourists and travelers to visit the tourism places. The advertisement could be in the forms of leaflet, booklets and maps, as well as the informative documentation. The goal is to promote tourism and to give new knowledge to the tour guides and the tourism personnel.

5. Safety and security would also be considered as an important criterion, next to the ease and the convenience to reach the tourism attractions. Tourists and travelers would think of safety and security first when they reach Thailand. The first impression of tourists would be as the following:

• The first step criterion would be the documentary inspection at the port of entry such as the visa procedure and the tariff regulation;
• The passenger luggage transportation;
• The transportation service from the airport to the hotels;
• The convenience at the airport or at the bus terminal; and
6. The basic structural factors of tourism industry would be developed and moves forward very fast and speedy with efficiency. They are as the following items:

- Enough and sufficient electricity power supply seem to be very essential to the entrepreneurs and the customers.
- Clean water supply would be another criterion to support the tourism industry.
- Telecommunication system such as telephone and facsimile must be efficient, fast and convenient service for the customers.
- Waste water drainage system and garbage elimination system must efficient.
- Hospital and health-care service should be quick, speedy and convenient with safety and with modernization; and the medical cost should be reasonable.

7. Additional supportive criteria would enrich and enhance the convenience of the tourists and the travelers; for instance, the banking and the financial service should have flexible regulations. Other supportive issues are the education systems and the research centers for academic studies that should be provided with special services. Additionally, the external factors are composed of the socio-economic and the political factors and the tourism popularity of the world, the transportation route expansion, including the political change on the policies; and all of these would have an effect on the tourism industry.

Conceptual Scheme on the Tourism Behavioral Performance

Phimol Sompong (1999: 32) had made a conclusion on tourism behavioral performance that the tourists would have consuming behavior and the decision making procedure in terms of studying to know the needs and the requirements of the travelers. The goal was to set up a marketing strategy to response to the consumers’ wants and needs so that the consumers would have the maximum satisfaction. In summary, the influential factors that would have the impact on the purchasing decision making were as the following:

Influential Factors that had the impact on tourism behavior:

The Department of Education and Training of the Tourism Authority of Thailand (TAT) gives a definition to the word tourism industry outcome as the service which the customer has chosen to buy with pleasure and satisfaction. Thus, the influential factors upon the tourism goods and service purchasing decision are as the following:

Internal Factors:

1. Tourism resources meant the tourism attractions that magnetized the travelers to visit and to buy services which satisfaction of customers. The influential factors could be both natural and man-made, including the tradition and festivals of the local people in the country. It could be categorized into 3 types as the following:

   a. The natural tourism attraction is the sightseeing places according to the nature, for example, mountains, waterfalls, caves, hot springs, geysers, zoos, restricted area for wild animals, natural parks, arboretum, sea and beach.

   b. The historical places such as ancient temples, and palaces for the historic and religious meanings, for instance, ancient places, historic garden, ancient dwelling places, museums, and religious shrines, town walls, monuments and memorable sculptures.

   c. The cultural places, for example, places to perform rites and ritual ceremonies, and places to show the life style or the way of life of the people in the region such as cultural centers, domestic handicrafts, fruit gardens and mineral mines.

2. Safety and security would be another criterion that the tourist might make their decisions to travel to the land. Normally, tourists
and travelers would think about their own safety first and the security of the tourism attractions that they might go to visit.

3. The basic infrastructure factors would consisted of the ease and the convenience to travel or the transportation routes, the bridges, the roads, the airports, railways, terminals, sea ports and river ports, electricity and water works, including the communication system.

4. The convenient facilities, for instance, service places, private sector entrepreneurship, including the governmental entrepreneurship as the following.

   a. The transportation routes from overseas and the transportation route within the country must be fast, convenient, and safe in three ways; air must be good and modern airports, land all year round roads and sea-good and convenient ports and docks.

   b. The documentary inspection must be fast and convenient with advance information service through the airport entrance queue.

   c. There must be different kinds of hotels with reasonable prices. The hotels must be clean and have standardized services.

   d. The restaurants must be clean and have many menus with different kinds of foods. The restaurants must have health-care standardization for good health and the price must be fixed.

   e. It must have travel agents and tourism service with friendly and responsible tour guides having knowledge and experience in tourism.

5. Goods and souvenirs items must have a quality control system or standardization system. And the price should be fixed. The production should be done locally with an identity design together width beautiful packaging.

6. The advertisement is also very important to tourism. It must be a well-known place both overseas and local.

7. Identity is the key element for it would determine the tourism group. Each country must study very hard in order to recognize the customers, the tourists and the travelers.

External Factors:

1. According to the global economic situation, tourism around the world seems to drop down, especially; the long distance traveling comes into shortage. Next, the political crisis in some countries might mar the tourism industry for the reason of the political instability. Thus, people are inclined to stop traveling overseas and waited for economic recovery.

2. The popularity on tourism in the past 30 years indicated that there had to be many factors involving the tourism industry, for example, the family income should be increased, the family itself had to be smaller, while the expenses in traveling seems to come down due to the fact that all business enterprises seemed to cut down their budget and traveling expenses come down very low. All these factors might be the cause that travelers and tourist had better chance to travel owing to the popularity of vacation traveling.

3. The extension of roads in the modern society has the tendency to increase the transportation routes with speed and efficiency. The connection of roads makes it possible to travel on roads better than railways. Additionally, the air transportation seems to have a better development for the modern aircrafts can fly higher and at a longer distance with speed, safety and efficiency.

4. The political policy has changed a lot on transportation criteria, especially, the transportation in towns and in cities. It is as if the whole world seems to be smaller for all the countries around the world have a mutual cooperation in flying and aviation. The government giving information and exchange information so that competition can be in the way of marketing promotion and tourism planning should be very easy. So, traveling becomes increasing.
Conceptual Scheme on the Tourism Motivation:

According to Hadman (1980) as cited by Saenpolamat, (2010: 44-46), it was stated that tourists and travelers often motivated by the following factors:

Push Factors: Push factor means the internal stimulating condition that caused the internal drive to make traveling decision. The push factors could come from various reasons as the following:

1. The curiosity, which is the internal drive, is a kind of instinctive intuition in human being that seeks to know new things or the unknown things. Thus, people have a tendency to travel around the world to see new things and to have new thought. In brief, people wanted to gain knowledge and experience.

2. The satisfaction obtained from traveling can be impressive on the things that can be seen all along the way. It creates happiness and pleasure for satisfaction. In short, traveling was to give happiness to one self.

Pull Factors: means the external stimulating condition that causes decision-making to travel. The pull factors can come from various reasons as the following:

1. The geographical terrain, for instance, the scenic photography of the tourism attractions in conjunction with the climate that made the feeling of good climate and scenery persuading the tourists and the travelers to visit the place.

2. Other specific conditions, for example, cheap goods and low price merchandise can be a psychological factor that pulls tourists and travelers to come to buy products. Each of which can be inter-related promotion factors that pull customers to buy products or services.

According to Mackintosh, he gave an opinion that the motive that pulled tourists and travelers to travel was the same as mentioned by Hadman (1980):

1. The physical motive is need for rest and relaxation or to seek new things.

2. The cultural motivation is relationships between man and the environment which could be the inter-relationship between status and prestige.

METHODOLOGY

This research began with data collection on the European tourists who visited Chiangmai province, Thailand; and its research method was through the questionnaires as the research tool. The data collection went back to the time during the years 2007-2011 or totally 5 years. The average number of the European tourists was 509,627 persons. Thus, the researcher used that number as the sample population for this study. The population sample was determined by the minimum calculation for the purpose of reliability according to the formula of Taro Yamane (Itthi Siriawet, 2008: 77) The reliability of the population sample was 95% which meant that the sample group deviation was 5%.

Actually, the studied population sample was the European tourist groups which were dispersed amongst many places in Chiangmai province where random sampling was impossible. Thus, the theory of reliability was used. The sample population was randomly selected by the researcher at the Chiangmai International airport, departure lounge. The airlines in use were unlimited. Additionally, some other data were conducted at various natural and historical places. However, the tourists involved in this research were the English speaking tourists and travelers who could be able to use the English language fluently.

The tourists’ opinion survey was performed through the questionnaires upon the European tourists who visited Chiangmai province, Thailand. The survey questionnaires were prepared by the researcher via the usage of books, documentary, articles, thesis reports, together with the construction of open-ended questions and close-ended questions. The structure of the questionnaires was divided into 3 parts.
Part I consisted of the questions related to the personal attributes of the European tourists who visited Chiangmai.

Part II consisted of the questions on the behavioral characteristics of the European tourists who visited Chiangmai such as traveling experience, co-travelers, traveling costs, information sources, objectives of traveling, traveling length of time, traveling style and favorable tourism attractions.

Part III consisted of the questions related to opinions of the tourists towards independent variables; the study was also dealt with influential factors affecting the decision of the European tourists who visited Chiangmai such as tourism resources, infrastructures, the safety, tourism facility, advertising and promoting, souvenirs, image and economics and politics.

Data Gathering

1. The data collection was performed in order to create researching tool. The study began with the primary information collection which dealt with the academic information collection and the journal thesis reports collection, and then, the secondary information collection which dealt with the collection from the European-tourist answers for the questionnaires.

2. The correctly construction of the questionnaires as appropriate and as widely covering of the data as demanded by the theory.

3. Then, the researcher took the questionnaires to the advisors and the experts to ask for their approval on the contents of the questionnaires.

4. Next, the researcher took the questionnaires to try-out with the population samples as real as possible. The goal was to find the reliability for the study. The method for use was the alpha-coefficient of Cronbach.

5. The, the re-correction of the questionnaires had been made before taking the questionnaires for data collection.

6. Finally, the researcher had taken the collected data for analysis; then, the researcher made interpretation of the analysis before writing the final research report.

RESULTS AND DISCUSSION

Personal Background of European Tourists

More than one-half of European tourists were women and most of them were under 30 years old (49.80%). The average age was 33.37 years old and 71.80% of them were single. For this case study, there were 19 nationalities of European tourists travelling to Chiangmai. The first four major nationalities were French, German, British and Swiss which was 55.75% of all European tourists. Moreover, 40.50% of tourists worked for a private company earning less than 2,000 Euro (72,737.50 Baht) and they were bachelor’s degree holders.

Travelling Behaviors of European Tourists

Findings showed that majority of the European tourists (66.75%) travelled with friends and most of them spent at least 3-7 days travelling in Chiangmai. The average travel period was 9.84 days. In terms of travel expenses, most of them spent approximately 500-2,499 Euro (18,184-90,885 baht. Moreover, the reason that they decided to visit Chiangmai was because of friend’s recommendations or word-of-mouth. Also, the purpose of travelling to Chiangmai was to relax which was 77.75%. It conform to the study of Huang C.Y., Chang T.H. and Yang C.L. (2014: 141), were found that the main purpose of travelling for international tourists was sightseeing. For the travelling time of the year, between October and December is preferable. The most popular tourist attraction in Chiangmai was natural destination.
Overall Travel Factors

It has been found that the factors affecting tourists’ decision to choose Chiangmai as their destination were the travelling factors, averagely (X=3.76). The tourism resources related to travelling had the highest percentage comparing to other factors which conforms to Phatthasith T. and Sarobon S. (2014) stating that tourism resources which are very attractive to a number of tourists such as natural, cultural and historical resources. Economic and political factors, facilities, image, products and souvenirs, safety as well as infrastructure were also the important factors which were ranged in a high level. On the other hand, there was only one factor which was public relations (PR) ranged in a moderate level.

The Great Influence in Decision Making to Visit Chiangmai of European Tourists

In terms of personal information, age, nationality, and net income per month were the great influences in decision making of European tourists to visit Chiangmai. It was indicated that travel time had the most influence on travelling. Furthermore, statistically significant, travel costs, travel patterns, travelling duration and tourist attractions had great influence on the European tourists to make a decision to visit Chiangmai. (P≤0.05).

CONCLUSION AND RECOMMENDATION

Finding showed that majority of the European tourists hold bachelor degree and worked for private companies. Besides, there were many kinds of enterprises in Europe which always offered welfare benefit programs to their employees as vacation packages. Therefore, tourism industry in Thailand should be supported and promoted because this will be a good opportunity to expand tourism marketing both domestic and foreign countries, especially in Europe.

In order to promote tourism in terms of economy, the most vital thing to show is travel costs is worth spending on travelling. Also, giving a comparison of the cost of living between Chiangmai and other big cities should be done in order to show that Chiangmai’s cost of living is lower than others’. The research also found that image and travel experience is worth to spend money which is ranged in a high level.

As most European tourists visiting Chiangmai only aim to relax, it is suggested that other travel campaigns should be encouraged in order to promote Chiangmai to become the wonderful place to visit with various destinations that can attract more tourists, For example, Chiangmai should promote available place and facilities which are good for meetings, incentive travel, conventions, and exhibitions.

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EXPLORE RECENT NOSTALGIA CONSUMPTION STUDIES IN TOURISM, LEISURE AND HOSPITALITY CONTEXT

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ABSTRACT

Nostalgia, as a predictor for visit or consumption intention, has attracts a lot of academic attention during the past decade. This paper, employing qualitative research method, studies more than 40 articles related to nostalgia consumption and select nine of them as major literature sources. The finding identifies communities of these studies for principles and practices development, as well as some of the theoretical issues for future research.

Keywords: Nostalgia, Consumption, Qualitative Research

INTRODUCTION

Nostalgia, as a predictor for visit or consumption intention, has attracts a lot of academic attention during the past decade. Literature search using Google Scholar has resulted in countless papers in various areas, such as historical destination (Leong, Yeh, Chang et al., 2015; Leong, Yeh, Hsiao et al., 2015), restaurant (Chen, Yeh, & Huan, 2014), theme park (Yeh, Chen, & Liu, 2012), sport tourism (Cho, Ramshaw, & Norman, 2014) and hotel (Lee & Chhabra, 2015), that focus on the role of nostalgia on people’s behaviors. These studies represent all branches of tourism research and leisure sciences. The growth of interest in nostalgia is contributed by the fact that heritage is one of the most pervasive tourism resources (Hsu, Cai, & Wong, 2007) that cannot be easily duplicated. As Figure 1 indicates, there is a sudden acceleration of nostalgia tourism related publications after 2001. This is evidence that nostalgia tourism is a prevalent topic that deserves attention.

This paper, using qualitative research method, studies some of the forty most recently published papers with nostalgia as topic in tourism, leisure, or hospitality areas. The goal is to synthesize the findings of these papers to understand the recently progress of nostalgia research and to identify possible areas for future research. Particularly, this paper is interested in comparing the different constructs used in different papers that associated with nostalgia.
LITERATURE REVIEW

Recent publication of nostalgia consumption focuses on its predictability of people’s behavioral intention. Table 1 summarizes some of the papers examined by this study. From the table 1, one is able to see that nostalgia consumption is often used in the study of tourism destination. Other constructs used in these researches include motivation, experience, image, emotional response, and value. There are also nostalgia related researches that studied restaurant and theme park. Consistent with the study of destination, image and experience are frequently discussed topics. The independent variables used in these studies include experience, behavioral intention, place attachment, loyalty, and identity. In short, most of the papers are interested in understanding how to utilize nostalgia to increase patronage and patrons’ supportive behaviors.
Table 1. Articles related to nostalgia consumption

<table>
<thead>
<tr>
<th>Authors</th>
<th>Context</th>
<th>Constructs</th>
<th>Independent</th>
<th>Region</th>
<th>Journal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dunkley, Morgan, and Westwood (2011)</td>
<td>Destination</td>
<td>Motivation</td>
<td>Experience</td>
<td>Dorset (UK)</td>
<td>Tourism Management</td>
</tr>
<tr>
<td>Yeh et al. (2012)</td>
<td>Theme park</td>
<td>Experiential values</td>
<td>Place attachment</td>
<td>China (Asia)</td>
<td>Advances in Hospitality and Leisure</td>
</tr>
<tr>
<td>Chen et al. (2014)</td>
<td>Restaurant</td>
<td>Experiential values</td>
<td>Behavioral intention</td>
<td>Taiwan (Asia)</td>
<td>Journal of Business Research</td>
</tr>
<tr>
<td>Ginting and Wahid (2015)</td>
<td>Destination</td>
<td>Continuity</td>
<td>Identity</td>
<td>Medan (Indonesian)</td>
<td>Social and Behavioral Sciences</td>
</tr>
</tbody>
</table>

There are also other publications mentioned the use of nostalgia in hotel (Lee et al., 2015; Ong, Minca, & Felder, 2014; Peleggi, 2005) and museum (Devine, 2014; Jefferson, 2014) industries. Unlike the previously mentioned studies, these papers focus on different areas of study. This is an indication that the study of nostalgia consumption still lacks in hotel and museum industry.

Just like many other studies of literature review, this paper needs to be a little selective in regards to the materials reviewed. Considering one of the main tasks of this paper is to conduct a comparative analysis, only studies that deal with nostalgia consumption are included. The analysis will be focus on the mutual theoretical background and empirical contribution. This paper can serve as a guide to understand the recent development of nostalgia consumption literature, and hopefully provide new theoretical ideas for future study.

METHODOLOGY

According to the qualitative research method, developed by Cronin, Ryan, and Coughlan (2008), the study is preceded by the following steps.

First, evaluating other studies. This is the first step of this study, which not only summarized the research findings of related research, but also evaluate and report on the worth and validity of each study. This step provides an overview on
the study on nostalgia consumption in tourism, leisure, and hospitality context. More than 40 studies related to nostalgia consumption in tourism, leisure, and hospitality context are evaluated in this study.

Second, selecting the studies to include in the review. On this stage, this study selects nine researches related to nostalgia consumption in tourism, leisure, and hospitality context. These nine researches are the most relevant and the most important to the study in this field.

Third, organizing the related studies. After the nine researches are selected, they are organized by their topics, research problems and other factors such as cause-effect relationships. This is an important step for this research to organize and then deduce the findings of this study.

Fourth, summarize information and perspectives on the research studied. This is the last step of this study to conclude the findings and suggest the academicians and practitioners for further studies and management strategies. This study provides information helping readers to understand why this article studies the issue of nostalgia consumption and how important the nostalgia consumption is in the study and its application in tourism, leisure, and hospitality context.

RESULTS AND DISCUSSION

The importance of nostalgia consumption

Nostalgia is first introduced by a Swiss physician Johannes Hofer to designate a pathological longing for distant homeland (Leone, 2014). It is initially a medical term used to describe actual physical sickness of the soldiers of World War I who intensively yearning for their home (Davis, 1979). The term is later demilitarized and demedicalized to describe a sense of longing for anything absent (Chen et al., 2014).

Nostalgic consumption had become one of the fastest growing sectors of contemporary tourism industry (Uriely, 2005). It can be used to justify the retention of old and obsolete things (Chen et al., 2014). It is also a strong marketing resources that can be used to differentiate a product, which consequently leads to higher financial return (Marchegiani & Phau, 2011; Shaw, 1992) and unique image (Merchant & Rose, 2013). Nostalgia can also arouse people’s emotional response (Hwang et al., 2013; Leone, 2014) that imbued premium value to a product.

The studies that this paper reviewed indicate that nostalgia is often used as an antecedent of behavioral intention. Tourism motivation is multifaceted (Yoon & Uysal, 2005) and the need for nostalgia is an important motive. In the study of Leong, Yeh, Hsiao et al. (2015) nostalgia account for approximately 30% of motivation for tourists who visit Macau. It is become evident that nostalgia is an important topic for tourism related research. Despite that, many studies (e.g., Ginting et al., 2015; Hsu et al., 2007) tend to include nostalgia as small part of their study instead of treating it as a main contributing factor. Few exceptions (e.g., Chen et al., 2014; Leong, Yeh, Hsiao, et al., 2015) exist, but still not enough to justify the attention it deserved.

Nostalgia and motivation

As previously mentioned, nostalgia is one of the push motive that drives people to go out and look for places that can satisfy that need (Leong, Yeh, Hsiao, et al., 2015). Some of the studies (e.g., Dunkley et al., 2011) dealt with a more specific type of nostalgic tourism, such as thanatourism and identifies motivations associate with it: compassion and empathy; self-discovery; special interest; validation; authenticity; morbid curiosity; and pilgrimage. Amongst these motivations, authenticity is another frequently discussed topic especially in heritage tourism (Chhabra, Healy, & Sills, 2003; Halewood & Hannam, 2001). The idea is that only an authentic
site can arouse nostalgic emotion that satisfies tourists’ need. This idea links back to the previously mentioned push and pull motive.

Nostalgia and Place

A place of consumption is an important marketing element that induces purchase intention (Grewal, Krishnan, Baker et al., 1998). The concept of place-consumption had later been adopted by studies of other fields, such as restaurant (Chen et al., 2014), theme park (Yeh et al., 2012), and tourism destination (Leong, Yeh, Chang, et al., 2015). The interest of relationship between people and place had grown. Many of the topic discussed revolved around the image-attachment construct (Lewicka, 2011). This principle has been adopted by tourism researchers who study nostalgia. The idea is that nostalgia is a unique tourism resources that cannot be duplicated by other places and thus enable a destination to build its image around it. The image then can be used to increase satisfaction (Chi & Qu, 2008), forge place identity (Hosany, Ekinci, & Uysal, 2006), retain loyalty (Hernández-Lobato, Solis-Radilla, Moliner-Tena et al., 2006), and build place attachment (Lewicka, 2011).

Nostalgia and Experience

Nostalgia can also be used to enhance tourist experience by creating unique and interesting atmosphere (Leong, Yeh, Chang, et al., 2015). With nostalgia, a place can possess unique quality that is different form rest of its competitors, which increases its value in the eyes of tourists (Chen et al., 2014; Yeh et al., 2012). Value is a subject assessment formed after an individual experience a product, a service, or place (Leong, Yeh, Chang, et al., 2015). The subjective nature makes it very difficult to capture, yet highly rewarding once you possess it.

