

FACTORS AFFECTING SUSTAINABLE TOURISM PROMOTION IN SECONDARY CITIES BURIRAM PROVINCE

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Introduction

Statement and Significant of the Problem

Thailand is number one in the hearts of foreign tourists. According to MasterCard's 7th Global Destination Cities Index 2018 (MasterCard Global Destination Cities Index, 2018), it indicates that Thailand's tourism industry There are three tourist cities in the world's top 20. Bangkok is the number 1 destination that foreign tourists want to visit. and stay the most Phuket and Pattaya ranked 12th and 18th, respectively (Thai Rath Edition, 2018), generating more than 1 trillion baht in income for the country continuously since 2011, which in 2014 Thailand has a number of tourists. 24.8 million foreigners and increased to 29.9 million in 2015 and 32.5 million in 2016 and recently increased to 35.4 million in 2017, which is considered a high number. a lot While the market for Thai people traveling in the country, it was found that in 2014 there were 134 million people/times and increased to 139 million people/times in 2015 and 146 million people / times in 2016 and recently increased to 153 million people/times in the year 2017. in which year In 2019, the Tourism Authority of Thailand expects total income from both Thai and foreign tourists to total 3.4 trillion baht (Tourism Authority of Thailand (TAT), 2017). The government sees the potential of tourist attractions in Thailand. and continuously drive the trend of Thai tourism However, the negative problem of the tourism industry in the past is that it is concentrated in the main provinces, namely Bangkok, Phuket, Chiang Mai, Samui and Pattaya, etc.

Therefore, in the year 2018, when tourism is becoming an economic upturn The government therefore encourages both Thai and foreign tourists to travel to all 55 provinces of Buriram (Mingkwang, White, Clean, 2018), namely Chiang Rai, Phitsanulok, Tak, Phetchabun, Nakhon Sawan, Sukhothai, Lamphun, Uttaradit, Lampang, Mae Hong Son, Phichit, Phrae, Nan, Kamphaeng Phet, Uthai Thani, Phayao, Udon Thani, Ubon Ratchathani, Nong Khai, Loei, Mukdahan, Buriram. Chaiphaphum, Sisaket, Surin, Sakon Nakhon, Nakhon Phanom, Roi Et, Maha Sarakham, Bueng Kan, Kalasin, Yasothorn, Nong Bua Lamphu, Amnat Charoen, Lop Buri, Suphan Buri, Nakhon Nayok, Ratchaburi, Samut Songkhram, Chainat, Ang Thong, Sing Buri, Sa Kaeo, Trat, Chanthaburi, Prachin Buri, Nakhon Si Thammarat, Phatthalung, Trang, Satun, Chumphon, Chumphon, Ranong, Narathiwat, Yala and Pattani. And the beauty of tourist attractions is no less than the main city. It is also a distribution of income to the community. and reduce the inequality of people in the country in another way (Thairath Online, 2018)

However, current tourism policy guidelines It's not just travel for entertainment alone. but must take into account The sustainability of tourism goes hand in hand with this. Sustainable tourism is Responsible Tourism Management Tourist attractions are improved to have quality at a fair price. The goal is to attract tourists to visit adequately and regularly, with the least negative impact on the environment (Boonlert Jittangwatana, 1999).

At present, the direction of the Thai tourism market is becoming more diverse and different from before. which is a result of the changing environment Especially from the government's policy to promote tourism in Buriram Province. and Thai way of tourism (Wanich Noom, 2019) by Mr. Weerasak Kowsurat, Minister of Tourism and Sports, discussed

the direction of the action of ministry over the past year About trying to diversify tourists to Buriram attractions other than the main city. in order to expand the number of tourists as a whole Reduce concentration through outstanding projects that highlight Buriram Province's policy that can be tax deductible and policy to promote community tourism Including encouraging Thai people to travel to Thailand more every time they are off work. To discover the charm of various tourist attractions and experience new experiences that cannot be found anywhere else in the world. In addition to Thailand (Winattaphon Sirisom, 2017), in one part of the interview, it mentioned the operation plan and direction of work that

“...This year 2019) will continue from the plans from the previous year. Emphasize the extension of various measures or policies to be more concrete. Many new measures and policies have been born. All of them have been very successful, such as the tourism promotion policy in Buriram Province. to distribute more income from the tourism sector to the community Tourism should be promoted the most, namely cultural tourism. Which foreign tourists like even more than Thai people Make it a form of tourism that should support...”