CONCLUSION AND RECOMMENDATION

This paper has reviewed 40 studies related to nostalgia consumption. Amongst them, 9 were selected as main literature source for this review. The reason is because nostalgia is often used as one of the factors in a research. The selected papers, however, use nostalgia as main theme of their studies. Based on the review, few constructs are often used to associate with nostalgia: motivation, destination image, experience, experiential value, satisfaction, loyalty, place attachment, and behavioral intention. There are, however, no paper directly link nostalgia to behavioral intention. This means that most researchers views nostalgia as an indirect contributor for behavioral intention.

Most of the nostalgia consumption researches are quantitative based. This is not surprising, since most academic publications are quantitative. But, it is particularly difficult to find any papers that use qualitative research method to tackle issues related to nostalgia consumption. Perhaps, this is a prospect for future research.

Most of nostalgia consumption studies focus on tourism destination, a few on restaurant and theme park. Some nostalgia consumption researches mentioned hotel or lodging industry. However, but their focus is not related to purchase intention. This means that nostalgia consumption in hotel industry demand more attention. Obviously, not all industry is suitable for nostalgia consumption research, since not all of them possess nostalgic tourism resources. However, broader definition of nostalgia does not limit the concept to ancient things, but also a longing for anything absent. This way of viewing nostalgia is not yet tackled by the academic world.

This paper reviews some of the studies related to nostalgia consumption and identifies communities and possible future study issues. Hopefully, the findings can assist researches in nostalgia consumption area particularly in tourism, leisure, and hospitality field.
REFERENCES


EXPLORING TRAVEL EXPERIENCE IN MACAU THROUGH MICRO-BLOGS

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ABSTRACT

User-generated-contents (UGC) on social media are considered as reliable form of electronic word-of-mouth (e-WOM). Tourism industry is an information-intensive industry. Tourists often share their experience, evaluations and thoughts in the social media. Potential tourists depend on such information to guide their trip. The positive and negative information would further affect tourists’ perception of the destination and destination selection. Considering the importance of UGCs, it is imperative to understand the contents and the themes of UGCs of a particular destination. This research has employed semantic network analysis (SNA) to analyse UGCs in micro-blogs and explore tourists’ attitudes towards the destination. The themes of the contents were explored and a semantic network map was eventually drawn out. The results indicated that the themes of the reviews are diversified. Tourists mostly visited casinos, world heritage sites and enjoyed local foods in Macao. Micro cultural markets also coexist and interact. Destination marketing organizations at all levels should be concerned that e-WOM can foster niche markets to benefit Macao from building World Travel and Leisure Centre. Further, the renewed spread e-WOM can make contribution to the destination image formation.

Keywords: World Heritage, Semantic Network Analysis, Niche Markets, Micro-blogs, Destination Image Formation, e-WOM, UGC

INTRODUCTION

Research background and motivation

UGCs and e-WOM have increased the prominence both in marketing and communicating aspects. The advancement of technology has facilitated the communication over the Internet. Earning positive e-WOM from consumers is one of the goals in the marketing for the impact of e-WOM is substantial in tourism industry. Internet has become a basic tool to help users make decisions (Sparrow, Liu, and Wegner, 2011). Consumers today find e-WOM is more credible than conventional advertising produced by business and organization (Xiang & Gretzel, 2010). Reports have shown that increased users have relied on online opinions from other experienced consumers for destinations (Wang, Park & Fesenmaier, 2012). E-WOM could be positive, negative and neutral. Users’ final decision about a product or service is based on information searching, comparison and evaluations.
Xiang & Gretzel, 2010; Wang, Park & Fesenmaier, 2012). Researchers have considered that e-WOM is more powerful than more traditional advertising tools (O’Reilly, 2007). Tourists tend to share their opinions, feelings and experience of pre or post consumption in cyberspace. The online information could affect travel plans and decisions to travel (Zehrer et al., 2011). It has been validated that the passive, negative, and unfavourable e-WOM has a very strong negative impact on a destination’s image (Grewal, Cline & Davies, 2003). UGCs as credible word-of-mouth have shown the impact from marketing perspective. With the help of social media, knowledge and experience obtained in tourism is more easily to be communicated to the public (Goldenberg et al., 2001). Shared words and photographs are the reflections of tourists’ real evaluations, opinions and experience in the destination. UGCs also have worked as information source for tourists who are searching information about a particular destination (Tseng et al., 2015). The information would further shape perceived destination image and would influence other users’ decision-making process (Sparrow, Liu & Wegner, 2011; Xiang & Gretzel, 2010). Online word-of-mouth (e-WOM) played an important role as a destination image formation agent (Tseng et al., 2015). The variations in the perceived destination image affects tourist destination choice and their loyalty to the destination (Daugherty, Eastin, & Bright, 2008). Analysis of UGCs can generate useful information to help understand tourist evaluations, opinions and experience of the destination and predict the subsequent behaviors.

Macao is intended to be World Tourism and Leisure Center. To avoid heavily depending on gaming industry, Macao has to diversify tourism and leisure activities. The rationale behind the proposition is the abundant tourism resources in Macao, such as gaming industry, World Heritage sites, sports events and International festivals. It is necessary for destination tourism operators and government officers to understand the authentic tourist attitudes toward the destination before they take measures to modify the situation. This study tries to explore tourist opinions of Macao through Sina micro-blogs. Tourists adopt social media as a communication channel where they can elaborate and present their thoughts, opinions and experience (Green, Lim, Seo & Sung, 2010). Among the many kinds of social media, micro-blogs are distinct for its short descriptiveness, responsiveness, promptness and mobile-based convenience. The shared contents online are user generated contents which are effective in persuading others and shaping perceived destination image (McCartney, Butler & Bennett, 2008). Reviewers regard them as credible and trustworthy than traditional marketing communication and rely on the UGCs as a supportive tool for their travel decisions (McCartney, Butler & Bennett, 2008; He & Tan, 2015). Applying semantic network analysis of texts and content analysis of the images on Sinamicro-blogs has revealed more useful information about the real tourist experience in the destination.

Study background and Research objectives

First decline of the gaming revenue came to Macao in 2014. Casino revenue in Macao fell 2.6 percent in 2014 to HK$332.7 billion. A continuous decline in 2015 has been forecasted. The new normal situation requires Macao to broaden its economy beyond gaming. Indicated by the Lonely Planet, Macao is keeping its position in the Top regions in visit in the 2015. Lonely Planet has also suggested that “do not let the casino culture belies Macao’ true charms”. The second phase of Galaxy Macao would offer world-class hotels, qualified restaurants, bars and lounges, outlets from high-street brands and flagship stores. Studio City is intended to provide The Golden Eye, DC Comics’ Batman Dark Flight and Family Entertainment Center. Apart from the modern and luxurious tourism attractions, adventure tourism and World Heritage Tourism is also available in Macao.
Portuguese cuisine is the combination of European, African, Indian and Chinese elements. Thematic events & festivals are held all the year around. To exhibit the outstanding value and authenticity of the history in Macao, Macao government tourism office has suggested tours to promote the experience of Macao. The tours encompass the World Heritage Sites where western cultural and eastern has coexisted peacefully.

The number of arrivals in Macao has increased from 28 million in 2011 to 31.5 million in 2014. Chinese visitors has accounted for the majority of the tourists. It is necessary for destination market organizations to know the difference between what has been promoted and what has been perceived. Examine the user generated contents would help us to answer the questions. Sina micro-blog is the most important micro-blog platform in China. It owns monthly 143.8 million active users and the daily active users amount to 66.6 million (He & Tan, 2015). UGC in Sina micro-blogs would reveal useful information to illustrate the perceptions of Macao.

Considering the limitation of quantitative methods measuring destination image and the features of Sina micro-blogs, this research applies qualitative methods to analyze the combination of the texts and photographs. Exploring the reflections of tourism experience online will mirror the actuality of the destination. Hence, the specific objectives of the study were to:

1. Establish the linkages between the texts and photographs in each post and investigate the reflected tourism experience in Sina micro-blogs through analyzing the frequencies of the words or phrases associated with the destination component of Macao.

2. Draw a semantic map based on the analysis and compare the comments or thoughts associated with destination components.

LITERATURE REVIEW

E-WOM in Sina micro-blogs

The rise of the new media has provided users many opportunities to communicate their thoughts and opinions in different channels (e.g., online discussion forums, consumer review sites, weblogs, social network sites, etc.) (Xiang & Gretzel, 2010; Wang, Park & Fesenmaier, 2012). E-WOM is defined as “all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers.” (Goldenberg et al., 2001). Users engage in Researches have validated a range of motives for engaging in e-WOM and the motivation could be linked to the contents of a message (Kim, Na, & Ryu, 2007). The adoption of the e-WOM and future purchase intention depend on both the features of the e-WOM and the receivers per se. The quality of e-WOM, source characteristics, information characteristics, relevance, and completeness are major factors influencing the adoption of e-WOM. Micro-blogs is one of the most popular social media tool due to its short descriptions, immediacy and effective communications. It is featured by the limitation to 140 characters in addition to the maximums of nine pictures (He & Tan, 2015). Sina micro-blog has enjoyed the most widely users in China and worked as an outlet where tourists share their travel experience. Users tend to send their thoughts and comments through micro-blogs and they are able to share the information within controlled groups (He & Tan, 2015). The micro-blogs are the reflection of the travel experience but also the information source for potential tourists. Posted tourism experience encompasses textual or narratives practices and audio or visual information (Munar & Jacobsen, 2014). Further, other users rely on the information to plan the trip (Morris, Teevan & Panovich, 2010).
Photographs generated by the tourists are different from commercial images. Commercial images tend to embellish the destination, building aesthetic and mystique feelings to stimulate the curiosity and attract tourists (Fang & Chiu, 2010). What tourists have read from commercial photos are usually the works from professional photographers (Hong, Dan & Davison, 2011). Amplified virtues and shrunken commonplace may present an appealing destination image to the tourists. These commercial images are usually generated by destination marketing organizations (Brown & Reingen, 1987). However, user-generated photographs are usually have no connections with destination promoters (He & Tan, 2015). User-generated photographs are suggested organic in nature and can affect the reviewer’s perceptions (Fakeye & Crompton, 1991). The analysis of photographs includes manifest contents (face value) and the latent contents (meanings beyond appearances). Manifest contents are observables features of the images and can be recorded with a high degree of reliability (Choi et al., 1999). They are invariant to who reads the images. Latent contents are implicated and interpretive in nature (Brown & Reingen, 1987; Choi et al., 1999). The understanding of the latent contents requires reading between lines and depends on the cognitive deduction ability of the viewer’s (Munar & Jacobsen, 2014; Fang & Chiu, 2010). Content analysis can compare the photographs according to the categories, such as attraction, locations, panoramic, close-up distinction, etc., but may fail to grasp the connection between the message and the senders (Choi et al., 1999). The texts information in the micro-blogs has replenished the content analysis of the manifest dimension. The words are statements, random thoughts, opinions, complaints and information sharing (He & Tan, 2015; Fang & Chiu, 2010). Users also include special emotion expressions in the text space to indicate their moods at that moment. The positive words differ in the vividness, pleasantness and novelty (Anderson, 1998). The rational and emotional aspects of the message affect the persuasiveness (Allsop, Bassett & Hoskins, 2007). The cognitive and affective characteristics of the messages are examined to be associated with subsequent attitudes and behaviors of the reviewers (Anderson, 1998; Mason & Davis, 2007; Sweeney et al., 2012). Cognitive features refer to rational parts of the message and concern about the product attributes such as performance, response to problems and price-value perceptions. Affective characteristics discuss the distinctness, magnitude of the message and the depth of the theme conveyed in the message. Cognitive or affective characteristics can be found separately or simultaneously in the e-WOM.

**METHODOLOGY**

**Data collection**

In order to identify “what do Chinese tourists post in Sina micro-blogs about Macao”, the sample of micro-blogs was downloaded through an exhaustive search of website. Text data and visual data were retrieved from Sina micro-blog search engine through searching the keywords Macao. After removing the commercial, official posts and non-travel related posts, a total of 628 posts were found from May 12th to 18th. Each post is a sample unit. The textual along with the emoticons, and the photographs were kept for analysis.

**Data analysis**

SNA can profile the structure of the relationship among various entities within the tweets. This method is useful to find out the topics and concepts under discussion as well as the frequency of topic presentation. In most case, CATPAC was applied to do the text-mining jobs. Considering that the textual data in our research were all Chinese and the software only
supports English, this research has adopted manual analysis conducted by two master students, supervised by an assistant professor. In this study, nodes are the most salient words. They have been identified based on the weighted frequencies. Revisions were made according to the repeated work until all the researchers have reached consensus. Links have been explored based on word co-occurrences within a five-word distance. Centrality refers to the importance of a concept in the network and is measured through a node’s total amount of links or the aggregation of the frequencies of co-mentions (Borgatti et al., 2002). The degree to which a word is directly connected to other words that are not directly connected to each other is measured by betweenness. The overall influence of a node is represented by the eigenvector. All these operations could be done by UCINET free version. The semantic network map has been finally drawn out upon the node size (scaled by degree) and tie width (frequency of co-occurrence of a pair of words) (Bastian et al., 2009). SNA is based on the semantic between lines and is free of validity test. The relationship between the texts and photographs was established based on the cognitive and affective components. Additionally, Semantic network analysis is free from reliability test (Woelfel, 1993). The visual images were classified into 11 categories based on the destination components.

RESULTS AND DISCUSSION

Frequency analysis

Table 1 illustrated the frequencies of the keywords extracted from a total of 628 posts, as the foundation for further work. Frequencies of the words less than fifty have been excluded for further research. The most frequently occurring words are Venetian (335 occurrence), followed by Ruins of St. Paul’s (310 occurrence), Senado Square (285 occurrence) and gaming (279 occurrence). A few tourist attractions of Macao World Heritage have shown similar frequencies. Holy House of Merry (125), “Leal Senado” (123) and Cathedral (105) have nearly the same frequencies. The frequencies of Lilau Square (80), Kuan Tai Temple (78), Mount Fortress (75), Casa Garden (74), St. Dominics Church (73) and Na Tcha Temple (71) does not vary too much.

Figure 1 graphically displays the online Macao network, indicating the important words and the words they are connected to. The darker the node is, the greater the frequency is of the node. Ruins of St. Paul’s and Venetian can be regarded as the central placement in the network. Node and the degree of the shade in the figure have revealed the centrality and frequency of occurrence in the network. For example, Ruins of St. Paul’s appears more frequently than Mount Fortress and Egg tart (Cafe e Nata Margaret’s), as can be seen by the darker shade of the node, but both words are closely connected to Ruins of St. Paul’s. It is also worth attention that interconnectedness is indicated in the figure. For example, Pork Chop Bun is both connected with Lisabo & Grand Lisabo and Ruins of St. Paul’s. It is obvious that the occurrence of tourist attraction of Macao World Heritage has shown different importance in the figure. Ruins of St. Paul’s, followed by Senado Square. Compared with Ruins of St. Paul’s and Senado Square, Holy House of Mercy, St. Dominics, Cathedral, DomPearo V Theatre showed relatively less importance in the network. The occurrence of Macao World Heritage in the micro-blogs is connected with gaming and entertainment activities as well as sensory adjectives, such as hot and roasting. The findings of this study have revealed a condensed network structure of the concepts in the Sina micro-blogs. Based on the frequencies of the words and the connectedness of the accordingly nodes, researchers apply the semantic network analysis to profile the connections and importance of the words.
The degree of the shades has indicated the importance of the keywords and the thickness of the line has revealed the prominence of connections. Presented nodes of Macao in the Sina micro-blogs have reflected destination components, from common features to uniqueness, such as gaming, World Heritage Sites, local food, shopping, walking and photographing local community. Tourists enjoy the local food here. Pork chop bun and egg tart would be their must-eat. Tourists are positive with the food taste and the price cost effect. Macao tower is associated with adventure tourism, for instance, skywalk and buggy jump. However, tourist may stop due to the price of the buggy jump as can be seen by the connected node: much too expensive. Macao tower is also connected with chance to have a fabulous overview of Macao. Tourists’ comment on the weather of Macao (raining and hot), local transportation and visiting experience of particular attractions could also be found in the figure. Popular attractions include Ruins of St’ Paul, Senado Square, St. Dominics Church and Venetian. Tourists’ must see casinos in Macao, such as Lisabo & Grand Lisabo, Venetian and Galaxy. The semantic map can help construct a holistic impression of nodes and the connections related to Macao. Their comments and experience of the local transportation, infrastructure, food...
Figure 1. Semantic map of Macao in Sina micro-blogs
and beverage all constitute their perceived destination image. The online information not only reflect the experience in the destination but also further work as tourism information and guide other potential tourists behavior such as destination selection process. Destination marketing organizations should be alert about the usefulness and effect of the user-generated contents online, not only for the concern about tourist experience but also for the communication effect of the information.

CONCLUSION AND RECOMMENDATION

Based on the widely used social media application and the dramatic effect of the social media on users, this research has explored tourist attitudes’ toward Macao. However, this research has not taken the factors of users into consideration. The data used in the research are all secondary data from Sina micro-blogs. Considering the wide range of users, the tweets in the research may only represent a relatively small proportion of all Chinese tourists to Macao. Moreover, micro-blog is only one of the social media network in China. Information from information channels has not considered. For instance, Wechat has 549 million active users. However, the function of Wechat has placed the post which could only be shared to the contacts. Due to the accessibility of data analysis software, this research has not generated the figure measuring the network density and the Gini-coefficient indicating the word concentration of a few words. Future researches are suggested to aim at conducting the relationship of the demographic features of the users and generated contents. It would provide information about the links between specific groups of tourists and their travel preferences.

REFERENCES


A GUIDELINE FOR THE DEVELOPMENT OF SERVICE GUIDES IN BANGKOK

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ABSTRACT

The objectives of this study were to: 1) explore tourist satisfaction with services of guides in Bangkok; 2) assess service quality of the guides; and 3) propose a guideline for the development of service quality of the guides. A set of questionnaires and focus group discussion were used for data collection administered with 400 Thai tourists. Results of the study revealed that most of the respondents were female, 26-35 years old, Bachelor’s degree holders, and private company employees with a monthly income for 20,001-30,000 Baht. As a whole they had a highest level of satisfaction with services of guides in Bangkok. Guide profession ethics was found to have a highest average mean score, followed by skills and knowledge, respectively. It was found that the respondents needed for service quality of the guides at a highest level. Needs of the respondent, perception, and understanding were found to have a highest average mean score. This was followed by trustworthiness, responsiveness to needs, confidence and concrete services, respectively.

The following was a guideline for the development of service quality of guides in Bangkok.

1. A guideline for the development of service quality knowledge based on satisfaction of the respondents. It should have a training on Thai language using such as pronunciation and language for communication which helps tourists understand easily. Besides guides should learn dialects so that they can communicate with local people. They should have personal data of their tourists and know needs of them. For guide profession ethics, positive thinking about democracy, and incline their tourists to love the nation.

2. A guideline for development of service quality (concrete services) based on needs of respondents. Guides should check equipment in their van or bus and prepare everything for their tourists. For trustworthiness, guides should have pleasant personality and must be polite. For responsiveness to needs of tourists, guides should provide excellent services or have service mind to every tourists. For confidence, guides should prepare information about tourist spots and know rules and regulations of tourist spots and a comprehensive knowledge. For understanding and perception of needs of tourists, guides should have a good human relationship with co-workers and tourists. Besides, they must be honest and ready to make tourists be happy all the times of their services.
INTRODUCTION

Tourism is a service industry playing an important role in the economic system of Thailand. Aside from generating top incomes to the country, it is also the industry creating other related business such as hotel, restaurant eatery, souvenir shop, transportation, etc. Thailand has incomes earned form tourism industry for 572,326 million baht or 8.5 percent of the whole export value of the country (51.1% of export value of the service sector). In other words, it accounts for percent of the nation’s GDP. In fact, tourism business creates employment for 2 million people in the country or 6-7 percent of workforce there. Besides, it disperses incomes and employment to rural areas and various tourist spots. Foreign money earned from foreign tourists also helps compensate the trade balance with some other countries (Ministry of tourism and sports, 2011: 5). In the economic system of Thailand, there is a tendency of an increase in a number of foreign tourists visiting the country. It is found that there were about 9 millions of foreign tourists visiting Thailand annually in the past decade or 5 percent of growth rate each year. That is, an average growth rate in a number of foreign tourism ranked 7 in Asia. Thailand used to have a highest numbers of tourists for 15.8 million people (Ministry of tourism and sports, 2011: 10). The Thai government has been promoting domestic tourism since the previous years. It was expected that there were 88 million Thai tourists visiting various tourists spots in the country per time which generated incomes for about 413,000 million bath. That is, it was more than that of the previous year (2010) which there were only 59.74 million tourists per time. As a mather of fact, domestic tourism plays part in income dispersion to various areas throughout Thailand. The provinces which are popular among Thai tourists includes Chiangmai, Phuket, Chonburi (Pattaya), Rayong, Kanchanaburi, and Bangkok (Ministry of tourism and sports, 2011: 11).

The current tourism industry is complex with an increase in a number of entrepreneurs which results in stiff competition and needs for professional personnel. In the past, tourism was a simple business and concerned personnel were not well developed in terms of quality. This was until the beginning of competition age both inside and outside the country when tourists truly had purchasing power. This tourism business began to improve and develop itself in terms of production, marketing, and concerned personnel, particularly on guided who were close to tourists most. Therefore, a good guide must be interested in behaviors and needs of tourists which have influence on purchasing behaviors and attitudes. Also, a good guide must observe personality which meet their needs in order to impress them (Suwanphimol, 2013: 198).