The above interviews show the working direction of the Ministry of Tourism and Sports in determining the direction of tourism for the year 2019. When applying the tourism concept of Buriram Province Thai way of tourism and cultural tourism combined together This made the researcher interested in studying the factors affecting the sustainability of tourism in Buriram Province. based on local culture Information from the Ministry of Tourism and Sports (2019) reveals that in the year 2018, the tourism trend in Buriram Province was very popular with both Thais and foreigners. and brought huge amounts of money into local distribution However, when considering in detail, it will be found that The top 10 Buriram provinces with the highest growth in tourism income compared to the same period in 217 are: 1. Buriram Province 2. Surin Province 3. Ratchaburi Province 4. Satun Province 5. Provinces Lampang 6. Samut Songkhram Province 7. Chanthaburi Province 8. Phatthalung Province 9. Pattani Province and 10. Nakhon Phanom Province (Ministry of Tourism and Sports, 2019), each province has its own culture and traditions. and different interesting attractions can be said The attraction of the attraction is An environment that is different, rare , inimitable, and maybe only one or two places in the world. The environment can be both tangible elements such as natural environment, trees, forests, or even intangible environments such as atmosphere or local culture (Ferrario, 1979; Goeldner, & Ritchie, 2003). The environment is therefore considered a fundamental factor in the traveler's decision to choose a destination. Because of their uniqueness and distinction, tourists choose one attraction over another (Crouch, & Ritchie, 1999). At the same time, the local community is a social unit that has a significant influence on tourism, as “hosts”. according to the strategy of elevating Thai tourism to benefit the community (Community-Based Tourism: CBT Thailand) (Special Area Development Administration for sustainable tourism (Public Organization , 2018) or can say that local community It is also part of the tourist environment.

In addition to the surroundings of attractions that are outstanding. The study also found that Popular tourist destinations are often carefully planned. and effective management systems (Gearing, Swart, & Var, 1974; Prideaux, 2000). or maintenance of tourist attractions must also pay attention to various facilities For tourists and accommodation services. public transport standardized communication systems (Grznic & Saftic, 2012) as well as infrastructure systems (Moreira & Iao, 2014). to accommodate tourists who come to use the service in the area adequately (Crouch, & Ritchie, 1999; Grznic & Saftic, 2012).

However, when tourists have the opportunity to experience the attraction deeply. Until being impressed and becoming an image of that tourist destination that is different according to the perspective of each tourist The image of a tourist attraction therefore has identity (identification) and has a difference (differentiation) at the same time (Floek, 2005; Morrison & Anderson, 2002). cognitive) and feelings (Effective) of tourists toward that tourist destination, while the image still shows uniqueness. at that tourist destination try to convey on

the other hand In addition to the impression representing the perception that exceeds expectations. It also shows the satisfaction that tourists have on that tourist destination, both satisfaction in tourist attractions. Satisfaction with local service providers Including the satisfaction obtained from easy access to that tourist attraction.

As mentioned above Key objectives of tourism development In particular, Buriram tourism is the distribution of income to the community. and create awareness of good hosts for local people have seen the value of their own unique culture, traditions and attractions However, when considering the sustainability of tourism from a marketing point of view, can't deny that Maintaining the same tourist base to come back again (revisit) is probably a better approach than finding a new customer base (new visitor) continuously. this study Therefore focusing on the intention of repeating the trip and word of mouth from tourists Including willingness to pay for future travel. as a marketing reflection of tourist loyalty (Dick & Basu, 1994; Gremler, 1995; Hagel & Armstrong, 1997; Reichheld & Sasser, 1990) and is considered a suitable approach to improving the sustainability of tourism. Travel to Buriram in the future. For this reason, the researcher was interested in studying the environmental influences of tourist attractions. Facilities of attractions image of tourist attractions and satisfaction of tourists affecting the sustainability of tourism in Buriram Province. To bring knowledge gained to develop policies and various measures related to tourism in Buriram Province To be suitable for tourism guidelines and behavior of current tourists Meet the market potential and readiness to support the province.