Therefore, the guide profession is an important one towards tourism. It is like a cultural ambassador providing data or knowledge about historical background of various tourist spots to tourists. Besides, a good guide must take care of his tourists interms of safety and convenience throughout their trip (Boonnak, 2014: online system). He must be able to respond to needs and expectation to satisfy his tourists. This can make his tourists be willing to use his service (Services and Thai Tourism Journal, 2013: 10)

METHODOLOGY

This study included the following:

Research Instrument Testing

1. Content validity testing The researcher had prepared a questionnaire and proposed to the advisory committee chairperson for correction and content validity checking. Then, the questionnaire was improved based on suggestions. Consistency coefficient finding was employed in this step.
2. Reliability testing The researcher brought the questionnaire to try out with 30 tourists who were not included in the sample group. Obtained data were analyzed for finding the reliability of the questionnaire.

Data Analyses

The researcher checked correctness, sorted obtained data, and analyzed for finding the reliability. The statistical analyses were as follows:

Part 1. An analysis of personal data and exploration of tourist satisfaction in terms of the standards of guides. Description standard deviation was employed and frequency, percentage, means, standard deviation was used for the statistical treatment. The significance level was measured by using rating scales.

Part 2. An analysis of data on service quality of guides in Bangkok was conducted by using descriptive statistics. Frequency, percentage, mean, and standard deviation were used for the statistical treatment. The significance level was measured by using rating scales. Obtained data were interpreted and analyzed by using the Statistical Package for the Social Sciences Program.

Part 3. The researcher brought obtained data on tourist satisfaction with service using and an assessment of service quality of guides having a lowest average mean score in each aspect to prepare questions in focus group discussion. This aimed to find a guideline for developing service quality of guides in Bangkok.

Table 1. Details of the study

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<td>2. To assess service quality of guides in Bangkok</td>
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</table>
RESULTS AND DISCUSSION

Part 1. Data on tourist satisfaction with service quality of guides in Bangkok

Results of the study revealed that, as a whole most of the Thai tourists were satisfied with service quality of guides in Bangkok at a highest level. This was in term of the following: 1) ethics in guide profession ($\bar{X} = 4.48, S.D. = 0.08$); 2) practice, skill based on roles and responsibility ($\bar{X} = 4.42, S.D. = 0.07$); and 3) knowledge ($\bar{X} = 4.33, S.D. = 0.10$).

Part 2. Data on the assessment of service quality of guides in Bangkok

Results of the study revealed that most of the Thai tourists wanted service quality of guides in Bangkok at a highest level. This was in term of the following 5 aspects: 1) understanding and perception of needs of service user ($\bar{X} = 4.51, S.D. = 0.140$); 2) trustworthiness or reliability ($\bar{X} = 4.50, S.D. = 0.107$); 3) responsiveness to needs of service users ($\bar{X} = 4.48, S.D. = 0.129$); 4) confidence ($\bar{X} = 4.47, S.D. = 0.111$); and 5) concrete service ($\bar{X} = 4.43, S.D. = 0.174$), respectively.

Part 3. Data on a guideline for developing service quality of guides in Bangkok

Obtained data were analyzed for finding a guideline for developing service quality of guides in Bangkok. The following were obtained guidelines:

1. A guideline for developing service quality of guides in Bangkok based on tourist satisfaction with guide standards

   **Knowledge** Most of the Thai tourists were satisfied with knowledge of guides in Bangkok at a highest level. However, it was found that their knowledge about Thai language using had a lowest average mean score (Focus group discussion dated on 1 June 2015). The Thai tourists suggested that guides in Bangkok should attend a training on Thai language for communication focusing on pronunciation such as vowel sounds and diphthongs. Besides, they should have knowledge about local dialect so that they can use it with some Thai tourists and local people. Not only this, students taking up courses related to tourism industry should be enrolled in Thai language for effective communication subject.

   **Skills** Most of the Thai tourists were satisfied with skills of guides in Bangkok at highest level. However, it was found that the skill on basic tourist data collection before providing services had a lowest average mean score (Focus group discussion dated on 1 June 2015). The Thai tourists claimed that guides should explore basic tourist data before providing service such as age, food allergies chronic disease, and firm or organization which their tourists belong. In addition, guides should prepare a schedule from so that they will know the time when their tourists will arrive at the airport (In the case that they will fetch their tourists at the airport). Guides should know data on needs of their tourists and collect other data so as to be a database for further tour sessions. Importantly, guides should collect data on a tourist fetching and seeing-off place for the convenience and rapidness in belonging or luggage management.

   **Ethics in guide profession** Findings showed that most of the Thai tourists were satisfied with ethics in guide profession of guides in Bangkok at a highest level. However, it was found that the aspect on guides are faithful in democratic system had a lowest average mean score (Focus group discussion dated on 1 June 2015). The Thai tourists claimed that guides should have knowledge and positive attitudes about democratic system and they must be neutral. Besides, guides should give rewards to their tourists who join recreational activities offered by them.

2. A guideline for developing service quality of guides in Bangkok. Based on the assessment of needs for concrete services, it was found that most of the Thai tourists needed it at a highest level (Focus group discussion dated on 1 June 2015). Besides, it was found that the Thai tourists needed guides to prepare all equipment for them most. They claimed that...
guides should always check all equipment in the vehicle such as seat, safety belt, garbage parcel, and wet garbage parcel. (For aquatic activities). Life vests must be adequate for tourists (for aquatic activities). All of these can satisfy tourists.

For trustworthiness or reliability, it was found that most of the Thai tourists needed it as a highest level. Besides, it was found that guides in Bangkok were friendly to their tourists and it had highest average mean score of needs (Focus group discussion dated on 1 June 2015). The Thai tourists stated that guides should have pleasant personality and be polite or friendly to everyone. Importantly, they must be sincere to their tourists in order to impress them.

With regards to responsiveness to needs of tourists, it was found that most of the Thai tourists had a highest level of needs for it. Besides, it was found that guides in Bangkok were ready and willing to provide services which the Thai tourists needed for it most (focus group discussion dated on 1 June 2015). The Thai tourists suggested that guides should be service minded, and helpful with excellent services e.g. provision of data on tourist spots and convenience facilities. Importantly, guides must treat or take care their tourists equally. Also, they must understand behaviors and feeling of their tourists in order to reduce conflicts which may arise during the trip.

For confidence, most of the Thai tourists needs for it at a highest level. Besides, it was found that there was highest average mean score in terms of guides must be service minded (Focus group discussion dated on 1 June 2015). The Thai tourists claimed that guides must have good attitudes towards their profession, co-workers, tourists and organization. Besides, they must provide service honestly and have good relationship with co-workers. Importantly, they must be able to entertain others all the time.

DISCUSSION

As a whole, the Thai tourist has highest level of satisfaction with service quality of guides in Bangkok. Findings should that guides in Bangkok has a lowest average mean score in terms of knowledge about Thai language using. This conforms to the committee responsible for the preparation of the training manual for guides (1998). They stated that guides mainly use language for communication, particularly language. Thus, they should be competent in their mother tongue and foreign languages. That is, they must be able to communicate with tourists effectively, fluently and with correct language using. Language proficiency is an important requirement for people who apply for a guide position. Regarding skills, it was found that guides in Bangkok had a lowest average mean score in terms of preparation before providing service on basic tourist data collection. This conforms to Meksawat (2007: 28) who claimed that satisfaction with service is the thing which the service provider must consider and the service user must expect and this can promote service satisfaction. This can be carried out through various different steps. For ethics of guide professing, findings showed that guides in Bangkok had a lowest average mean score in terms of faith in democratic system. This conforms to Parasuraman (1990: 57) who claimed that characteristics of service leader should include integrity. This is, a good leader. Should do a smart thing although he is in a serious situation e.g. provision of rewards based on justice and honesty.
Regarding the assessment of needs for service quality, most of the Thai tourists needed for quality of the services at a highest level. Findings showed that there was a highest average mean score in terms of concrete services on the preparation of all equipment for tourists. This conforms to the committee responsible for the preparation of the training manual for guides (1998: 59-60). They claimed that a good guide must have the capability in service and convenience facility provision as well as good care-taking. That is, he must be able to entertain, assist, protect, and provide convenience to tourists. Hence, he must check all equipment in the vehicle, time schedules, accommodate, and data or appointment with tourists in advance in order that they will have adequate time for trip preparation. Importantly, he must inform tourists in advance about import reeels and regulations of some tourist spots. For example, tourists must dress politely when visiting the Grand Palace and they must take off their shoes before entering the Vihara and ordination hall. Besides, women are not allowed to take photos of some places. Guides must have pleasant personality, a sense of humor and be willing to take care of tourists equally in order to avoid conflicts.

Regarding truest worthiness or reliability, guides in Bangkok had a highest average mean score in terms of friendliness or hospitability. This conforms to Chuenroongrot (1987) who claimed that an individual working in tourists, guides in Bangkok had a highest average mean score in terms of responsiveness to needs of tourists and willingness. This conforms to Kityanyong (2000: 45) who revealed that to build a professional executive on organization must recruit a qualified person with appropriate personality. Then, he will be trained on service techniques with the following details:

1. Qualifications of a service provider
   A service provider must dress neatly and have an outgoing personality such as hospitable, friendly, and helpful.

2. Personality of a service provider
   A service provider must dress neatly and have an outgoing personality such as hospitable, friendly, and helpful.

3. Service techniques
   This is particularly on impressive conversation between the service provider and the client.

For confidence, guided in Bangkok had a highest average mean score in terms of confidence in giving information about tourist spots to tourists. This conforms to Warakulwit (2003: 176) who claimed that guide refers to a person who has knowledge about all aspects of taking tourists to travel as designated, i.e. provision of knowledge and understanding to tourists on a particular tourists attraction; proficiency in service provision to tourists; and capability to impress and inspire tourists to use the service again. Hence, it can be said that a guide can do his tasks perfectly. For understanding and perception of needs of service users, guides in Bangkok had a highest level of an average mean score. This conforms to Chuenroongrot (1997) who claimed that pride of occupation even though what duty someone does, it is important to make tourism industry be successful.

For example, a hotel manager cannot do well about the tasks on door opening, luggage carrying, telephone answering, room charging, toilet cleaning, toilet cleaning, etc like those who were in charge of these tasks. Although some job positions do get a high salary, but all job positions are important to the progress of tourism industry if they are ground of their job position.

A guideline for developing service quality of guides includes the following:

1. A guideline for developing service quality of guides based on tourist satisfactions (guide standards)

   Knowledge
   Guides should attend a training on Thai language using (pronunciation) e.g. vowels and diphthongs. Besides, they should have knowledge about a dialect for communication with some tourist groups and local people. In other words, guides should be competent in language for communication. In addition,
students taking up courses related to tourism industry should be enrolled in a course of Thai language using or related fields. This aims to make them be compete in Thai language for effective communication. This conforms to Booranasombat (2005: 27) who claimed that components of satisfaction with services are satisfaction with the services arising in the service process between the service provider and the service user. It is the result of the perception and assessment of service quality expected by the service user in a particular situation. A level of satisfaction may not be constant; that is, it may vary based on a specific time span. As a matter of fact, satisfaction with services comprises: 1) perception of the quality of service products and 2) perception of the quality of service presentation. The service user can perceive a level of appropriateness of the method of service presentation in the service process of the service provider.

Skills Guides should have personal data of their tourists such as age, food allergies, chronic disease, firm or organization which they belong, etc. Besides, guides should have a schedule sheet so that they will know the time table (departure and arrival time) which will be convenient in the tourist fetching and seeing off process. Guides should perceive needs of their tourists so that their services will cope with it. In other words, guides should collect personal data of their tourists so as to be a database for further tour session. This conforms to Millet (1954: 111) who defined the meaning of timely service that it can be understood as punctual public services. That is, the operation of a government agency will not be effective if there is no punctuality because it dissatisfies the public. This also confirms to Chamniwikkorn (1990: 1-2) who stated about service traits; if a product is concrete in terms of analogy, a service is abstract. This is because service means performance presenting convenience or safety e.g. transportation, communication, insurance, etc. Hence, it is certain that no one can touch it. There are two important properties of services: 1) the service user usually has a direct relation with various aspects of services such as hotel, beauty palour, hospital, etc. which has an effect on provided service quality and 2) service has no body since it cannot be touched.

The Thai tourists suggested that guides should have knowledge about democratic system and positive attitudes towards it or they should be neutral, not bias. Besides, they should give rewards to tourists who join tourism activities based on democratic principles prepared by the guides. This conforms to Milled (1954: 111) who claimed that equitable service can be described as justice in public administration. Thus, everybody is treated equally in accordance with the law; there is no discrimination in service provision. Another term “ample service” can be understood as public service provision which must have and amount of services, the right geographical location, and equity. However, punctuality will not be meaningful if an amount of services is inadequate and the right geographical location does not create justice to service users.

2. A guideline for developing service quality of guides based on needs of tourists

Regarding concrete services, the Thai tourists suggested that guides should check all equipment in the vehicle such as seat, safety belt, garbage parcel in order to be ready for use during the trip. Besides, he must prepare enough life vest for tourists which all of these can impress tourists. This Conforms to Chalermjirarat (1996: 14-45) who revealed about service quality that it is the consistency with needs of clients or a level of client satisfaction after using services. In fact, we can measure service quality based on customer satisfaction index: CSI after using services. For service quality control, it usually does with process control. Also, it conforms to Chalermjirarat (1996: 14) who explained about quality of services that it is the consistency with needs of clients, a level of service capability in the relief of needs of the clients or a level of client satisfaction often using service. In addition, fellow of the Royal Institute
(1987: 295) claimed that service is the practice providing convenience or the practice which aims to assist others in the form of care-taking with hospitality.

In addition, The Thai tourists suggested about trustworthiness or reliability that guides should be polite, helpful, and sincere and have pleasant personality which all of there can impress tourists. This conforms to Chuenroongrot (1997) who claimed that guides should possess the following: 1) activeness, willingness to assist tourists, and good human relationship with tourists and co-workers of all levels; 2) empathy and tolerance which it is expected by tourists. For personnel recruitment, all of these qualifications must be taken into consideration. In the actual situation, for instance, tourists may be panic or have bad temper because of some incidents such as tiresome due to a long trip and heavy traffic. Hence, guides must be tolerant, show sympathy to them, and try to solve the problems which helps reduce tension; 3) ability in dealing with problems and flexibility because tourists come from different culture backgrounds and culture so there are required qualifications of guides; and 4) adaptation to tourists, co-workers, and environment e.g. topographic and climate conditions, Time change, food, etc. which all of these are essential to good guides. Importantly, guides usually deal with tourists of all races and religion so they must well adapt themselves to these people. Unity between guides and it can impress tourists. In be successful in their assigned tasks and it can impress tourists. In contrast, Their disunity as seen by tourists surely worries them, Importantly, the ability to adapt yourself to another tends to be successful in your tasks rather than wasting for another to adapt himself to you.

For the excellence in services such as the provision of information of tourist sports and convenience facilities, the Thai tourists suggested that guides should closely pay attention to tourists and treat them equally. Besides, guides must understand culture and behaviors or emotion of tourists in order to reduce conflicts which may arise during the tour session. This conforms to service psychology (2014: Online system) which revealed that key tips for successful service is client satisfaction with the provision of services. That is, the clients will get what they have expected is depend on their interaction with service providers who play important roles in the perception of needs of the service users. Responsiveness to needs of clients, service quality will be effective or not is depends on satisfaction of service users. In fact, when service providers feel good with their assigned tasks it will make them be willing to do their tasks happily. This conforms to Kityanyong (2000: 45) who claimed that an organization must recruit a candidate having appropriate qualifications to prepare him to be a professional service provider. Then, he will be developed on the basis of service techniques with the following details:

The qualification of a service provider which he must have as the priority is service-minded. This is because a service-minded person usually understands and put the importance on customers.

That is, he is neat energetic, helpful, he should know how to deal with problems. Pleasant personality, neat dressing, good human relationships, etiquette, good service techniques, and hostility can impress client on customers.

The Thai tourists gave suggestions confidence of guides that they should prepare data on important tourist spots and they should inform various rules and regulations of the places where they are going to take tourists to visit. Besides, guides should be knowledgeable such as knowledge about current news, soap opera, plants, animals, etc. However, the data or information given to tourists must not be boring and easy to understand. This conforms to Meksawat (2007: 28) who cited that satisfaction with services is what the service provider must take into consideration and the service user expects it. In order to enhance satisfaction of the service user, the following steps should be done:
1) Continually check the expectation and satisfaction of the service user through direct inquiry on opinion survey in order to explore the expectation and a level of satisfaction of the service user. Also, listen to opinions of the service provider who does his tasks directly in order to get the answer which truly close to the fact. Obtained answers will be used as the basis for developing service quality. 2) Clear determination of goals and directions of the organization.

It should have determination of clear directions and standpoint of the organization. That is, responsiveness to the expectation of the service user. However, it must be consistent with behavioral tendency of the service user and the readiness of the service user. 3) Determination of the strategies on effective services. This should have the determination of self-status for services competition; investigation of self-strengths and weaknesses; determination of target groups; and then determination of the strategies on effective managerial administration. Various technologies must be employed for rapidness, up-to-date, and access to a big number of service user. 4) Development of quality and relationships among service providers so that everyone will work together smoothly, be responsible for creation, attentive, and industrious. This must put the importance on teamwork so as to enhance the quality of service provision. 5) Adoption of the strategies on the creation of service user satisfaction and assessment through atmospheric creation and organizational culture focusing on effective working to satisfy the service user. Aside from clean goal determination and indicators, remuneration based on successful services can be incentive to the service provider.

The Thai tourists suggested about understanding and perception of needs of service user that guides should have good attitudes and human relationship with tourists and co-workers. Besides, they must be service-minded, honest, and have a sense of human. This conforms to Hinkham (1998: 8) who cited that satisfaction is the preference of an individual towards something which helps reduce tension and response to needs for satisfaction of someone. This also conforms to Panyakaew (1998: 12) who cited that factors having an effect on occurrence of satisfaction with job types include success, admiration, job type, responsibility, and progress. When these factors are found at a low level, however, this will result in dissatisfaction with assigned tasks.

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FACTORS AND RELATIONSHIP BETWEEN FACTORS OF SHOPPING TOURISM FOR DEVELOPING MAE SOT SPECIAL ECONOMIC ZONE, TAK PROVINCE

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ABSTRACT

The purpose of this article was to examine the factors and the relationship between factors of shopping tourism for developing Mae Sot Special Economic Zone, Tak Province. The article was a part of the research on “Shopping Tourism for Developing Mae Sot Special Economic Zone, Tak Province”. It was conducted through the systematic review from data resources within the country and abroad. The study was found that factors affecting the shopping tourism consisted of two main issues; the Tourism Potential and the Tourist Behavior. There were 5 factors related with the tourism potential as follows: 1) Attraction 2) Accessibility 3) Amenities 4) Activities 5) Accommodation. In addition to the tourist behavior, there were 3 factors as follows: 1) shopping tourism was a Tourism Product 2) shopping tourism was a tourist attraction 3) shopping tourism was a tourist activity. As for the factors supporting the relationships to show the behavior of tourists; there were motivation, perception, expectation, length of stay and expenses.

Keywords: Shopping Tourism, Tourism Potential, Tourist Behavior
INTRODUCTION

When Tourism is the key economic driver and it generates income into the country. Therefore, the Visitor Economy is considered to be a full economy truly because it is associated with the travel industry and tourism industry as well as connecting with various sectors within their own industries and between the two industries (Department of Tourism, 2013). As a result, it causes the growth of gross domestic product (GDP) to create jobs and increases export value and the value of tax. In addition, the stimulating investment, the development of various facilities and the payment of the government, this is a pillar of social development in the region. If it is handled properly and responsibly, tourism would be a fundamentally driven economy and society and a connector to the trade relations between domestic and cross-cultural understanding (Academic Division of Marketing Research, 2014). As well as the policies to stimulate the tourism revenue by building confidence with the foreigners and stimulate domestic spending to create the value of the deposit with the flow distribution and generate income to the community and bring also the country’ resources to use more widely. The local people have used them to produce as handicrafts and souvenirs sold for tourists (Chantouch Wanatanom, 2009). Besides, The Eleventh National Economic and Social Development Plan define strategies of economic reconstruction to quality growth and sustainable development. The reconstruction of the hospitality can add value to the service potential and friendly environment based on creativity and innovation framework for tourism development that there are two main approaches; to restore the quality of tourism attractions and to manage the tourism resources to be in line with market demand and the capacity of communities and friendly with the environment, promote the tourism activities which is in accordance with the potential of the area and the needs of the global market as well as the promotion of the new marketing strategy which can reach the customers and expand to the new markets, manage the tourism to be balance and sustainable by emphasizing on creative tourism and friendly environment, consider the balance and the ability to support the tourism resources’ capacity to upgrade the standard of products and services, develop the infrastructure to be qualified and sufficient and integrate the tourism to connect with the lifestyles, cultures and natural resources. (The Eleventh National Economic and Social Development Plan 2012-2016).

At present, we can see that tourism can be seen in many dimensions whether a social dimension, environmental and physical dimension and the economic dimension which drive the tourism to attract the tourists to travel to the area and is stimulated from the tourists’ motivation to travel that respond to the individual need of each person. Therefore, it is important to understand the characteristics of each person and determine the factors that influence the choice of trip destination as well as a leisure activity and relieve tension along with getting a better understanding of cultural differences which is the experiences of travelers and as a source of revenue; that is the factors causing the travel’s behavior (Cohen, 1972). However, the selection of tourist attractions are often selected from renowned attention includes activities that are available to support for the tourists’ needs. At present, there is a change in the pattern of travel and communication which is convenient and fast. It affects the behavior of tourists in the pattern or lifestyle differently. The travelers have begun to focus on the experiences getting from travelling. This can be seen that a form of travel is variable depending on the behavior of the travelers themselves, changes in social structure and culture and the market mechanism to promote and encourage tourists to decide to travel, which may not be than planned such as a discount promotion of low-cost airlines or policy supporting travelling outside seasons of other agencies that promote by reducing the room price, food, including travelling in the area.
As a result, the reasons of the tourists in choosing the tourist destination depend on the scope of the interesting attractions and their potential and the interesting of attraction influencing the satisfaction of tourists. The assessment destination will help demonstrate the importance of the resources on sites in each region or province. (Boonlert Jittungwattana, 2005). Regarding to the pattern of the Shopping Tourism, it could be divided into three issues:

1) shopping tourism is a tourism product which may be different from other tourism goods because other products are tangible and the tourists could bring them back home with good image and satisfied the tourists or useful for living, decorating and used as the souvenirs. The products’ symbol represents the background, significance, or as a souvenir to keep as good and experiences of this trip. They must meet the requirements and create the tourists’ satisfaction, which Jansen-Verbeke (Jansen-Verbeke, 1998) described the souvenirs that they were global souvenirs related to commercial tourism. In buying, the items or things are to warn the buyers to remember the experiences which are a part of experiences in travelling and cause business of retailing in many tourist attractions area.

2) Shopping Tourism is an attraction. The purpose of each person’s travelling is different. Nowadays, the tourists want to travel for shopping that responds to their needs rather than their leisure because they think that shopping is the best relaxing for them. Each person may choose to do shopping in different area depending on needs or popularity resulting from the tourists attraction that will attract the attention of tourists.

3) Shopping Tourism is an activity that affects the experiences of travelling and it causes the good memory after each tour as well as showing the cultural identity, tradition, lifestyle and the importance of the area of visiting through shopping. Shopping is the activity that is considered to be the most widespread in tourism and it also creates the economic value given to the area. It can be said that shopping tourism is changing from intangible experiences in to the tangible memory. It is the symbol or thing to keep memory or experiences. The most important thing is to distribute income to the local community as a result of travelling. (Rewadee Kaewmanee, 2013). The concept is consistent with concept of (Tosun, Temizkan, Timothy and Fyall, 2007). They say that purchasing is considered as a tourist activity and important to the economy. The convenient shopping center can attract tourists and encourage tourists to extend their stay in the region or area that has selling goods. Purchasing is one of the oldest and most common related to travel, so it is the activity with the increasing importance of tourism in terms of consumption of real goods bought and a source of happiness and satisfaction of tourists and the concept of Kent, Shock and Snow (1983), Keowin (1989), Di Matteo and Di Matteo (1996) that purchasing or shopping activity is the most popular activity in the tourist attractions or tourist destination and it has become the main activity of the tourism or as a part of vacation or it may be said that it is a holiday that focuses on shopping tourism. Therefore, when considering factors that affect the shopping tourism based on the theory of Tourism system of Leiper (Leiper, 1995), it said that the tourism system was related with the demand of tourists affecting the process of decision making, and travelling’s behavior, including activities that influence the thoughts and decisions that affect the behavior and shopping tourism. It was also involved in the supply of tourism in the area, which overlooks the shopping tourism as the tourism product and the product is touchable and tangible. There are a variety of products that can meet the needs of the tourists or the characteristics of the product and the tourist factor influence to buying decisions or tourists ‘visiting.

However, the tourism products are related to the place and tourism destination. Due to the characteristics of tourism products, including the tourist attractions and tourism resources highly influence to the decision-making of the tourists and each attraction has different styles.
We can see that the behavior of tourists come from the influence of several factors. (Kotler, And, Keller, 2009) However, the main content is the theory of the elements of tourism resources used for studying the context. At present, the area of tourism of Mae Sot Special Economic Zone, Tak, province is a part of the supply of tourism. (Pull Factors) and the study on tourist behavior as a part of tourism demand, or push factor (Push Factors) results in the behavior of travelling (Uysal and Jurowski, 1994) The study is divided into 2 main points are 1) tourist attractions potential and 2) tourist behavior.

**LITERATURE REVIEW**

The factors of shopping tourism required to understand the potential of tourist attractions and the needs of tourists as to obtain the pattern of shopping tourism, there were 2 main points to study; 1) studying the current context of the tourism area by the 5 elements of tourism or 5 As (Dickman, 1996), consists of Attraction, Accessibility, Amenities, Activities and Accommodation and each factor comprising supporting factors or indicators that define the characteristics of the tourist attractions more clearly. 2) Studying the factors affecting the behavior of shopping tourism. The study determines 3 main factors; 1) shopping tourism is a Tourism Product 2) shopping tourism is a tourist attraction 3) shopping tourism is a tourist activity. As for the factors supporting the relationships to show the behavior of tourists; there were motivation, perception, expectation, length of stay and expenses which are influenced by personal factors. In addition, there are 5 factors influencing the tourists’ behavior include: 1) motivation (Chalongsri Pimonsompong, 2001, Pizam and Mansfield, 1999) said that the tourists’ needs caused from the stimulation as to show behavior to the destination or determined target. This motivation was the drive to act out and played an important role in the decision behavior of tourists, affecting the time, place and type of tourism. 2) Perception (Scherrerhorn, Hunt and Osborn, 1982), to interpret the stimulus that touches many things to create experiences that is important for an expert. The perception is something that makes people different. When that person receives a stimulus, it will process what they are perceived as their own experiences with specific meanings. 3) Expectation is what people believe or anticipate will occur in the future. This may happen or may not happen (Uysal and Jurowski, 1994, Weeraphong Charlermjirarat, 2000), said that expectations of customers can depend on product, service or circumstances at that time 4) Length of stay 5) the cost of travel (Expenses) (March and Woodside, 2005: 162) that can serve as an indicator of the satisfaction towards the trip. From spending money for travelling and accommodation rates per time in travelling by bringing the cost of traveling all that time together and then divide them by the number of days throughout the trip as to know the cost per day. However, from the literature review, it was found that there were many scholars and experts who focused on the factors affecting tourism in a variety of concepts that will lead to the development of tourism which meet the tourists’ needs and satisfaction.

**Research Procedure**

In this study, it was conducted by a qualitative method with systematic literature review method, analysis and synthesis techniques, relevant concepts and theories. The procedure was as follows:
Step 1 Collect the concept, theories consistent with the study by searching from the research work, academic dissertation, articles, journals, and related books.

Step 2 Analyze and synthesize for comparing concepts, theories used in studying and bring related factors and have relationship with shopping tourism

Step 3 Apply the factors obtained from analysis and synthesis from the review literature, concepts, theories and related researches to use for studying.

RESULTS AND DISCUSSION

Tourism is an important tool in the development of the local economy. The factors that influence the creation and tourism resources development are the potential of tourism resources; it is also the key for the development. To develop the tourism resources to be ready for shopping tourism, there are various factors to contribute to the development in the economic dimension, social dimension, and cultural dimension. From the literature review, it can be summarized that the factors which have relation to the shopping tourism consisting of 2 main issues; the first point is the potential of tourism resources factor as shown in table 1.

Table 1 Summary of a collection of potential of tourism resources factors

<table>
<thead>
<tr>
<th>Scholars who study the elements of tourism resources</th>
<th>Potential of tourism resources (TP)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 2 3 4 5 6 7 8 9 10 11</td>
</tr>
<tr>
<td>1. Dickman (1996)</td>
<td>✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>5. The Office of tourism development (2008)</td>
<td>✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>8. Tourism Western Australia (2007)</td>
<td>✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Total of potential of tourism resources factors</td>
<td>10 12 11 5 6 3 2 1 2 2 2</td>
</tr>
</tbody>
</table>
Tourism Potential (TP)

1 = Attraction
2 = Accessibility
3 = Amenities
4 = Activities
5 = Accommodation
6 = Awareness
7 = Availability of tourist places
8 = Tourism Marketing Development
9 = The Community Participation
10 = Carrying capacity
11 = Ancillary service

Figure 1. Summary of a collection of potential of tourism resources factors
From the picture 1 The potential of tourism resources factors can be summarized by collecting 11 elements of tourism. However, from the literature review, there were 5 factors related to the shopping tourism and the most referenced factors were Accessibility, Amenities, Attraction Accommodation, and Activities, respectively. The study was in accordance with Joanne Connell et al. (2015). This study was conducted on attractions and activities. In response to the season, the season was the prolonged problem for the tourism industry sector due to the irregular demand and the nature is not fixed to the supply of productivity and resources, especially, in attracting attention. The management of supply and demand in the business level of individuals caused a great challenge for the infrastructure that was resolved in time and space with productivity limits. According to the survey of the interesting tourist attractions to be developed and used special events as a tool to solve the season problem in the country level, the attractions which were the host that held the special events community, they were considered to be the local market which was the important source for special events. The duration of the events and the events pattern that attracts visitors with maximum efficiency. In addition, the study of Swanson’s research and Horridge (2002, 2004) was also emphasized that the travelling activities of tourists had relation to the consumption of souvenirs. Therefore, the retailers could specify the travel activities of their customers in order to allow the production of ingredients for better souvenir products with interesting characteristics. The distribution of products was in an environment to attract tourists by specific activities. The shops should have alliance with amenities, accommodation, restaurants and the tourism organizations could help promote good experiences from buying souvenirs for tourists. Besides, the study of Thospon Techa (2010), it studied the behavior and attitudes of foreign tourists towards tourism products and the perception of responsible tourism in the Mekong sub-region area, it was found that overall, the tourists were satisfied towards the tourism products and services in terms of diversity of natural tourist attractions and cultures and the friendly reception from the local people. Overall, the tourists had good attitudes towards the importance of tourism products for 5 aspects at a moderate level; attractions, activities, accommodation, accessibilities and other involved amenities. The tourists were perceived to responsible tourism attractions at a high level. The study was in accordance with Amarawadee Kambun (2013). The objective of the study was the assessment of the readiness of the small tourist city, Khemrat District, Ubon Ratchathani province. The result showed that the factors of attractions, accessibilities, amenities, ancillary services, accommodation, and activities were at a moderate level. It could develop to be a new small tourist city and it was suggested to be developed based on the elements of tourism to be ready for tourism and to be a new small tourist city in the future.

In the second issue, as for the tourists’ behavior, a systematic literature review was found that there were many factors affecting the behavior of tourism shopping’ travelers causing the demand for travelling as shown in Table 2.
Table 2. Summary of a collection of factors affecting the behavior of tourists

<table>
<thead>
<tr>
<th>Factors affecting the behavior of tourists (TB)</th>
<th>Documents and Textbooks</th>
<th>Research in tourism</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>24</td>
<td>28</td>
<td>52</td>
</tr>
</tbody>
</table>

From the table 2, the collection of factors affecting the tourists of shopping tourism from the important concepts and theories related with the study, it was found that the factors which had relationship with the shopping tourism tourists by emphasizing the shopping tourism as the tourism products as the attraction and activity with the supporting factors showing the relationship towards the tourists’ behavior such as motivation, perception, expectation, length of stay and expenses. In accordance with the concept of Weiten (1997: 379) said that human behavior was caused by the needs, wants, interests and desire that induced or motivated to cause behavior towards the aim Skinner (1993). The human would show the behavior from the motivation to affect the response to stimulus to the decision making process of humans from learning theories and actions condition. That was the important basis of the
Factors and Relationship Between Factors of Shopping Tourism for Developing Mae Sot Special Economic Zone, Tak Province

The study of human behavior. The research of Kristen K. Swanson and Patricia E. Horridge (2005), it was found that the motivation of travelling influenced the goods and souvenirs products, product features and characteristics of retail shops/souvenir shops. Therefore, the retail shops should study the motivation of tourists’ travelling with the combination of the interesting souvenirs. They should create the environment of shops that attracted the tourists. All the above reasons, it depended on the motivation that caused the satisfaction in selling and the profits that were beneficial to the tourism and the economy of tourist attractions. Regarding to the study of Oliver (1980), Francken and Van Raaij (1981), Chon (1989), they used the expectation theory in the evaluation of the satisfaction of tourists. Oliver (1980) thought that the tourists have expectations on goods or products before purchasing products or using the services. If the actual results were better than the expectation, it would lead to the satisfaction and the tourist were willing to buy products or services again. On the other hand, if they were not satisfied with the products or services, they would look for the alternatives. Chon (1989) thought that the tourist satisfaction was based on the individual’s expectations about tourist destination and the evaluation of their perception from the experiences in that tourist destination area. This was just the result of the comparison on the previous picture and the real experiences from their actual feelings and experiences to lead to the satisfaction. However, Francken and van Raaij (1981) thought that the satisfaction was determined by the different consumers between the desire and actual experiences by using the comparison of past experiences with the current experience gained. To assess the satisfaction of the tourists, Atila Yüksel (2006) also supported the above idea that the environment of the distribution of products in destination area must be a favorite and cause the purchasing behavior. The relationship between the environment, mood of the tourists, the cost of purchasing, emotional behavior and spending was created by the environment of purchasing affected the enjoyment of shopping and the services from the staffs with willingness. It tended to make tourists spend more money and time than planning. This study was also consistent with Yooshik Yoon and Muzaffer Uysal (2005). It studied the loyalty of the tourist attractions. It had a causal relationship with motivation and satisfaction resulting from the push and pull of loyalty. It showed and confirmed the importance of the relationship between the push factors and pull factors that affected the motivation of travelling and loyalty. This indicated that it was worthwhile for the administrators in the destination area which led to the push of investment in tourism resources. McIntosh and Goeldner (1986) said that the stimulus of the status and prestige motivators of travelling was the expression of an honorable person, raised their status higher. Included shopping for expression financial position and this stimulus also affected the travelling behavior. As for the research of Teerawat Buttayothee (2008), it was found that the tourists who had different demographic characteristics, they would have the tourist behaviors in terms of the perception comparing with the expectations differently. The satisfaction had the relationship with the tourist behaviors in terms of the perception comparing with the expectations differently. The satisfaction had the relationship with the tourist behaviors in terms of the perception at a low level. Regarding to the reasons and moods, it had the relationship with the tourist behaviors in terms of the perception comparing with the expectation significantly.

However, there were researches supported both the duration and length of stay and expenses occurred during the trip. From the research of Gartner and Tasci (2007), it was found that the experiences towards the tourist destinations, it could be analyzed from three variants; the exploration of tourist attractions before visiting, the number of tourists at the tourist destinations, and the duration or length of stay. These variables affected the picture of perception of the tourist destinations. The current situations would be interpreted and compared to the previous experiences because the connection between
the data, it was from the past experiences. Also Supawadee Chowpakwao (2548) studied the behavior and preferences of Thai tourists and foreigners in Thailand to buy souvenirs in Ayutthaya province. It showed that the Thai tourists, sex, education, and income were related to the means of travelling. As for age, marital status, education, occupation and income was related to the cost of buying souvenirs shop status and income were associated with a place to buy souvenirs. And the level of education is correlated with the types of products purchased foreign tourists that status in relation to the cost of buying souvenirs. As for the status, and income were related with the places of buying souvenirs. As for the education, it was related with the types of products. However, the marital status of the foreign tourists had relationship with the expenses of buying souvenirs. Esther and Raya (2007) discussed the perception towards the tourists’ length of stay; the factor determined that was an important element for the good planning and management in tourist attractions. From the analysis of the scope of the characteristics of the personnel in low-cost tourism was found that the travelling, accommodations, and the destination of the trip were important in determining the duration of the trip. This was the pattern of duration in econometrics. The results showed that the impact of the restrictions of time was seemed to be related with the explanation of the differences observed during the period of stay as well as the impact of the ability to spend of the tourists and the different tourist destinations between cities and the seaside tourist attractions. Besides, the study of Benedicto Kazuzuru (2014), it studied the factors determined the duration of tourism in Tanzania which had a long tourist season and there are plenty of activities which were different in each season. This research was a study focused on the factors that influence the duration of stay of the tourists arriving in Tanzania and this factor was one of the most important elements in creating income from tourism and from tourism exploration of Tanzania (TTSS-the Tanzania Tourism Sector Survey) accepted that the characteristics related to the transportation of tourists had more influences in determining the duration of stay more than tourist destination, and demographic characteristics.

CONCLUSION AND RECOMMENDATION

Shopping Tourism was the activity that was vital to the economy. It was the most popular tourist activity in the tourist attractions or tourist destinations. It could be said that shopping tourism has become the main event of the tourism as a part of the trip that focused on purchasing products or shopping as well. The tourism was determined to be connected with the demand of tourists or push factors. It affected the behavior of tourists and shopping tourism and related to the supply side of tourism in the area or the pull factors. Therefore, to develop the area or tourism resources it was important to know the factors and the relationships between factors of shopping tourism for clarity and it was consistent with the pattern of shopping tourism in the two main points:

1) Tourist potential factor was the important factor in order to attract tourists to choose travelling or tourist destinations. The result of the study was found that the factors mentioned most by the scholars were five factors such as accessibility factors, amenities, attractions, accommodation, and activities which could be the indicators of the tourism potential to meet the needs of the travelers of shopping tourism.

2) The factors affecting the behavior of tourists of shopping tourism, there were various kinds of concepts and theories used to define and assess the tourists’ satisfaction. From the systematic literature review, it was found that Motivation Expectation Perception Length of stay Expenses were the related factors affecting the behavior of tourists and they could be used for the assessment of the shopping tourism tourists’ satisfactions.
ACKNOWLEDGEMENT

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SOCIAL AND CULTURAL IMPACTS ON HOUSEHOLD PERCEPTION OF COMMUNITY-BASED TOURISM IN MAESA MAI OF PONG YEANG SUB-DISTRICT MAERIM DISTRICT CHIANGMAI PROVINCE

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ABSTRACT

This study aimed to explore perception and factors related to the perception of impacts occurring from community-based tourism in terms of social and cultural aspects on households in Baan Maesa Mai community, Pongyeang Sub-district, Maerim district, Chiang Mai province. A set of questionnaires passing content validity and reliability tests (0.80) was used for data collection administered with 118 households in Baan Maesa Mai community. Inferential statistics (Chi-square) was used to analyze factors related to impacts occurring from community-based tourism i.e. data on the examining of relationships between personal factors and the perception of impacts of community-based tourism in term of social and cultural aspects.

Keywords: Perception of Impacts on Social and Cultural Aspects, Community-based Tourism

INTRODUCTION

Tourism is an important mechanism in the development of the economic system of Thailand and it helps distribute incomes throughout the country. At present, there are many forms of tourism depending on a specific interest or preference of an individual such as eco-tourism, conservative tourism, cultural tourism, agro-tourism and community-based tourism. All of these are alternatives for interested persons to gain new knowledge and experience on unique and predominant of local communities, natural environment, and cultural/tradition. Regarding community-based tourism, people in the community help one another for tourism planning, local tourism resource care-taking and development to cope with a number of tourism visiting their community.

Baan Maesa Mai community is located in Doi Suthep-Pui National Park so it riches of national resources such as plants creeks, and wildlife. Besides, it is a Hmong community having unique and predominant society and tradition which can attract tourists to visit the community until it is one of the tourist destination. However, tourism activities there have impacts on the community since lifestyles of tourists are different from Hmong lifestyle. Thus, people in Baan Maesa Mai community try to conserve and rehabilitate there natural environment and tradition for new generations and tourism. It also aims to reduce unique social change in order that tourism activities there will not have negative impacts on their traditional ways of life.
Objective of the study

The objective of this study was to investigate the community perception and factors related to the perception on impacts occurring from tourism activities in terms of social and cultural aspects in Baan Maesa Mai, Pongyeang Sub-district, Maerim district, Chiang Mai province.

LITERATURE REVIEW

Concepts of Community-based Tourism

The determination of tourism form depends on the topographic condition of locale of the study and coordination of people in the community in terms of the direction of appreciate tourism. The Community-based Tourism institute (2014) claimed that the community-based tourism has unique characteristics which are absolutely different from general tourism. In other word, it puts the importance on the sustainability of the environment, society, and cultural. Also, the tourism direction is determined by the community and for the community. Not only this, the community plays roles as the owner and has the rights to manage and take care of tourism activities as well as natural resources and environment in the community for pleasure and learning of visitors.

Community-based Tourism is employed to analyze forms or styles of tourism activities in Baan Maesa Mai community. Then its meaning is concluded based on the conceptual framework of the Bureau of Research Support Fund (2010, as cited in CBT, 2011: 16-17). According to the investigation, the variables on social and cultural impacts were determined as follows:

Social aspect: 1) Human development can be referred to as the development of human potential to be ready for diverse situations or roles within the community which results in strength and continual development; 2) Community welfares can be understood as the construction of the assurance of livelihoods of people in the community in terms of a better quality of life and security; 3) Managerial administration can be described as people living together in the society and they assign roles, status or duties to the society members for peace and order; 4) Coordination means working together with contact and interaction among people in the community, working group, and external agencies; 5) Hygiene refers to people in the community receive news or information about correct health principles from concerned health agencies making them be healthy and strong; and 6) Quality of life is the development of environment and people in the community to be comfortable and long-lived.

Cultural aspect: 1) Recording refers to note-taking for memory or as evidences; 2) Rehabilitation can be referred to the restoration of good things which have faded away or been abolished; 3) Inheritance can be understood as the coordination in keeping or conservation of cultural identity of Hmong tribe or the community from generation to generation in order to construct understanding and confidence of people in the community to the appreciate adaptation or responsiveness to other cultures; and 4) Pride means cherishment and be proud of Hmong culture.