Research question

From the origin and significance of the problem shows that Sustainable tourism development in Buriram requires several supporting factors. From the literature review, it was found that there were several factors affecting the sustainability of tourism in Buriram Province. tourist attraction environment Facilities of attractions image of tourist attractions and satisfaction of tourists This leads to the research question that

1. Current state of tourism in Buriram Province tourist attraction environment Facilities of attractions image of tourist attractions and how are the satisfaction of tourists?
2. The influence of the environment of tourist attractions in Buriram Province Facilities of attractions Overall image of tourist attractions and overall satisfaction in tourist attractions affects tourism sustainability in Buriram Province or not? How?
3. What should be the development guidelines for sustainable tourism in Buriram Province?

From this research question led to the determination of the following research objectives.

Research objectives

The researcher has set three objectives of the study as follows :

1. To study factors affecting the sustainability of tourism in Buriram Province. tourist attraction environment Facilities of attractions image of tourist attractions and satisfaction of tourists
2. To study the influence of the environment of tourist attractions. Facilities of attractions image of tourist attractions and tourist satisfaction affecting the sustainability of tourism in Buriram Province.
3. To study sustainable development guidelines for tourism in Buriram Province.

Research hypothesis

The researcher has set the assumptions of the research as follows.

1. Sustainability of Buriram tourism depends on the environment of tourist attractions. Facilities of attractions image of tourist attractions and satisfaction of tourists
2. Tourist Satisfaction depending on the environment of the tourist destination Facilities of attractions and image of tourist attractions.
3. The image of a tourist attraction depends on the environment of the tourist attraction. and facilities of tourist attractions

Scope of research

This research is a mixed method of research between qualitative research and quantitative research. The scope of research is defined to cover the problems and objectives of the research. The scope of the research consists of (1) content scope, (2) variable scope, (3) population scope, and (4) place and time scope as follows:

1. Scope of content: This research aims to study the influence of environment and facilities on the sustainability of tourism in Buriram Province. Based on literature reviews and related research enabling the researcher to determine the variables and scope of content used in the study as follows: (1) Sustainability of Tourism in Buriram Province (2) Environment of Tourist Attractions (3) facilities of tourist attractions; (4) images of tourist attractions; and (5) tourist satisfaction.

2. Scope of variables

The dependent variable is the sustainability of tourism in Buriram Province.

The independent variables were (1) environment of tourist attractions, (2) facilities of tourist attractions, (3) image of tourist attractions, and (4) tourist satisfaction.

3. The scope of the population and the sample: This research determines the scope of the population, namely Thai tourists. who have travel experience in Buriram Province at least 1 time 2, 267,080 Cases (times) (Ministry of Tourism and Sports, 2562)

Quantitative samples an interview will be conducted using a questionnaire. Because the number of tourists cannot specify a clear number. The calculation of the sample group according to the formula of Taro Yamane will be 400 people will be interviews without specifics.

Qualitative samples An in-depth interview will be conducted using a semi-structured interview. with key informants including the governor of Buriram Province Buriram Tourism Director President of Buriram Chamber of Commerce hotel management sports club president Chairman of Buriram Cultural Council Chairman of community enterprises, total 10 people

Scope of place and duration: Study in Buriram Province, from April 2023 to June 2024

Significant of the research

1. The results of this research will enhance knowledge about tourism area management. Especially the tourist attractions in Buriram province that have been supported by the government over the years. through various factors involved consisting of tourist attraction environment Facilities of attractions image of tourist attractions and satisfaction of tourists For the benefit of creating sustainability for tourism in Buriram Province

2. The results of the research will be useful to accommodation operators, restaurants and people in the area, including government agencies. and relevant private sectors to know the factors affecting the sustainability of tourism in Buriram Province. This is useful for planning operations, setting policies and various strategies to push tourist attractions in Buriram Province to become popular destinations for both Thai and foreign tourists.