Concepts about impacts of tourism

Regarding impacts of tourism, awareness of the community management is essential which should have appropriate planning when there is the occurrence of tourism. This aims to bring obtained outcomes to develop tourism activities and reduce its impacts on the community as much as possible. In this study, however, it anchors on impacts of tourism on social and cultural aspects in Baan Maesa Mai community.

The investigation of factors effecting livelihood of the society which may either be positive or negative might due to the past society was small. However, when the society became bigger a lot of people from other places moved
to live in the society which resulted in the assimilation of lifestyles between people in the society and the new comes. Raksathip, Thongma, Guntoro and Trakansiriwanich (2013) cited that educational promoted about religion, culture, local wisdom, and learning outside the classroom can improved the quality of life in community and Charaenchaisombat (2011: 46-49) claimed that impacts of economy due to tourism is part of the direct continuity of relationships towards employment in the community. This includes change in various aspects such as values and physical change.

Cultural study can be said that it is something which man has been maintaining and practicing from generation to generation such as culture, tradition, architecture, beliefs, etc. until it is an important identity which attracts tourists to visit. Choibamrong (2013) and Wanapan (2010: 37) cited that culture can be considered as a learning behavior or what has been practicing from generation to generation. Besides, culture is what human has created, maintained, transferred and changed. In fact, culture has influence on tourist behaviors such as dressing, eating, travelling form, and religion.

**Concepts and related theories on perception**

Perception arises from the responsiveness of external stimulants which has an effect on the environment. Then, the brain interprets it into knowledge or shows behaviors of an individual which relies on the perception of existing knowledge. Choungchot (1989: 3) indicated that perception is sensation and it is the interpretation of received sensation as a meaningful thing by making use of existing knowledge or past experience. In other word, the interpretation cannot be done if an individual does not have existing knowledge or past experience so there is no perception about the simulant.

Regarding review of related literature, the researcher applied concepts and perception theories to the households in this study which was in accordance with the objectives of this study. That was, the households could perceive the meaning of tourism in their community and the meaning of the society and culture. It aimed to make them perceive impacts on the community after the occurrence of tourism activities in their community and they analyzed the impacts on the society and culture.

**METHODOLOGY**

Locale of the study was in Baan Maesa Mai community, Pongyeang Sub-district, Maerim district, Chiang Mai province. A set of questionnaires were used for data collection administered with 118 household heads in Baan Maesa Mai community. Obtained data were analyzed by using descriptive statistics and inferential statistics (Chi-square) was used for analyzing factors having a relationships with the impacts of tourism.

**RESULTS AND DISCUSSION**

**Perception about impacts of tourism on the community in terms of social and cultural aspects**

Results of the study revealed that the respondents had a moderate level ($\bar{x} = 3.12$) of perception about impacts of tourism on their community in terms of the social aspect. This covered the issue on the opportunity for employment and occupation; They perceived that tourism has an effect on cooked and safe food; unity; contact and interaction between the community and tourists; conflicts between people in the community and tourists; learning sources in the community; decreased obligation among family members; part of incomes generated from tourism is included in the fund in the village; people in the community receive unfair benefits; increased crimes; income allocation in the community; extension, training
and educational tour for effective tourism management.

In terms of impacts on the cultural aspect, it was found that the respondents had a moderate level ($\bar{x} = 3.23$) of the perception about the impacts. They perceived impacts of tourism on the cultural aspect as follows: tourism has an effect on the community to prepare a record for memory and local wisdoms are still maintained; tourism causes conflicts about cultural difference of the community and tourists; tourism has an effect on gradual change of local language or dialect; the levitating and delicacy of handicrafts is decrease in value; change of ritual ceremony form, beliefs, culture, and local livelihoods; change of local food; and behavioral assimilation among local people.

**Factors having relationships with impacts occurring from community-based tourism**

The researcher had investigated relationships of independent variables which were socio-economic attributes of the respondents (sex, age, educational attainment, marital status, occupation, time span of living in the community, household’s income, group member engaged in tourism) and the perception about impacts of community-based tourism in Baan Maesa Mai, Pong Yeang Sub-district, Maerim district, Chiang Mai province.

<table>
<thead>
<tr>
<th>Social-economic attributes</th>
<th>Social impacts</th>
<th>Cultural impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$X^2$-test</td>
<td>P-value</td>
</tr>
<tr>
<td>Sex</td>
<td>0.41&lt;sub&gt;NS&lt;/sub&gt;</td>
<td>0.84</td>
</tr>
<tr>
<td>Age</td>
<td>1.45&lt;sub&gt;NS&lt;/sub&gt;</td>
<td>0.69</td>
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<tr>
<td>Educational attainment</td>
<td>2.36&lt;sub&gt;NS&lt;/sub&gt;</td>
<td>0.79</td>
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<td>Marital status</td>
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<td>0.77</td>
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<tr>
<td>Occupation</td>
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<td>0.01</td>
</tr>
<tr>
<td>Time span of living in the community</td>
<td>0.64&lt;sup&gt;*&lt;/sup&gt;</td>
<td>0.04</td>
</tr>
<tr>
<td>Household’s income</td>
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<td>0.769</td>
</tr>
<tr>
<td>Group member engaged in tourism</td>
<td>0.40&lt;sub&gt;NS&lt;/sub&gt;</td>
<td>0.52</td>
</tr>
</tbody>
</table>

**Table 1** An analysis of factors having relationships with the impacts of community-based tourism

Remark  
<sub>NS</sub> = Not statistical relationship  
<sup>*</sup> = Significant relationship at 0.05
CONCLUSION AND RECOMMENDATION

Regarding socio-economic attributes, it was found that more than one-half of the respondents were male and 43 years old on average. Most of the respondents were lower secondary school graduates and married. Their main occupation was farming and their time span of living in the community was 49 years on average. On average, the respondents had an income per year for 160,866 baht. Besides, there were 107 respondents who did not engage in farming occupation. It was found that the respondents had a moderate level of the perception about impacts of community-based tourism on the social and cultural aspects in their community.

Regarding an analysis of factors having relationships with the perception about impacts of community-based tourism on the social and cultural aspects in the community by using inferential statistics (Chi-square), it was found that occupation and time span of living in the community were factors having a relationship with the perception about impacts of community-based tourism on the community in terms of social aspect (P-value = 0.01). Besides, time span of living in the community had a relationship with impacts of community-based tourism on the community in term of social and cultural aspects (P-value = 0.04. However, this could not confirm the relationship with impacts of community-based tourism on the community).

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MANAGEMENT GUIDELINE FOR RELIGIOUS TOURISM IN PA PAI, SANSAI DISTRICT CHIANG MAI PROVINCE TOWARD THE ASEAN COMMUNITY

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ABSTRACT

The research of management guideline for religious tourism in Pa Pai, Sansai district, Chiang Mai province To support the objective of the research project to study the environment in Pa Pai, Sansai district Chiang Mai province To study of potential of religious tourism in Pa pai, Sansai Chiang Mai province and to make guidelines for pre Paing Buddhism tourism in Pa Pai, Sansai district Chiang Mai province to support the ASEAN community. In operation research for total population in Pa Pai Chiang Mai province the total population 10,629 people. The classification of 3 groups 1) A group of community leaders composed Mayor, A group of representatives from the public and private sectors. And a group of representative clergy including the abbot primate district.

The study prepared guidelines for preparing Buddhism tourism in Pa Pai, Sansai district, Chiang Mai province area. To support the ASEAN Community that has guided the preparation of Buddhist tourism include 1) There should be a development of the infrastructure basic of each temple include Utility, Electricity, Water supply and communication as well as installation of the guide post and supported by the local government. 2) There should be public relation from media such as plate or online media to promote in the tourist information of each temple to be known more for tourist. 3) There should be create activity and schedule of tourism of each temple to be linked and create a program of tourism. 4) There should be a training program to knowledge to locals such as leaders or local youth to be local guide to convey the story details of the temple and the tourists do activities. 5) There should be a training to the local guide The use of language in Thailand and English forward The ASEAN community.

Keywords: Religious Tourism, Management, Bhudha Tourism

INTRODUCTION

Tourism is an activity that is relaxing popularity soared along with various forms of travel more. Aside from relaxation and tourist activities can also create an economic impact to the community or tourist attraction is another way. Income to be distributed to communities involved in tourism and job creation. And lead to the creation of income for local people. The government has designated tourism is piece of country’s strategy and the provincial tourism regions of Thailand.

Defining strategic issues of national tourism research (2013-2015), the National Research Council. Give priority to research areas defined as strategic by the first promotion of tourism research as a national agenda. And 1.2
in strategy To promote research and development of tourism supply in Thailand guideline 1.2.2 promote research to create value and increase the value of tourism. 1.3 and strategy To promote research Demand management, marketing and development of tourism in Thailand at 1:33 promotes research approach to marketing that is placed on the base identity (Local) (image) and the potential of guidelines 1.3.5 promote research in order to stimulate tourism in the Domestic.

Tourism is an activity that depends on the quality of human resources and the natural environment and culture, which can’t be separated from other economic developments. The development of tourism has emerged as a major branch of the economy. Traders and sellers (provider) to expand the tourism industry. Generating significant revenue for the country. During the economic crisis

In the past tourism Focus on the economic dimension it is important. The tourism industry, coupled with the economic benefits. With the expansion of the tourism industry varied. such as Ecotourism Community Based Tourism Buddhist tour etc.

Current tourism business in Thailand, the main income for many countries and in 2558, A year into the Asian. With the liberalization of trade, services and investment between the 10 ASEAN member countries. According to the AEC such as AEC. Would result in a market with a population of nearly 600 million people combined. The market will inevitably cause enormous business opportunities. Tourism is another important investment in the formation of national income. Chiangmai Province It is a land with many natural attractions, there is history. such as A dynamic economy-society for a long time. Which found that the region of the north is very favorable for the development of tourism. Because there are a variety of tourism resources in nature history Local tradition and culture. Especially the cultural traditions from which to explore the various attractions, including historic and religious places, and so on. From which visitors can explore the interest of the people. San Sai district, Chiang Mai province bamboo forest. Mostly flat Some are mountains with steep slopes on either side of a transparent timber. Jo Creek water source is a reservoir slang. The northern border is adjacent to the Nong Han district and municipal San Sai district, Chiang Mai new grass. Northern District catchy Doi Saket Chiangmai Province next to the Municipal Capital dunes San Sai district, Chiang Mai province East Next to the Municipal Belen Ban Nong Sai district, Chiang Mai, the Cottage. And west to Municipal Science and municipal Nong Chom, San Sai district, Chiang Mai province, with a population of 10,629 people and the number of households in the area of 4218 households.

Pa Pai, San Sai district, Chiang Mai province. There are both natural tourist attraction Local culture and traditions Religious and tourist temple in a faint manner and even to the least. As a result, the researchers saw that the key issue of these communities is the most important tourist district of bamboo forest. Many religious tourism. But without proper management or development of these valuable religious place. Some also have a long history but has been restored and renovated contribute to the decline.

The researchers looked for the Development of Tourism in San Sai district, Chiang Mai province bamboo forest. Places of worship can develop into a tourism destination for Buddhists. Researchers want to study the context and develop guidelines for preparing tourism in Buddhist areas of bamboo forest San Sai district, Chiang Mai province. To enter the ASEAN Community.

Research objectives

1. To learn the condition to the context in the community Sub-district area Pa pai, sansai District, Chiang Mai Province
2. To learn the potential of tourism in the Buddhist area of Pa pai, sansai District, Chiang Mai Province
3. To provide guidance to prepare the Tourism Buddhist in the area of Pa pai, sansei District, Chiang Mai Province to support the international community as Asean countries.

Scope of the research

The scope of this research aimed to study only the area of bamboo forest of sand dunes District, Chiang Mai province with the scope of content is as follows:

1. The condition to the context of the community in Papai, San Sai District, Chiang Mai Province
2. Potential Tourism Buddhist of the area of Papai, San Sai District, Chiang Mai Province
3. to create the guidelines for preparing the Tourism Buddhist of the area of Papai, sansei District, Chiang Mai Province to support the international community as Asean countries.

LITERATURE REVIEW

Management Guideline for religious tourism in Pa Pai, Sansai District Chiang Mai Province Toward The Asean Community. useful in practice. Research has led to a theory as a framework for research 1) Tourism Management 2) Religion Tourism and 3) Management Theory.

Tourism Management

Tourism which is seen as the act of traveling from one place to another for the purpose of pleasure, leisure, meeting, sport, health, religion, and sight seen. Tourism is of 3 elements: Tourists, Geographical Elements and Tourism Industry.

1) Tourists: The tourist is the key player in this system. Tourism, in fact, is a human experience, enjoyed, anticipated and recalled by a lot as a historic and/or life time aspect. Therefore, defining the tourist and its classification turns out to be equally relevant.

(2) Geographical Elements: Leiper describes three main geographical elements in his system’s model. These are: (i) Traveller-generating region (ii) Tourist destination region (iii) Transit route region. The traveller-generating region (TGR) exemplifies the area breeding markets for tourism, and practically acts as the ‘push’ force to motivate and stimulate i.e., set off and encourage travel. It is this region where the tourist tries to seek information, goes for reservations and makes the departure. This region is basically related to the demand aspect of travel and tourism. Further, the tourist destination region (TDR) symbolizes the ‘sharp end of tourism’ and is, indeed, the raison d’etre for tourism. The pull force of the destinations activates the whole tourism system besides begetting demand for travel in the traveller generating region. According to Leiper, it is at the destination where the most noticeable and dramatic consequences of the system occur. Since, it is the destination where the utmost impact of tourism is felt, therefore, the planning and management strategies are implemented in this region. Furthermore, the transit route region (TR) typifies not only the in-between places which may be visited en route, but also the short period of travel to get to the destination. Leiper highlights that ‘there is always an interval in a trip when the traveller feels they have left their home region but have not yet arrived. Where they chose to visit’.

(3) Tourism Industry: The third element of the model is the tourism industry comprising the variety of businesses and organizations responsible for supplying the tourism product. The model provides for the location of the different industrial sectors to be identified. For instance, the tour operators and the travel agents are primarily set up in the traveller-generating region, attractions and the hospitality business are located in the tourist destination region and the transport industry is largely situated in the transit route region. The operation of the Leiper’s tourism system is such that there is not only an interaction between each element of the system
but with other sectors as well so as to deliver the tourism product, to assess the occurrences and impacts of tourism, and the varied backgrounds influencing the occurrence of the tourism activity as represented. An analysis of two major elements of Leiper’s model well illustrates the fact that tourism industry is an industry of noticeably different qualities. Whilst on the one hand, the demand for tourism in the traveller generating region is essentially erratic, inconsistent, seasonal and illogical, the supply is fragmented, unadaptable and rigid in the destination region, on the other. Interestingly, supply is able to match the demand, a sure recourse for the financial fluidity and unpredictability in tourism. Again, the characteristic features of the Leiper’s model can be found in its generalization and lack of sophistication, and these are instrumental in facilitating a practical and effective viewpoint respecting tourism. However, there are other features as well. 1. Leiper’s model is not based or focus on any Paticular discipline rather makes available a generalized framework capable of incorporating interdisciplinary approaches to tourism. 2. The model is not a specific one but has a vast scope i.e., tailored to being put to use to any degree or level of generalization, from a local resort to the international industry. 3. The system’s model also substantiates the basic principle of tourism that there is an interrelationship and interaction amongst the different elements of tourism. Even though, the different elements need to be analyzed individually but these are the interrelationships that provide a perfect comprehension of tourism. It is, by and large, an agreed proposition that tourism comprises of four primary elements-travel demand, tourism intermediaries/agents, destination influences, and the resulting range of impacts. All these elements can be mutually joined in the form of a layout as illustrated.

Again, Smith (1981) while describing tourism as a social practice comes up with a thought-provoking but different point of view. According to him, “the phenomenon of tourism occurs only when three elements-temporary leisure + disposable income + travel ethic-occur simultaneously. It is the sanctioning of travel within a culture that converts the use of time and resources into spatial or geographical social mobility. If travel is not deemed culturally appropriate, then time and resources may be channelled elsewhere.” That is, on the one hand, tourism is an accepted industry at the global level, it is also a complex set of social phenomena, on the other. A Pat from this viewpoint, falling back on Buck’s hypothesis (1978), tourism can be perceived by means of conflicting and diverse viewpoints: tourism as business vis-a-vis tourism as a set of phenomena. While this highlights the complex and inconsistent approaches adopted by different people, neither approach turns out worthwhile when considered in isolation. Under these conditions, one Paticularly effective approach can be by way of viewing tourism as a system or set of sub-systems. A gamut of tourism systems with different perspectives but effective in at least some way is produced.

The systems approach makes one believe tourism as being related to society and cultural evolution and not simply as an economic activity. A systems approach holds an edge over other approaches in the sense that owing to the nature of systems model being practiced, it is not possible to make out tourism in isolation by chance from its economic, societal, political or natural environments. And here crops up the significance of inter-connectedness between different elements of a system. Given the intricacies and complexities of tourism, the proposition further leads to multi-disciplinary reasoning which becomes all the more crucial to have a thorough understanding of the tourism system. An acquisition of a perception of the tourism system at a Paticular destination facilitates an extremely fitting understanding of the tourism processes.

Thus, getting under way with the framework of integration, including relationships between the tourist receiving region, the destination and
the number of tourist generating regions i.e., the system to the operation of the system, the process. Holidaying or leisure tourism is, indeed, extremely involved and complex than just being fun even through it can be contemplated as a system in respect of managing enjoyment and recreation. Tourism has a long-drawn-out record of submission and extraction, favoured destinations giving in or submitting to regional high-societies and multi-nationals, so the controversy as regards tourism and its management must be characterized by issues that include tourism impacts on heritage and the way the account of a specific place is described; the prevailing and promising impacts of augmented tourism in congested, populous, multi-communal urban areas/regions where difficulties, strains and stresses may by then exist; the ways and means to isolate tourism from sweeping pulls and leverage, and socio-economic technological phenomena etc. These issues, however, cannot be worked out by means of technological resolutions and advances. Again, management resolves hardly consider the human factor as they, by and large, has a tendency to weigh problems in isolation. Yet again, by and large, have a tendency to weigh problems in isolation. Yet again, it is the people that generate tourism and the ensuing complications, but people cannot be fixed. Thus, tourism being, on the one hand, an interdisciplinary and trans disciplinary field of enquiry, tourism system involves different segments i.e., organizations, businesses and functions, on the other. Although some of these do not fall directly under tourism sector but have a critical and crucial influence in the overall success of this smokeless fast developing industry. As a result, to have a discerning perception of tourism, it can efficaciously be characterized with the help of a system approach comprising four key elements-market, travel, destination and marketing. The make-up of these four constituents and the type of inter-relationship prevailing between them can be described. Obviously, the resolve to travel and become a tourist can be made out by means of studying the market segment of the tourism system. Once the decision in respect of travel is taken, it leads one to go for another related decision i.e., where, when and how to go. These choices are described and analysed by the second segment of the system i.e., travel. In fact, the choices are influenced by several internal and external pulls such as mode of travels, trends in travel flows, the existing and expected tourism trends. And it brings home the import of the third segment-destination, a blend of tourist attractions, services and facilities/amenities. The pull of a destination is subject to various market and en route factors with a view to attract, serve and satisfy the tourists. Finally, it is the fourth segment of the system-Marketing that takes the destination area to the market and helps in motivating people to travel. Tourism marketing, in itself, is a combined, coordinated feat of several types of organizations having direct or indirect linkage to the tourism industry viz., travel trade services, hoteliers, transporters, and other destination based as well as market based public and private sector tourism and non-tourism establishments playing their role. This, in nutshell, is the operation of the tourism system.

Religion Tourism

The religious and faith based market has the advantage of appealing to people from around the world, of all ages and of all nationalities. Tourism and travel professionals should be aware that this market might well double by the year 2020. To add to this number many faith-based travelers prefer to travel in groups rather than as individuals.

Religious tourism is big business. It is estimated that in the US alone some 25% of the traveling public is interested in faith-based tourism. When one adds to this the number of people who travel for faith-based conventions, and faith based activities such as weddings, bar mitzvahs or funerals, the number become extraordinarily large. World Religious Travel is one of the fastest growing segments in travel today.
Although any tourism professionals should be able to handle this market those who have an appreciation of religion and spirituality tend to do best with travelers in this market. It is essential to be sensitive to the great variety of special travel needs within this market. Among the things to consider are types of food served, types of music played and when activities take place. Be aware of religious calendars and specific travel prohibition days such as fast days. As in other forms of tourism it is essential to know your market. For example, airlines that do not offer vegetarian meals may lose a portion of the faith-based market whose religion has specific food restrictions.

Connect your local secondary industries with your faith-based tourism. All too often the spirituality that visitors seek is lost at the level of supporting industries. During faith-based tourism periods it is essential that hotels and restaurants connect with the arts and cultural communities to develop an overall faith-based product rather than a mishmash of unrelated offerings.

Management Theory

The McKinsey 7-S model involves seven interdependent factors which are categorized as either hard or soft. “Hard” elements are easier to define or identify and management can directly influence them: These are strategy statements; organization charts and reporting lines; and formal processes and IT systems. “Soft” elements, on the other hand, can be more difficult to describe, and are less tangible and more influenced by culture. However, these soft elements are as important as the hard elements if the organization is going to be successful.

The way the model is presented in Figure 1 below depicts the interdependency of the elements and indicates how a change in one affects all the others.

- **Strategy:** the plan devised to maintain and build competitive advantage over the competition.
- **Structure:** the way the organization is structured and who reports to whom.
- **Systems:** the daily activities and procedures that staff members engage in to get the job done.
- **Shared Values:** called “superordinate goals” when the model was first developed, these are the core values of the company that are evidenced in the corporate culture and the general work ethic.
- **Style:** the style of leadership adopted.
- **Staff:** the employees and their general capabilities.
- **Skills:** the actual skills and competencies of the employees working for the company.

The 7-S model can be used in a wide variety of situations where an alignment perspective is useful, for example, to help you: Improve the performance of a company. Examine the likely effects of future changes within a company. and Align departments and processes during a merger or acquisition. Determine how best to implement a proposed strategy. Placing Shared Values in the middle of the model emphasizes that these values are central to the development of all the other critical elements. The company’s structure, strategy, systems, style, staff and skills all stem from why the organization was originally created, and what it stands for. The original vision of the company was formed from the values of the creators. As the values change, so do all the other elements. Also, the first version of this model, published in 1982, classified “systems” as “soft”. Since 1982, very many processes in very many organizations have been meticulously documented or automated, making them relatively easy to analyze and change. They are therefore shown above as “hard”.

Conceptual framework

The concept of the project Nava prepare the Buddhist tourism in Pa Pai, San Sai, Chiang Mai. To support the ASEAN Community The
fundamental belief that Travel by someone in the community is fundamental to the development of an alternative for the development of the Tourism Industry Sustainable Tourism Development.

From the above tour, it is very important that each community organization. The public must participate in all stages of tourism activities. As a basis for development, which is a synthesis of theory, undertakings related research is theoretical ideas to frame. The ideas to research were as follows.

**Sampling method**

In operation research for total population in Pa Pai Chiang Mai province the total population 10,629 people. The classification of 3 groups.

1. A group of community leaders composed of: Mayor, Village headman, Headman, Member of the Municipal Council, Assistant Headman, Headmaster, Sub-district Medical practitioner, Development of the village groups, Housewife group, savings cooperative group, Youth group, etc.

2. A group of representatives from the public and private sectors. Local government agencies and entrepreneurs, etc.

3. A group of representative clergy including the abbot primate district. The abbot of the temple or a representative of each temple priest in a municipality in Pa Pai, Sansai district Chiang Mai province.

The method used in collecting the information of this research including

1) Gathering relevant documents from the secondary sources of information, especially at the research involved. 2) In-depth Interview. And 3) Focus Group Discussion.

**RESULTS AND DISCUSSION**

Results of the study in context Pa Pai San Sai, Chiang Mai. The Paith community Pa Pai with all 17 communities, Muang Khon village, Nong Tao Come community, Pa Pai communities, Ling Muen community, Baan-Mor community, Ta Yao community, Sriboonruang community, Si Wang Tarn community, Nong Tao Come Mai community, Pa Mead Community Mae Kad Noi community, Baan Pong community, Pattana Sai Kaew community, Luang Pattana community, Kasat Pattana Community, Nong Pa Krang community and Pat Tai Pattana community Pa Pai district. There are vast resources and can develop into a Tour like environment of natural resources such as creek Jo, forest and as resources for learning about the life of a sufficiency economy. The house has a living demonstration of sufficiency economy. Places of worship, etc., especially because the monastery in Pa Pai district.
There were many sources, but sources have a different identity out. Current is a Buddhist monastery. Bamboo forest in Tambon San Sai, Chiang Mai province, including 8 of Doi That Pra Pha Luang temple, Pa Dat temple, Pa Merd temple, Muang Khon temple, Mae Kad Noi temple, Sriboonruang Temple, Nong Tao Come temple and Nong U Bosod temple.

The results of the focus group (Focus Group Discussion) using SWOT analysis to study the potential of the Buddhist tourism in Pa Pai district, San Sai, Chiang Mai province. Found the following The strengths are 1) All the temple in Pa Pai a different identity to such a measure, even unto the least creating Pak of hell-a haven for learning the merit and demerit in Mae Kad Noi temple. Doi That Phra Pha Luang temple have altars and the invention of the Buddha and many holy God. Nong U Bosod temple of the atmosphere pleasant. A large pond is a recreation and can feed the fish. 2) The temple has its activities. Day traditions such as Buddhism and Buddha and teachers. Yi Peng (Loy), a traditional New Year (Songkran). 3) Some temples are beautiful and the atmosphere is close to the eco-tourism in the community. And 4) Buddhist tourism is the heart and soul and is the anchor for the community and a source of the involvement of the community. The weaknesses are 1. The route is a secure transport of multiple sources is located far away from the community and some of the complex. No signs Sign shabby, worn and cede. 2) The Many Public Relations of temple has also built a reputation as a general. Due to lack of network or related agencies that are competent. Not communication and technology tools. 3) Structural problems unmanaged facility is electric water and waste. 4) Language, There is no lack of people who have expert knowledge of the language. Interpretive signs, such as the translation to other languages such as English, Chinese to support ASEAN community.

The threat are 1) No local guide A detailed history of each temple to recite stories and historical value for tourists. And 2) Management of Participatory, because each measure is a self-managing. A joint management It is impossible to link information and holistic development.

The Opportunity are 1) to receive support from the relevant agencies, both public and chest bump for example, local governments, Educational institution, NGOs etc. and 2) obtaining the Paticipation of the community and the involvement of the community in the creation of Buddhist tourism.

Results of the study Management Guideline for religious tourism in Pa Pai district, San Sai District Chiang Mai Province Toward The Asean Community are 1) Obtaining cooperation from community involvement and support. The study presents an approach to tourism with Buddhist bamboo forest in Tampon San Sai, Chiang Mai. In order to support the Asian community were likely to prePae the Buddhist tourism. 2) Should have a management plan and set up network groups to premium credit data link system clearly 3) Infrastructure should be developed, but it is also a eletrix water supply and transport, as well as the installation of the signs. And defective labels He has received support from government agencies and local governments. 4) Should provide promote from the media, such as labels or on-line media. 5) Should have a scheduled tour of the monastery, but the premium credit-related. And Grammy pro tour. 6) Should Trainings to educate local leaders or representatives of local youth. The festival features local to story detailed measurement data and support Terms of use Both English and Thailand to support the ASEAN community and 7) Should the educational needs of tourists that have values or requirements.

CONCLUSION AND RECOMMENDATION

The study results. The preparation Buddhist Tourism Management in area Tumbon Pa Pai Ampher San Sai Chiang Mai Province to support the ASEAN Community found to develop a
holistic management. The Paticipation of the relevant authorities. The people in the community to cooperate and support the push for tourism and the management of the tour these include: Tourist attraction and Tourism Model, Travel Services and Travelers’ needs. This is in line with treasures Kanchanakit (2003: 87-88) and Suchada Wanthamanee (2004: 70-72) said about elements of tourism as follows tourism is a social process and there are three main components of the economy is Travel Resources Travel Service and Travel Market. Each sub-element have cause and effect each other. The differences of each model tour. It is the difference Element and relationships that happen. Buddhist Tourism Management in propulsion system is developed. By starting from the small inner on yourself and connections reciprocity include they must depend on each other of institute with public. the success of the enterprise management bassed on the management of all systems is not one system. The success of the enterprise management total system want to depend the success of all the subset because each system concerned with new system is cell system in condition is moot call System Theory. A major occurred late 20th century (Kayanee Sungsombut, 2007: 57) By inside system have factor pushing several include 1) The price factor is management plan and Net Work Group 2) Structural factor is basic structure, Public utility and interactive 3) Strategy is stratege how to create a tourist traction manner Buddhism be acknowledged 4) Activity Type Tourism Program 5) Personnel is the local tour guides for the story detailed measurement data and activities that bring tourists 6) Skills is knowledge and skill of the relevant dePatment and local guides especially in terms of language use Thai and English for support to the ASEAN Community 7) Values is values or needs of tourists this consistent with the concept 7-S Mackinsey analyze of success of enterprise related factors the 7 majors include structure, strategy, system management style, staff, skill and popularity

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ABSTRACT

This research aims to study the context and the management of community tourism in the area Baan KohKlang, Sub-district Klong Prasong, Muang Krabi. In this study, it is research on Operational research. There are tools to be used in research, for examples, the questionnaire, an interview with the information and documents. Interviews from those involved in tourism, including local Tourist Guide. Homestay and other occupational groups that related to providing accommodation, food and travel who is responsible for cooking, tourist recruited using purposive sampling method (Purposive Sampling Technique) which selectively from those directly involved in the development of tourism area, Tourism services Travel and Tourism Management, and Process of environmental studies.

The community has developed into Village eco-tourism and community life of the island from 2002 to the present by having Event of tourism and lead to start the service activities, with emphasis on tourism patterns in natural and cultural communities. There are professional groups associated with tourism including women’s groups of seafood processing, the group of ponds crab, women’s groups producing batik, tail boat group, the group hired a boat, motorcycle group, fish cage, and organic planting vegetables group. It has a potential natural resources, cultural and lifestyle. As a result of the variety of resources, including tourism, Forest Lake bond linked to lifestyle, beliefs, rituals, religions and ethnic communities. KohKlang can live in a state of self-management with the available resources through the mechanism Tools of tourism by supporting of community.

Keywords: Urban Context, Community Based Tourism
INTRODUCTION

Thailand is a country that is known for its abundance and a variety of Tourism resources and can attract many tourists come for sightseeing make huge Revenue for the country. This can be seen from the year 2007; Thailand ranked 18 out of 157. The country has a number of visitors. The number of tourists reached 13.9 million people per year (Tourism. Authority of Thailand, 2007), but in the past activities that occur in the realization of the impact to physical integrity and ecological environment as a whole. Thailand is required to improve Tourism minimal environmental impact to minimize the impact to the tourism industry, both directly and indirectly.

Krabi is a province that offers a variety of attractions like beaches, islands, jungle paths. Arts, culture, history, life and health as a destination for leisure and appreciated the Nature, so Tourists come here in large volumes every year. Each year visitors come more than two million people, earn money from tourism of around 30,000 million baht per year as No. 5 of country. As this reason, Krabi is a strategic area of tourism and the country and No. 2 of the world. And is a key goal of the government to generate revenue from tourism for the country. As Tourism continues to grow, make the province’s economy grow rapidly. It is good for the development of the province as a whole. In the same time, there is an impact negatively on the cities to people who are lovely and the sustainability of tourism in Krabi. So stakeholders from all sectors jointly discuss and prepare a Declaration on Sustainable Tourism Development in Krabi, including travel plans, activities of the province to be used as a tool to determine the direction that all parties adhere to (the provincial office Krabi, 2013).

Currently, the province has a plan for tourism development Communities Act 2014 to 2020 in order to analyze the potential strengths, weaknesses, opportunities and threats of Krabi. It found that local life Tourism is an approach to tourism development in the province. As well as leverage the quality of life in communities by a new source of income apart from tourism to the province and the country, not only main tourism (Office of Krabi, 2014).

The community of KohKlang, Sub-district KlongPrasong, Muang Krabi is one of the community which is the historical tourism development plan of 2014-2020. Baan KohKlang is a community that offers convenience, surrounded by mangrove resources on all sides and is located on the mouth of the Krabi river and estuary main occupation of villager are fishing farm, trade, etc., including batik, processed food etc. Therefore, there are many professional groups associated with tourism management by community. In addition, the area also has potential in the community to do farming on the environment. The community has been selected by the Ministry of Science and Technology. The village is host to the energy industry, grain production without waste, which has led and science, agricultural technology to increase productivity adding value to the waste and the waste effluent from the plant.

Rice called the production process without waste (Zero Waste system). There are farms of sea bass fish and mussels in cages which KohKlang community is high potential in tourism studies. However, KohKlang community has not received much attention from visitors due to there is competition in the tourism community in many areas. This research is a community study and tourism resources in the community in order to bring that information to develop tourism model that can distribution revenue for the community and contribute to a sustainable tourism management.

Research objective

To study the context and tourism resources within the community of Baan KohKlang.
LITERATURE REVIEW

Community context

Thitiwat Klajene (2006: 20), meaning the urban context refers to the living conditions of the environment involving the community in the history of the area, geography economic and social conditions and culture.

Pirom Inthanoo (2006: 9), said community context means the environment in the economy and politics, Society and culture of the local community.

In conclusion, the community context refers to the environment in the community from past to present as well as the livelihood of the people in the community, geography condition, including economic, social and cultural conditions.

CBT (Communities based tourism). Pojana Suansri (2003: 14) gave them a sense of community tourism means that tourism taking into account environmental sustainability, social and cultural orientation by the community managed by community and the community has a role as owner has the right to manage care to achieve learning to those who visit.

Sinth Sarobon (2003: 12) defines the CBT means of managing tourism by community to participate in determining the direction of travel on the idea that everyone owns their home resources and stakeholders from tourism by using local resources in areas whether natural, history, culture, lifestyle and production costs to be a factor in travel management appropriately including the development of people in the community to knowledge, having ability to perform tasks ranging from planning decisions, operations, focusing on lessons sustainability to the younger generations and local impact as well as taking into accounts the ability to accommodate the importance of nature.

Ponpen Wichakprasert (2006: 6) outlines the goals of tourism management to conserve and resource protection, conservation and restoration of culture, publishing culture of the community as a development tool, quality of life to create awareness and understanding. Also, create the participation of community building, unity in the community learning and cultural exchange between tourists and locals and create extra income for local people and revenue to village fund.

CBT management means travel management with regard to sustainability, social environment and culture, folklore, anyone who owns the resources to participate in a defined direction of tourism manually by bringing the resources in the community, whether it is natural history, culture and way of life of the community as a production cost by bringing tourism management by the community. As a tool to improve the quality of life and capacity of the community to have the ability to have decision, the implementation plan outlining lessons to be refreshed, conservation, protection and cultural resources, dissemination of culture of the community, unity in the community and earn money added to the community.

CBT (communities based Tourism) principles of management.

Tourism management by community is very real needs of the community. Everyone in the community think, co-operative, co-beneficiaries and those who benefit from tourism are people in the community.

Meanwhile, it must take into account the use of tourism resources in most effectively and well maintained. (Ponpen Wichakprasert, 2006), which Pojana Suansri (2003) and Ponpen Wichakprasert (2006: 2) have identified tourism community that to use tourism as a tool to develop the community.

1. Purpose environmental responsibility, social, cultural and natural resource and response the community needs.
2. Community is ownership
3. Community is Manager
4. Villagers took part in the decisions and direction.
6. Quality of life
7. Environmental sustainability.
8. Maintaining the identity and local culture
9. Knowledge exchange cause learning between people of different cultures.
10. Respect for different cultures and the dignity of the human person.
11. Result in fair compensation to local people.
12. Money is not the main income, community determine income, Money is distributed to the public good of the community.
13. The principles of holistic development.

Tourism management by community

Tourism management by community is an important component in four factors (Pojana Suansri, 2003: 15) as follows.

1. Natural Resources and Culture. There are abundant natural resources; there are ways to produce dependency and sustainable use of natural resources. Culture and unique local traditions.

2. Community organizations have understood the social system. There are philosopher and skills in diversity issues and community has sense of ownership to involve in the development process. Pornpen Wichak (2006: 2) Also, have the concept of the public to participate in the management of local tourism to create a sense of shared ownership cause to accept the love and pride in their local area.

3. Management has regulation-rules to manage the environment, culture and tourism. An organization or mechanism working for tourism and to link tourism with the community development as a whole. A fair distribution of benefits, have funds that benefit the community’s social and economic development Community. Pornpen Wichakprasert (2006: 5) has an idea is to have an element of management to cover a system for managing the learning process between locals and visitors, and creating awareness about the conservation of natural and cultural resources both the locals and visitors.

4. Learning the nature of the activities to create awareness and understanding the way of life and different cultures. A system to manage the learning process between locals and visitors, also create Awareness about the conservation of natural and cultural resources of both locals and visitors.

From research to develop ecotourism in the North region include 36 projects, Office of Thailand Research Fund (TRF). The office can conclude that CBT has management experience. The research project (Sinth Sarobon, 2004: 15-17) as follows.

1. Tourism resources in the context of a range of community focus on Tourism related to nature-based, a local identity, culture and history relating to the ecosystem in the area. Thus, CBT is the context of a variety of resources based on management that emphasizes the importance of incorporating the aim of conserving the natural environment identity and the cultural diversity of different ethnic groups. There is a different way of life and tradition way as well as respect for the dignity and rights of the various ethnic groups. Respect for the cultural beliefs and ritual traditions of the local community.

Therefore, Community Based Tourism in the context of a variety of resources to community aims to local community awareness and pride in ethnic identity and cultural traditions of their ability. Tourists get to know and understand the local culture and way of life that is beautiful and how valuable. This includes the development of culture, tradition, and to allow local communities and visitors engage in mutual learning.

2. Tourism on the context of management focuses on the conditions of responsible management and reduced impact on the environment and society as well as the sustainable management cover to resource conservation environmental management to prevent and eliminate pollution control and development.

Tourism extent by focusing on tourism with sustainable management under the terms of the relationship between local communities
and nature as a complementary way of life in the ecosystem under the same principle that people who maintaining appropriate resources will benefit from the treatment.

Community-based tourism is a tourism that focuses on the interaction between local communities and nature in order to conservation and tourism resources to the development of local communities to be stronger as well as to effort in presenting ideas about nature’s ability to accommodate. This approach will help spread the benefits of tourism to the wider area, not only community, there will be also including the natural resources and the environment. Despite the success of tourism community based on the principle of creating incentives for co-ecotourism movement to conservation of the natural environment and benefit from their actions.

3. Community based tourism in the context of processes and activities. it focuses on the creation of a system of tourism is conducive to the learning process by providing education about the environment. The source ecosystem tourism as well as to increase the knowledge and experience of local entrepreneurs who involved which may call an environmental study tour. Tourism may create awareness and raise awareness of the community as a social process at the local community’s efforts in this adaptation under context of the situation changes constantly. There is balance between production in the agricultural sector, job hiring of the villagers tied to the resource base of the community including the creative sustain fairness within society, and unite to fight the exploitation of external agencies.

However, it can be said that the travel management community cannot limit themselves to only the one community of the village, but there may be a combination of several communities build networks.

Resource management or tourism program together to have administration and management of tourism through community, also having the goal of providing education about the environment and ecology of the city as well as to knowledge excellent opportunity to raise awareness and to raise awareness of the need for both tourists and local residents, the tour operators, organizations which involved in the network, to create social learning process to the resources of the local community and tourism to be sustainable.

4. Community Based Tourism in the context of community participation in management itself. It takes into account the importance of the involvement of communities and individuals from beginning to end the process. To achieve local benefits include income distribution and to improve the quality of life and get rewards by having the goal for the maintenance and management to Attractions. However, in practice, local authorities should be involved in tourism development and quality control. This may start from the local community, grassroots level to local governments. It is a tourist community involvement literally.

5. CBT in terms of community development organizations is an attempt to point out the role the base of tourism resources in the development of local community organizations involved with conservation, Sustainable natural environment to continue to “Instruments and mechanisms of the local community” as a whole. The process for alternatives to direct the development of local communities. It is located on the basis of culture, a variety of traditional and ethnic communities, also emphasized on the efforts to conserve, restore the natural environment of the local community.

However, if turn back to the issue of social sectors may find that many of the local community are facing a crisis in terms of the degradation of nature and poverty. If considering this issue, Tourism by community can be part of the answer to solve the problem by giving priority to bringing in revenue from tourism to local community development projects in various formats. Tourism by Community can be considered as part of a new way to develop a variety of local community. It is necessary to look at the context of changing economic and political structures.
In relation to the external environment conditions in the micro and macro level will help to link local phenomenon on external conditions and pointed out the direction of developing countries that affect the way of life of local communities clearly.

In addition, some of the private sector in some provinces has a role to monopoly in traveling business which focuses on income and growth of the tourism sector alone. Sometimes can affect to break local culture contributes to the degradation of the natural environment due to the lack of power of local communities to manage their Tourism. Therefore it is necessary to define the role of government, local to play an important role, together with the public sector to manage and find patterns in the context of tourism. This will have the effect of changing economic, social and political systems. Environmental and natural resource management to local communities better.

Also, Pornpen Wichakprajak (2006: 1-2) has pointed out the precautions in terms of tourism management. The community is encouraged to have a sustainable tourism management by the community but never have preparing before. It may bring consequences that will happen in many ways such as the social impact, the cultural tradition, and the impact of the economic and environmental impact. So it is very important to have preparedness and strengthening the community development needs.

Travel and tourism in order to manage it properly and they can manage tourism conservation as principles. Development sustainable community tourism management should be concerned with the following precautions.

1. It should be consider the capacity of local support which will require the number of tourists a day.

2. It should be considered of the need to protect the environment and local culture and be aware of events tourism that impact (negative) cultural traditions to the community and way of life of community.

3. Focus on the part of those who involved in tourism activities. Both allies and those who are not which will have to coordinate together to reduce the impact on the ecosystem, community traditions, cultural and community life on Tourism.

Although many communities will be managed by the community for tourism and have the efforts to develop the system and management continuously but there are limits on the tourism management by community (Yos Santasombat 2004: 297-298) as follows:

1. Lack of self-confidence, the most important issues that faced by community as a result of not sure to have tourists come to the community because of the program and advertising on travel program is delayed and foreign tourists often travel plans in advance. It is no time for tourists to buy tourism program and the local people lack confidence management. Most people including village tour committee still does not want to bargain with the tour guide to adjust the price paid or offered a program of village because they feel that guide will not satisfy and not bring visitors to the village.

2. Conflict management, every local community does not be unity and always reconciliation. On the other hand, community may consist of a kinship groups. This is a conflict of interest, competition in power and political influence, and so on. In the past, tourism makes a significant difference in the elite village and conflicts of interest in the community have increased accordingly. Even the tour of the village committee to be formed from representatives of various groups try to set the stage for consultations, discuss the conflict going on in the community but some conflict is still not resolved it until now.

In conclusion, the principles of Tourism based on community use tourism as a tool to develop community and environmental responsibility objectives, social, cultural and natural resources to meet community needs. Community is owner. Community is manager. People involve in the decision and define
direction, promote self-esteem, improve quality of life. There are still environmental sustainability, identity and local culture, learning between people of different cultures, respect for different cultures and the dignity of the human. Then there will be a fair compensation to local people. The community is defined income distributed to the public good of the community. The development will focus on the holistic development.

**Tourism Management has five major components as follows.**

1. Natural Resources and Culture, there are abundant natural resources; there are ways to produce dependency and sustainable use of natural resources and unique traditions endemic.
2. Community organizations have understood the social system, a philosopher or who has knowledge. Community ownership and take participate in the development process, create a sense of shared ownership, the recognition of love and pride in their local area.
3. The Management has the regulation-rules to manage the environment, culture and tourism and have organization or mechanism working for tourism and to link tourism with the development community as a whole. A fair distribution of benefits, there also has funds that benefit the community’s social and economic development to communities and reducing impact on the environment and society.
4. Learning to create a system that facilitates the learning process. The nature of tourism activities can create awareness and understanding the way of life and different cultures. There is system to manage the learning process between locals and visitors, make a mental sense and awareness for conservation of natural and cultural resources of both locals and visitors. The community learning to adapt under the context of the changing situation constantly.
5. Participation of community in managing its own. The importance of the participation of the community and people from beginning to end the process in order to provide benefits in the distribution of income to raise quality of Life of the community and beneficial to the community.

**Sustainable Community Tourism Management** need to prepare and strengthen the community who want to develop tourism based on conservation principles and sustainable development. There are six cautions to be aware:

1. There should be considered the capacity of local support, the number of tourists into the area per day.
2. There should be considered the environment and local culture and be aware of events. Tourism has an impact (negative) to the community and way of life of community.
3. Emphasizes the involvement of those who involved in tourism activities both allies and those who are not which will have to coordinate together to reduce the impact on the ecosystem, community traditions, culture and community life on tourism.
4. To determine the role of local government into a major role with the public sector. In management and a form of tourism in the context of community. This will have the effect of structural changes, economic, social, political and environmental resource management in appropriate system to the community.
5. Management must consider the interests appropriately. To prevent and correct the benefits distribution problems, having of the Benefit groups, and conflicts of the community, also to be able to bargain benefits with the guides.
6. Must be able to predicted, the arrival of tourists in advance. This uncertainty may affect performance the lack of preparation.

**The impact of tourism on the community**

Currently, communities in tourism has meant to people in any area of a local border regime under the law that requires the involvement of the community to that Tourism. The Thai society was originally agricultural society; most of the population still lives in rural areas that
rely on forest resources for their survival and life closely tied to nature. When there is tourism development occurs in the community, it is rapid expansion and direct impact on the community, both positive and negative consequences inevitably (Bunlert Jittangwattana, 2005: 156-160). So in tourism management must take into account the various effects that will be occurred. In order to prepare measures to prevent the negative impacts that may occur. And promote positive impacts to tourism in a sustainable way (Pornpen Wichakprasert, 2006: 9-10).

In conclusion, Tourism management by community must consider the various effects that will occur. To prepare the measurement and prevent the negative impacts that may occur. And promote positive impacts to tourism in direction of Sustainable. The impact of tourism on the community can be classified into the following four aspects:

1. In the economy aspect, it has a positive effect on the economic structure of the community, expansion of tourism business in the community. Career and employment, income and income distribution, production of community and have community development fund. Those has resulted the negative The crashes income and quality of season such as labor, high cost of living, benefit competition, income distribution, cost of community management, land price, and the influence of money on people.

2. In the view of society, it has a positive effect on occupational schemes. (the growth of social standards, the family living, the understanding with tourists unity to prevent migration. safety, proud of ownership of resources. infrastructure development, strengthening the study was cognitive to knowledge development, ability and skill group of tourism). To build the assurance to people in the community, community empowerment, creating opportunities for women, senior community involvement. It has resulted in negative way to the problem of changing lifestyles and values. Family ties the unfair disruption of commercial sex migration of the community, crime and the exploitation of tourists, taking the public space to the commercial area.

3. In Culture view, it has a positive effect on the restoration of cultural heritage, tourist attraction, creating a culture of love, jealousy and pride of culture, conservation of cultural, exchange the culture of the community and visitors. Production and distribution of art and culture has resulted the negative problems of cultural conflict between the tourist communities. Changing culture values rapidly, debasement of culture, the destruction of community, modification and use culture inappropriately.

4. In the environment view, it has a positive impact on the awareness and consciousness of environmental values. Also, resource conservation and environmental rehabilitation and added value of the development environment. And environmental improvements, having a good quality environment, become an alignment resources pattern caused by community management rules. The revenue allocation for environment maintenance has resulted negative environmental impact, the problem of destruction of forest resources, water resources, biological resources, pollution in the community. The subsidence of the soil, the destruction the landscape of the community. The interference cause ecological decadence in nature.

**METHODOLOGY**

**Data Collection**

Data Collection Conducted by interviewing key informants (In-depth interview). And the observation of workshops in the community on the issue “in the community” as well as problems, needs and solving the problems that may arise. Observing community environment, living condition, cleanliness orderliness, the landscape of the community and the condition of the natural resources and environmental community.
1. Papers research (documentary research), which will study the documentation from agencies publication of official documents such as the Tourism Authority of Thailand. Those documents are about the management of tourism strategy, community impact. The current problem of tourism in community.

2. The field research. The depth interview from occupation group and involving the private sector with tourism community, and discussion group (focus group), including academic field of tourism, business leaders tour community members, enterprise community.

Research Areas

The scope of the area, to study in the community of Baan KohKlang. This community has a sea surrounded and consists of three villages in Tambon KlongPrasong includes Moo 1 Baan KohKlang, Moo 2 Baan Klong Prasong, and Moo 3 Baan KlongKum.

Scope demographic population for this research, research units involved in the management of tourism community and food production of Baan KohKlang group which consisting of seafood processing, the fish cage, culture of crab in the village pond, community networks, industrialist rice no waste group, batik production group, tail boat group, a group of hiring boat, motorcycle group, Contractors, Community Leaders Agencies that involved in the community.

Tools used in research

1. Depth interviews with no structures. This is an issue about the current conditions about contextual Community, knowledge about the tourism community. The concept promotes a vision of Tourism development as well as to the availability of community leaders and potential Travel Community sources.

2. The focus group on the issue of community opinion, leaders to engage the community including problems, demand, solutions, and the promotion of tourism.

RESULTS AND DISCUSSION


Information that from the conversation in small group and examination of the documents which related research found that the history of becoming tourism community. Tourism in Baan KohKlang started from villager noticing tourists, especially foreign tourists often come to make video, photography in community. Most of these come with a group of young people that taxi boat driver take visitors to mangrove ecology come to visit folk museum, watch rice, feeding buffalo, and eating on island.

Also found that the image had appeared in a brochure introducing travels. The community began to organize activities the village to develop as eco-tourism and community life of the island and still operated around the year 2002 until the present by having the event of tourism and contribute to initial offers various activities focusing on the theme of nature and cultural tourism, life Community. Currently, there is a core group of professionals involved in the community, for examples, Women’s groups, processed seafood (salted fish. Organic), the group cultured in ponds crab, farmer groups (Village Community rice industry Network) group, (the group of batik, tail boat, the hiring boat group, motorcycle groups, fish/grouper fish, sea Bass), and the group organic planted vegetables.

2) Tourism resources of the Baan KohKlang.

Tourism resources of Baan KohKlang consists of nature and resources, Cultural resources which have details as follows:
2.1 Natural Attractions in community includes:

**Canals** that flow into the sea, mangrove area of approximately 102.12 square kilometers (63,825 rai).

**The beach Area** is about 12 square kilometers (7,500 rai) in length along the coastline approximately 26 kilometers.

**Beach Lane** between the mouth of the Krabi River with Yuan canal is approximately 9.3 kilometers (5812.5 rai). When the sea water decrease to the lowest, average water level by 2 meters deep, it has water channel with a depth of 6-10 meters. In addition, local attractions in community includes:

**KhaoKhanapnam** has a large cave inside. This is the big valley is flanked by two rivers that zigzag dented. It’s a favorite place for Tourists to canoeing for visiting Nature.

**Laem Son beach** is located in the Moo 2 and 3. It is a wide sandy beaches, visitors can participate in activities to catch shellfish.

2.2 Tourism spot in Culture and lifestyle of Baan KohKlang.

In the management of tourism activities, Tourism in the Baan KohKlang community has a learning environment and ecosystem resources. Tourism has the knowledge, experience impression to raise awareness and to raise awareness for tourists. It has learning center

- **Learning center of model tail boat**, it was the starting tail boat from Mr. Somboon Munkapen which has been taught the knowledge to build a model of tail boat from his father. The idea to build a model boat is to sell as extra career. The dimensions of the boat are the same model of real one. Placing the cut wood like a true piece. The market of boat models are very popular and prices starting from 280 baht to 25,000 baht. It will take 2-3 days. After it was a production is a learning center model to sell the tail boat and demonstrations to make tail boat, also allow Visitors to see and try to do it.

  - **Learning Center of batik** production, President of women batik group is Prajin Lekdam age of 72 years. It was starting from the year 2002 when the Krabi Provincial Administration Organization sent a group members 35 people to learn how to make batik in Narathiwat. When learning process was successfully, then bring it to manufacture and distributors in the province until this day. And keep developing until there were many orders from almost all provinces. They can make hundreds of pieces in a month, based to the order of the month. In addition, there are also OTOP Exhibition at Siam Paragon, and Muang Thong Thani, it earns 100,000-200,000 THB per year. The pattern that appears on a white cloth is not just flowers only. The molds are made of brass 40-50 patterns.

  This made for a while, but it will melt and mold new pattern. If customers want novelty motifs such as stripes, Cartoon, geometric pattern could create them. The foreign tourists will be much interested in how to do and want to learn how to make batik. Thus improving the existing production building to be learning center for producing batik and to be broadcast programs for youth, including students, and tourists who are interested.

  - **The transfer of knowledge to culture mud crab.** The crab aquaculture has for a crab feast at the house number. 165 Moo 1 Tambon KhlongPrasong. MuangKrabi, Krabi province and has a lecturer name Mr. Samni Khongrui to educate the aquaculture crab, tourists can dive to eat.
- The knowledge of processing salted fish, Salted Fish Processing Group has a lecturer to give the salted fish processed by Mrs. Jongjit Raiyai at House No. 252 Moo 1, Tambon Klong Prasong, Krabi. She has Salted fish processing experience more than 13 years.

- The knowledge of organic farming. The person who gives knowledge of Growing organics vegetables is Mr. Singha Kreuiwan. The relay point is at number 19 Moo 1, Tambon Klong Prasong, Muang Krabi, Krabi province. He has Organic farming experience more than 10 years.

- The transfer of knowledge rice Sangyod. The person who gives knowledge rice Sangyod organic rice is Mr. Prawat Klongrui. The relay point is house number 19 Moo 1, Tambon Klong Prasong, Muang Krabi, Krabi province. He has Organic farming experience more than two years.

- The knowledge of fish cage farming. The group of fish Organic aquaculture knowledge given Mr. Sopo Dumkul. The relay point at house number 23 Moo 1, Tambon Klong Prasong, Muang Krabi, Krabi province. He has experience doing fish farming for over 18 years.

3) Management of groups involved with tourism.

<table>
<thead>
<tr>
<th>Group</th>
<th>Activities/Tourism Activities</th>
<th>weakness</th>
<th>strength</th>
<th>problem found</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home stay</td>
<td>1. accomodation Service for tourist. Manage Program Baan KohKlang. 2. manage Program in Community. 3. Activities by bicycle.</td>
<td>1. There are only 3 Homes that tourist can stay, it makes Income distribution is not cover 2. There is no interesting point in the Sightseeing tour. 3. lighting system problem at night, travelers don’t have confidence of security 3. Group Member cannot communicate Language.</td>
<td>1. There are various Resources of tourism point.</td>
<td>1. Due to problems in several factors. At present, there are not many tourist to come. 2. Tourist Program offering by hotel operators near the community, so community cannot make income.</td>
</tr>
<tr>
<td>Group</td>
<td>Group Activities/Tourism Activities</td>
<td>weakness</td>
<td>strength</td>
<td>problem found</td>
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<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Parent groups rice network Industry community no waste.</td>
<td>1. The farm activity, Wasteless manufacturing process 2. Planting Agriculture in organism way.</td>
<td>Offering farmers original living  - Rice Planting, rice harvest  - A development plan for Tourism is the development of A saltwater barrier route that can travel by bicycle in Future  - The Group’s activities are interesting by tourist.</td>
<td>1. Doing rice field by rain water only, required a car engine to plowing. Plowing and cultivators. It looks Farm-dependent Rainwater only. It cause no buffalo needed in rice field. 2. Do not use the herbicide Pest and pesticide insect 3. agricultural practices Organic to make better soil improvement.</td>
<td>1. Due to have sting only 1 time a year, it has no problem of disease and insects and have less impact to Ecosystem. 2. Exchanges culture and returns In an effort to help the owner harvest By return For use in paddy Consumption 3. Manufacturing Process The harvest “Krae” is a tool to store Rice and have faith about Rice culture.</td>
</tr>
<tr>
<td>Maid group to process seafood.</td>
<td>- Sales of Non-toxic salted fish shrimp paste.</td>
<td>Offer Processing to tourist</td>
<td>Cannot make deadline to do because activity based on the amount of fish caught.</td>
<td>Have safety processing food.</td>
</tr>
<tr>
<td>Group of Mud Crab aquaculture in Pond.</td>
<td>Bringing crab into cultivate to make weight for sell. Activities crab fishing in pond.</td>
<td>Only do for seasoning.</td>
<td>Mud crab with Non-toxic.</td>
<td>- There is insufficient quantity consumers.  - Some season a price is too high.</td>
</tr>
<tr>
<td>Group</td>
<td>Group Activities/Tourism Activities</td>
<td>weakness</td>
<td>strength</td>
<td>problem found</td>
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</tbody>
</table>
| Group of model boat.              | 1. To make model tail boat for sell as souvenirs.  
2. Demonstrate how to make Boat.               | Just to make limited quantity.                          | Good quality products, show Local identity.    | Have small number of group to produce and take too long time. |
| Group of Hiring Boat              | Offers boat tours For tourists Visit views Community                                                | 1. There is no standard price  
2. The language of communication.  
3. life jackets damaged and not enough | Small number of boat, not enough to service tourist.   | Standard of services still not enough.          |
| Group of Hiring Motorcycle        | Offers motorcycle for tourist to Visit view of Community.                                         | Not enough number to service, price is too high.         | Design of motorcycle is local identity.       | Cannot communicate with foreigners.                |
| Group of planting Non Toxic vegetable | Planting Non-toxic for sell.                                                                         | Small quantity To sell.                                  | Produce for Health.                            | Does not planting for all season.                 |

CONCLUSION AND RECOMMENDATION

From 2002 to the present, the community has developed into a village ecotourism and culture. Baan KohKlang had the activities of tourism and contributes to the start-service activities. By focusing on the various forms of nature tourism, culture and lifestyle into the mainstream with the relevant professional groups, for examples, Women’s groups, including seafood processing, the mud crab aquaculture in ponds, farmer groups, Women’s groups of producing batik, the tail boat model, the group of hiring boat, motorcycle groups, fish cages and planting Non-toxic vegetables. It has the potential of Natural resources, culture and lifestyle affect to the integrity, the variety of travel resources including mangroves that ties the life of faith, Ethnic and religious rituals. Baan KohKlang community can live in a state of self-reliance on management bases its resources by using the mechanism of tourism tool by communities to reinforce the formation of community-based tourism is strengthened by the power of the community itself. Moreover it has the support from external agency.

Suggestion

Tourism management by communities is a tool for development by using Tourism as conditions to create opportunities for community organizations to play a key role in planning the development of their community in their community especially in communities that are
likely to be encroaching into the tourism or want to disclose their community in order to be widely known how to create a learning process about the planning of resource and management and decentralized decision-making by emphasizing the importance of the natural environment and tourism. As a tool for community development along the way which must take into account the sustainability of the environment, society and culture directed by community and managed by the community for the community and the community has a role as owner and the right to manage to achieve sustainable tourism management.

ACKNOWLEDGEMENT

This work was accomplished with the help of many individuals which may not be mentioned. The first person would like to worship is Prof. Dr. Parichat Wisuthisamajarn, professors Consultants provide knowledge and advice with regard to all the steps to do this. Moreover, thanks to the community of Baan KohKlang, Tambon KlongPrasong, Amphor Muang, Krabi and contributors to the field of tourism, including local tour guides, Local homestay and other career groups which involves providing food and lodging who is responsible for cooking to tourists. I, therefore, would like to thank you.

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THE PROCESS PATTERN OF ALTERNATIVE TOURISM ACTIVITIES BY COMMUNITY PARTICIPATORY IN BAN SANG SUB-DISTRICT, MUANG DISTRICT, PHAYAO PROVINCE

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ABSTRACT

The purposes of this study were to explore the alternative tourism context, study Thai tourists’ opinions towards the creation of alternative tourism program and find the process pattern for alternative tourism activities by community participatory. It was conducted by quantitative method using a questionnaire and qualitative method using an interview. The samples were not less than 382.

The results were found that 1) the alternative tourism context consisted of background, tradition and culture and career group. 2) Thai tourists’ opinions; they were female at 56 percent, aged 21-30 years old at 27 percent, 48.20 percent was married and graduated at diploma or secondary at 46.90 percent. Overall, their opinions towards the tourist attractions was averaged at 3.60 percent, the amenity was at 2.99 percent, the accessibility was at 3.18 percent, the activity was at 3.16 percent, and the tourism management was at 3.41 percent. 3) there were 5 steps concerning the process pattern of alternative tourism activities: 1) survey the needs of the community 2) collect data and decode lessons 3) deliver the data to the community 4) organize tour program 5) examine the results. The results are beneficial for the local administrators and villagers. The local resources can be connected for the alternative tourism activities, including building up part-time jobs and income distribution to the community.

Keywords: Alternative Tourism, Community Participatory, Tourism Activity, Ban Sang, Phayao

INTRODUCTION

The World Tourism Organization has forecasted that in the year 2010, there will be more than 1,000 million tourists around the world travelling between the countries and has produced revenue from tourism more than 60 trillion (Boonlert Jittangwatana, 2005: 1). For the situation of tourism industry in the year 2011, it could be classified the tourist market overseas which traveled to Thailand (Tourism Authority of Thailand, 2012: 1-10), including the East Asian markets, the ASEAN market group, the South Asia market, the Oceania market, the European market, the Middle East market, the African market and the American market. In the year of 2012, the revenue has been set at 9 percent in revenue of about 766,000 million and accounted for the total number of tourists about 19.55 million. (Suriya Somchan, 2012: 5) The
direction of development in National Economic and Social Development Plan, issue 11, Thailand society have increased immunity and have a different strong immune system both in individual, family, community and society. But, it is not enough to accommodate future changes in the situation effectively. Therefore, it is necessary to bring the existing immune and immunity in the country to be strong under the philosophy of sufficiency economy by strengthening the existing capital of the country, strengthening social capital costs, both economic and political capital of natural resources and the environment. (Office of the National Economic and Social Development Board, 2012) Ban Sang Sub-district Municipality, Muang District, Phayao Province has emphasized on community development to serve strategy of Phayao province (2010-2013) and they also study context and potential of the province according to the process of strategic plan and set the vision province. “City agriculture safe, sustainable tourism” (Phayao province, 2012: online). It was consistent with the operation of the Skill Development Center, Phayao province. It has conducted the Vocational training courses to upgrade the skills level in Business Services of Massage and Spa Business to the community groups in the area of responsibility of Ban Sang Sub-district Municipality, Muang District, Phayao Province. The community has a variety of resources such as massage group, water hyacinth product group, stone mortar group, artificial flowers group, and so on. However, it is lack of efficiency in resources management. The researcher, together with Ban Sang Sub-district Municipality, Muang District, Phayao Province will inquire the Thai tourists’ opinions and the people in Ban Sang, Muang District, Phayao Province and give the suggestions to the community, local administrators and related people by using alternative tourism as a tool to help create jobs within the local community. Also, if there are tourists in the area, it will cause income distribution to communities to stimulate economic development and contribute to society. Besides, the community’s quality of life will be improved further.

The research objectives

1) To study the context of alternative tourism of Ban Sang Sub-district Municipality, Muang District, Phayao Province
2) To study the construction of alternative tourism by community participatory of Ban Sang Sub-district Municipality, Muang District, Phayao Province
3) To find out the process pattern of alternative tourism activities by community Participatory of Ban Sang Sub-district, Muang District, Phayao Province

Scope of the research

1. Scope of the area
   Ban Sang Sub-district, Muang District, Phayao Province
2. Scope of the content
   2.1 Context of alternative tourism of Ban Sang Sub-district Municipality, Muang District, Phayao Province
   2.2 Opinions of Thai tourists towards the construction of alternative tourism by community participatory of Ban Sang Sub-district Municipality, Muang District, Phayao Province
   2.3 Process pattern of alternative tourism activities by community Participatory of Ban Sang Sub-district, Muang District, Phayao Province
3. Scope of the population
   3.1 The population in this research is divided into 2 groups:
   3.1.1 The villagers in the area of responsibility of Ban Sang Sub-district Municipality, Muang District, Phayao Province. There are 9 villages such as Ban Sang Tai, Ban Sang Nuea, Ban Sang Wiang Mai (Village No.3), Ban Sang Wiang Mai (Village No. 4), Ban Sang Pa Kang, Ban Ngiew Nuea, Ban Ngiew...
Tai, Ban Sun Bua Bok, and Ban Mon Kaew. (Phayao Registration-Administration Bureau, 2011)

3.1.2 Community leaders including the mayor, village chief/headman assistant, community expert, and community development officer

Conceptual Framework

The alternative tourism context of Ban Sang Sub-district, Muang District, Phayao Province
1. The history of the community
2. The culture and traditions
3. The professions

The creation of alternative tourism program
1. Attraction
2. Amenities
3. Accessibilities
4. Activities
5. Administration

METHODOLOGY

This research was a Qualitative Research using a Structure Interview
1. Key Informants in this research was divided into 2 groups
   1.1 27 representatives from Ban Sang Sub-district, Muang District, Phayao Province selected by Convenience Random Sampling from the stakeholders of alternative tourism of Ban Sang Sub-district, Muang District for 3 people per each village
   1.2 9 representatives from community leaders including the mayor, village chief/headman assistant, community expert, community development officers, representatives from the Office of Tourism Authority of Thailand and representatives from Tourism and Sports Office selected by Convenience Random Sampling from the representatives of community leaders and the stakeholders of alternative tourism of Ban Sang Sub-district

2. Research Instrument Construction
   2.1 Literature Review
      2.1.1 The concept about the context of alternative tourism of Ban Sang Sub-district, Muang district, Phayao Province could be divided into community background, culture and tradition, and professional groups. The community has changed all the time and has resulted in the creation of opportunities and choices in developing and professions more increasingly, including tourism management (Sriprai Pringploh, 2004: 111-117). The first thing was feasibility evaluation in the context of community-based tourism. It should have the brainstorming from the community members to help each other to think and analyze the potential and limitations of the community. (Tosapon Thaworn, 2011: 72-73) For the study of tourism in the context of this research was divided into three aspects of the community: community background, culture and traditions and professional group.
2.1.2 The idea of the composition of tourism resources was divided into three areas: 1) Attraction caused by sites factors or events 2) Amenity was a basic factor such as infrastructure system, transportation, communication including security and response of the tourists’ satisfaction at any period of time and 3) Accessibility caused by transport factor of all means such as land, water and air consisted of the Way, The Vehicle, The Terminal, and The Carrier. (Collier and Harraway, 1997: 18 referred in Auemporn Wimolchaijit, 2008: 19-20) In addition, Joan C. Henderson (2009) added two more components: 4) Activities and 5) Administration.

2.1.3 Concept of dimensions of the development of Ban Sang Community on Alternative Tourism

**Figure 1** Shows the lessons learned of Ban Sang Sub-district, Muang District, Phayao Province.

| Dimensions of the development of Ban Sang Community on Alternative Tourism |
|-----------------------------|-----------------------------|-----------------------------|
| **Human Capital**           | **Social Capital**          | **Economic Capital**        |
| 1. The system of community leaders with strength | 1. Kinship/Faith towards Community Leaders. | 1. Economy system of strong communities |
| 2.1 Training on the sufficiency economy philosophy | 3. Security of life and property. | 3. Fair Income distribution |
| 2.2 Profession training group/product processing | 4. Management of resources and environment | |

<table>
<thead>
<tr>
<th>Elements of tourism resources</th>
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<tbody>
<tr>
<td><strong>Attractions</strong></td>
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<tr>
<td>Activities</td>
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<tr>
<td>Dimension of culture, lifestyle and livelihood. - The main religions and philosophy of culture the tradition, as well as participation in the activities of the community. - sharing and helping support in the community.</td>
</tr>
</tbody>
</table>
Elements of tourism resources

<table>
<thead>
<tr>
<th>Activities</th>
<th>Amenities</th>
<th>Accessibilities</th>
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</thead>
<tbody>
<tr>
<td>Dimension of Economic Community</td>
<td>Dimension of Learning and Tourism</td>
<td>Dimension of Science and Technology</td>
</tr>
<tr>
<td>- Community market</td>
<td>- Learning of Self-reliance</td>
<td>- Allocation of resources</td>
</tr>
<tr>
<td>- Distribution goods and</td>
<td>such as Learning knowledge</td>
<td>for human development</td>
</tr>
<tr>
<td>community products.</td>
<td>and skills, such as weaving</td>
<td>- The suitability of the</td>
</tr>
<tr>
<td>- Exchanging</td>
<td>water hyacinth and artificial</td>
<td>science and technology</td>
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<td></td>
<td>flowers</td>
<td>to apply at the community</td>
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<tr>
<td>Government Sector</td>
<td>Household Sector</td>
<td>Private Sector</td>
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<tr>
<td>- Infrastructure, including</td>
<td>- Community Enterprises,</td>
<td>- Family businesses such</td>
</tr>
<tr>
<td>electricity, water supply,</td>
<td>including the Sewing raincoat</td>
<td>as pickled fish group and</td>
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<tr>
<td>road and traffic signs.</td>
<td>group.</td>
<td>pork rind group</td>
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<tr>
<td>Household Sector</td>
<td>- Professional groups, including</td>
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<td></td>
<td>stone mortar products, Thai</td>
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<td></td>
<td>massage Group, The water hyacinth</td>
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<td>products, Flower Group – Artificial</td>
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<td>Private Sector</td>
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<td>- Family businesses such as</td>
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<td>Family businesses such as</td>
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<td>pickled fish group and pork rind</td>
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<td>group</td>
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Participation

<table>
<thead>
<tr>
<th>Searching</th>
<th>Planning</th>
<th>Performing</th>
<th>Monitoring and Evaluating</th>
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Security | Balance | Sustainability |
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Reference: Suriya Somchan (2014) The diagram shows the dimension of the development of Ban Sang Community in terms of alternative tourism

2.2 Preparation of a structured interview with issues of the creation of alternative tourism program by the participation of the community of massage and spa groups in Ban Sang, Muang District, Phayao, including 1) Attraction 2) Amenities 3) Accessibilities 4) Activities and 5) Administration.

2.3 Group discussion: representatives from the villagers who volunteer to join the project from 9 villages such as Ban Sang Tai, Ban Sang Nuea, Ban Sang Wiang Mai (Village No. 3), Ban Sang Wiang Mai (Village No. 4), Ban Sang Pa Kang, Ban Ngiew Nuea, Ban Ngiew Tai, Ban Sun Bua Bok, Ban Mon Kaew and representatives from the community leaders as well as brainstorming on lessons learned by Participatory Action Research at least 30 people.

2.4 A summary of the lesson to effective practice
3. Data Collection

3.1 Collect data in the context of Municipality Ban Sang Sub-district, Muang District, Phayao Province by using Empirical Research Technique.

3.2 Gather data during the research process, arrange the meeting in the area, take the results of the meeting and the lessons learned to do the content analysis.

3.3 Summarize the Content Analysis dividing by the issues

4. Data Analysis

The data obtained from the research are used to analyze the content and ensure the quality of data provided by the Triangulation Concept such as community, government agencies and academic to have an accuracy of the content and appropriate language which is consistent with the objectives of the research.

RESULTS AND DISCUSSION

Objective 1

To study the context of alternative tourism of Ban Sang Sub-district Municipality, Muang District, Phayao Province

The context of the alternative tourism of Ban Sang Sub-district, which was divided into three issues; the background of the community, the community should have made its own story and make it outstanding than somewhere else. For example, the traditional house conservation and granite mortar production, stone carvings. The culture and tradition is one of the imparting factors, there are many local traditional ceremonies that should be promoted as well as gastronomic culture. As the villagers there engaged with producing and consuming organic vegetables that are home grown. Leads to the last context, professional group is one of essentials which should be promoted. As there are many water hyacinth in the environment, villager can be able to transform into many forms of local products such as bags, basket, tissue paper container. The research result was consistent with Sriprai Pringploh (2004: 111-117), the study divided the level of building opportunities and alternatives of the tourism context such as community history, culture, tradition and professional group. It said that the community has changed all the time. This leaded to the creation of opportunities and alternatives of the development and professions more increasingly as well as the culture which would change by the condition of the social. The study was also in accordance with Tosapon Thaworn (2011: 72-73). It was found that for the tourism management, Firstly, it should focus on the feasibility of the management of the community tourism context. The community members had to brainstorm together in thinking and analyzing the competency and limitation of the community. However, the results of the research of the academics were in the same direction.

Objective 2

To study the construction of alternative tourism by community participatory of Ban Sang Sub-district Municipality, Muang District, Phayao Province

Attractions

Regarding to the natural attractions, the community should determine the direction of conservation of natural resources within the locality clearly and they should be classified into categories. As for tourism activities, the policy determination and direction of the development of the local tourism activities should emphasize the outstanding and the unique of local community. The community should promote their local wisdom concretely to create value added or economic value added in the community. Besides, Thai massage should be sorted out by category and prepare a descriptive label to each type of herbs so the visitors can read and understand simple herbal plants. In addition, the herbs should be applied to Thai massage to stand out and maintain its local identity. There should have the chart of
interpretation of tourism activities base in local area, and prepare a descriptive label on tourism routes in local area. The result was in accordance with Auemporn Wimolchaijit (2008: 60-64). The study described the relationship between the promotion of the alternative tourism policy and the expansion of the spa business which have the direct and indirect connection. As for the marketing and the tourism elements were the important factors for the entrepreneurs. They had to consider for running their own business smoothly. Considering, the alternative tourism policies of national and provincial level plain to push the expansion of the Spa business a lot more. In particular, the policy of health tourism, spa business is considered to be the element that both Thai and foreign tourists have used this services considerably. However, the key factors that made the service users of spa business particularly was that the entrepreneurs have recognized the safety of the service providers, personality, and abilities of personnel, service providers, and combine Thai wisdom into the services. Tosapon Kritayapisit (1995: 10) has found that mutual requirement of changing on self-purposes to the decision to perform to achieve that objective as well as partnerships and responsibilities for development activities that are beneficial to society with the people’s participation in developing wisdom and perception. They could analyze and decide to define his or her life and develop their capabilities to manage and control the distribution of existing resources for the benefit the economic and social living. The result was also consistent with the study of Prakobsiri Pakdeepinit and Suriya Somchan (2013) on the second objective in the study on the analysis of the potential area in developing the activity pattern for learning and tourism in terms of the natural diversity. It was found that the area had many kinds of plants. This could explain the phenomenon occurred in the tourism resources effectively including thinking of taking the natural resources to be beneficial truly. To develop the program of the alternative tourism in terms of Attraction, it should emphasize on the policy determination to be used as a framework in the direction of promoting tourism by the community’s participation such as the group of massage and spa of Ban Sang. They have vision, the mission, goal, objectives, and implementation, including monitoring and evaluation. The results are in line with academic studies that have been made, but there may be different in details, such as the health tourism, tourism for learning and alternative tourism, etc.

**Amenities**

The procedure was as follows: 1. The policies and directions of the development of infrastructure should be determined to accommodate the tourists 2. It should emphasize on souvenir stores including a variety of interesting products with local unique 3. Food and drinks shops should be provided in the community or tourism resources. The results also corresponded to the Auemporn Wimolchaijit (2008: 60-64). It described the relationship between the policy of promoting the alternative tourism to the expansion of the spa business which have both direct and indirect connection, for example, in the case of facilitating business operation, public relations support, and training for understanding the entrepreneurs, etc. The result was in line the study of Supattana Hormbuppha and Suriya Somchan (2008: 53-55), it discussed that the travellers needed in buying branded native fabric. Priority, tourists have given priority to the suitability of the brand with the quality assurance standards products in the community. The products were made with adhered durable materials and harmonious with no blemishes of a substance used to stretch stick together. In case of the metal, it should not be rusty and any parts should not be sharp. These characteristics were first placed importance at the highest level. The brand should have the brand of weaving. The generalizations have to elaborate unique and beautiful. The shape does not appear distorted and tear. The product is evident throughout the work area and the color must not lose or it should be painted regularly.
When rubbed the product, its color must not be stained with our hands. Therefore, it showed that Ban Sang should develop the products or services of the community in accordance with international standards, such as standards community products, standard homestay, tourism resources standard, standard Food and Drug Administration, etc. as well as image/feature of the product and service, and building quality and local unique. If Ban Sang could follow the policy framework and direction, they would be able to achieve in developing the community under the purposes. These findings were in line with the academic studies categorized by two main issues; basic and advance amenities, etc.

**Accessibilities**

The development procedure of the natural tourist attractions/tourism activities was as follows: 1. It should prepare the interpretative maps that describe the natural attractions definitions. 2. It should have a descriptive label within the tourism attractions 3. It should provide public based access throughout the tourism resources all day. The results were in line with the study of Joan C. Henderson (2009); Collier and Harraway, 1997: 18. It discussed 5 elements of the tourism resources; there were 1) Attraction caused by sites factors or events 2) Amenity was a basic factor such as infrastructure system, transportation, communication including security and response of the tourists’ satisfaction at any period of time and 3) Accessibility caused by transport factor of all means such as land, water and air consisted of the Way, The Vehicle, The Terminal, and the Carrier 4) Activities and 5) Administration. The result was consistent with Nipawan Buddhasongkran (2006: 194-204). She has done the potential of sustainable tourism management in Ratchaburi province. The findings concluded that: 1) the potential of tourism 2) the potential of the elements of tourism, transportation, accommodation, restaurants and souvenir shops, OTOP products, tourist services, safety of tourists, facilities to tourists and other services to tourists, and the availability of services to the tourists. In the overview, this composition is at a high level 3) the potential mechanisms of tourism 4) potential tourism management 5) potential in the field of information services in the tourism and 6) strengthening the potential of tourism to be sustainable. In addition, Vitoon Liew-Rungruang and team (2006) studied the tourism route of historical architecture. It could be summarized the findings of the issues involved as follows: 1) a systematic tourism management must have good management in terms of place and contact of visiting, vehicle and guide, food and beverage, and an establishment of the responsible agency 2) proper transportation management: having different route of historical architecture for each path such as some routes on foot and the use of small vehicles because the road thorough historic town is small and cramped and there was the problem of parking and accessing to the places, etc. These findings were in line with the concept and study of academics on the accessibility for 4 major areas; 1) The development of tourism resources accessibility 2) Vehicles 3) Public services 4) providers, including enterprises, government agencies, and so on.

**Activities**

The development procedure of the natural tourist attractions/tourism activities was as follows:

1. It should manage the connection between culture and way of life of local residents as a form of activity for tourists 2. It should provide the tourism route to study a way of life of the community, road signs and a community map routes 3. It should provide bicycles for tourists to ride and see the views of the community. The findings were also consistent with the Prakobsiri Pakdeeepinit and Suriya Somchan (2013) which discussed the development of media for learning and tourism biodiversity in natural area consisted of 6 areas: 1. The interpretation of learning and tourism included 1) It should be the interpretative signs on the importance and benefits of natural resources. 2) It should have the interpretative
signs on the diversity of plants in the area. 2. The motivation of participation in recreational activities in the area of Phayao activities included 1) The landscape should be decorated and the atmosphere around the area should maintain the peace, pleasure and aesthetic of the area 2) The media should be prepared to learn the biodiversity in the area 3) Method of convey the meaning of learning and tourism; the activities consisted of 1) It should produce knowledge sign 2) It should make the learning guidebook/guiding 3) there should produce digital media format, such as e-magazine, which can be downloaded onto the handset/tablet and touring system on Google map. 4. Management area. The activities included 1) support the security for safety and 2) promote the knowledge of biodiversity and conservation of natural resources and environment 5. The facilities and activities included 1) place/area arrangement, scenic/taking photo and 2) making the road signs and 3) Promote a souvenir shops and 6. The recreational activities included 1) Support and promote the place to relax/see the peaceful scenery 2) support and promote health activities such as cycling tour, sightseeing, boating, and healthy natural walking.

The result was consistent with the findings of Tosapon Kritayapisit (1995: 10) it argued that the communities should reflect the common needs to change to meet its objectives and decisions should be done to achieve that objective and should be responsible for cooperation and development activities, these would be beneficial to society. In the various stages of the activities that a group or a community organization supported people participating to develop wisdom and awareness, and they could think critically and made decisions to determine their own lifestyle. These findings were in line with the concept of the academics and education in terms of tourism activities which were identified three issues: 1) the context of a community composed of community background, culture, and tradition 2) interpretive system such as road signs, maps, and 3) tourism activities. There were viewpoints, the atmosphere or recreational activities for tourists and so on.

**Administration**

The development procedure of the natural tourist attractions/tourism activities was as follows:

1. The regulations should be given to people in the community to participate, so that people in the community, use it as a guideline to live together in community. 2. The Committee should be focused on community organizing meetings to exchange ideas and opinions from a variety of groups of people. The result was consistent with the concept of Auemporn Wimolchaijit (2008: 60-64). She studied the policy of the promotion of alternative tourism with the spa business in Muang District, Chiang Mai. The study was found that the special requirement from travelers is that entrepreneurs should take into consideration on the combination of the security of the service provider, personality and abilities of service providers and Thai wisdom 2. The findings were also consistent with the findings of Napadol Noparat (2008: 90-96) in the second study objective was to determine the factors that influenced the participation of citizens in community development and sustainable tourism. As for the third objective, it was to study the problems and difficulties in the development of sustainable tourism in the community. The study concluded that: most people involved in sustainable tourism development such as exploring, planning, performing activities, monitoring and evaluation but they were less involved in decisions on tourism development. For a lot of problems and obstacles in the development of the tourism were: 1. Lack of good management 2. Tourism attractions and activities were not suitable for the climate of the area 3. Degraded environment and landscape 4. There were conflicts between tour operators and local residents. As for the concept of Tosapon research Kritayapisit (1995: 10), the study defined the participation of the organization or community that the individuals,
groups or the community have the ability to agree on any matter affecting to their own lives and would like to show the mutual collaboration that they needed to change, according to their purposes, finally came to the decision to act in order to achieve that objective. There was cooperation and responsibilities for developing the activities beneficial to society. In the various stages of the activities that a group or a community organization supported people participating to develop wisdom and awareness, and they could think critically and made decisions to determine their own lifestyles. The people or communities have developed their capability to manage and control the distribution of existing resources in order to benefit toward their economic and social living as necessary as a member of the society. Therefore, in terms of the administration of tourism, the study result was in line with the concept of Parichart Wilaisatien and team’s research (2000: 138-139). The study provided the meaning of participation that there were 2 types; 1. To participate in a process of development, the people were involved in the process of development of the project from beginning to end, for example, to find the problem together, decisions planning, the mobilization of local resources and technologies, management, monitoring and evaluation, including receiving benefits that caused from the project. That project must be consistent with the life and culture of the community. The results were in line with the concept and management of the academic study of alternative tourism, consisting of planning, policy determination, organizational structure, performing as planned, following-up and evaluation etc. However, this procedure may be different by the nature of the community, or business. It needed the suitable method or process to be appropriate based on the current state and further.

Objective 3

To find out the process pattern of alternative tourism activities by community Participatory of Ban Sang Sub-district, Muang District, Phayao Province

With regard to the process pattern of alternative tourism activities by community Participatory of Ban Sang Sub-district, Muang District, Phayao Province, there were 5 stages; 1. To survey the needs of the community 2. To collect information and lessons learned in alternative tourism by community participation. 3. To return information to the community 4. To arrange the alternative tourism activities program 5. To examine the result of setting the tourism activities program, there were 2 patterns: 1. 1 day and 2. 2 days 1 night. This pattern would be the study of a particular area. This was consistent with Warin Warintaravech (2006: 149-151), it said that the process pattern of tourism activities would be sustainable; it required the management from local community themselves and studying the availability and potential of the community as well as the participation of the community from the beginning to the end of the project. The development of the alternative tourism program by community participatory of Ban Sang Sub-district, Muang District, Phayao Province has also developed the learning plan consisting of 1) name of learning plan 2) learning objective 3) content of learning and 4) Evaluation of satisfaction, the result was consistent with the Ketcharin Panyakham (2012: 145-146), she studied the local curriculum development and the study was carried out into 4 steps as follows: 1. surveying the needs of the community, 2. developing local curriculum structure: 3. using the course and collecting information and 4. Evaluation of users’ satisfaction, every step required the participation of the people in the community. This is consistent with the findings of the concept, theories and the studies of the academics in the same direction, but there was differences in the process of setting the
community tourism activities, it was done for the appropriateness of the actual conditions of the area.

CONCLUSION AND RECOMMENDATION

1. General recommendations

1.1 Local leaders should study the alternative tourism to share ideas with the executive authorities in the area to take consideration of the strategic plan for the local level and the provincial level.

1.2 The local administrators, local community leaders and stakeholders involved in tourism should focus on creating alternative networks and links between vocational groups to push the tourism activities, such as making the community guidebook, community tourism routes, developing local youth guides, developing more various local products with good quality, training and development of the network, creating cooperation and understanding in order to push alternative tourism activities, including the creation of knowledge and understanding of the group’s members, including the allocation and distribution of revenue.

1.3 The public sector agencies such as Phayao Tourism and Sport Office, Upper Northern Office of the Tourism Authority of Thailand, Phayao Industry Office, Phayao Culture Office, etc., They could apply the results of the study for the consideration of the development of community.

2. Suggestions for further study

2.1 The researcher should understand the conditions and processes of coordination as well as learning to resolve the situations and should propose or criticize academically for area development.

2.2 It should have an in-depth research in other dimensions for all sides in order to contribute to the implementation of alternative tourism benefits, such as the dimension of culture and lifestyle, the dimension of the environment, human resources dimension, and education and learning dimension, and so on.

2.3 It should study the impact of both positive and negative on the study area and nearby to do a strategic plan to support the tourism properly.

2.4 It should have a kind of research and development research which focus on concrete results because the community has expected for the better changes of their economic well-being of the community. This would cause major professions and supporting careers and they will bring the distribution of income to the people within the community and the community to adapt to the changes in current and future tourism.

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