Definition of term

1) Buriram Province means a secondary province. That is not a province that is the main target group of tourists (is a city that still has less than 4,000,000 tourists per year) and is in the group of 12 must-visit cities

2) Sustainability of Buriram tourism means that tourist attractions Or Buriram Province has been continuously and consistently supported by tourists, consisting of 2.1) word of mouth, 2.2) intention to repeat the trip, and 2.3) willingness to pay for tourism.

2.1) Word of mouth refers to the willingness of tourists to recommend attractions that they are satisfied with to other people. Including sharing good experiences gained from that attraction with others through various media such as social media. or bulletin board, etc.

2.2) Repeated visit intention means the willingness to travel to the same tourist attractions or tourist attractions in Buriram, the same provinces of tourists.

2.3) Willingness to pay for tourism products refers to the tendency of tourists willing to pay for services, products, or providing tourism support to Buriram Province consistently and consistently. Even though the price of travel expenses is higher than traveling to other provinces.

3) The environment of tourist attractions means things around tourist attractions, both natural. or created by man To make the attraction attractive. And different from other tourist attractions, consisting of 3.1) culture, 3.2) society, and 3.3) natural environment.

3.1) Culture means values, customs, traditions, local wisdom. and lifestyles of people that vary according to each tourist destination

3.2) Society means expressions and roles of local communities towards tourism in the area. which reflects the level of participation of people in that community in another way

3.3) Natural environment refers to the environment that occurs naturally. Human beings are not involved in the birth, such as plants in the forest, animals in the forest, and various types of aquatic animals in the sea, etc.

4) Tourist attraction facilities mean the availability of supporting equipment. or encourage tourists to travel and travel in tourist attractions conveniently and safely, consisting of 4.1) accommodation, 4.2) public transportation, and 4.3) infrastructure.

4.1) Accommodation refers to facilities that help satisfy tourists who have to stay overnight at that tourist destination.

4.2) Public transport refers to public transportation. And private travel such as trains, buses, ferries, taxis, as well as other modes of transport that can serve to transport tourists. or people entering the area

4.3) Infrastructure means basic public utilities such as airports, railway stations, roads, power systems, water supply, and efficient telecommunication systems. To help tourists access tourist attractions and live happily at tourist attractions. that other

5) The image of a tourist attraction means identity and difference that one tourist attraction in Buriram is different from other tourist attractions, consisting of 5.1) perceived image, 5.2) feeling image, and 5.3) identity.

5.1) Perceptual image means knowledge, understanding, remembering, beliefs, thoughts and awareness of the properties of tourist attractions that Travelers can remember and reminisce when thinking of or mentioning that attraction.

5.2) Feeling image refers to the emotion that tourists have for any tourist attraction. which are different according to the tourist attractions and the feelings of each traveler.

5.3) Uniqueness means the overall image of a tourist attraction in memory of tourists. It is clear and unique, helping the attractions to be different and attracting tourists as well.

6) Tourist satisfaction means the attitude of tourists toward any tourist attraction as a result of comparing tourists' expectations towards the tourist attraction with the experience of tourists from traveling to that tourist attraction. consisting of 6.1) service satisfaction, 6.2) accessibility satisfaction, and 6.3) satisfaction in tourist attractions.

6.1) Service satisfaction means the attitude that tourists have towards the services of any attraction, resulting from comparing their expectations with the experience received from the services at that attraction and gaining that experience. Impressive beyond expectations

6.2) Accessibility satisfaction refers to the attitude of tourists towards traveling to tourist attractions. By comparing expectations with the experience gained from traveling to that tourist destination and found that the experience was impressive beyond expectations.

6.3) Satisfaction in tourist attractions means the attitude of tourists toward natural attractions. Man-made attractions and cultural attractions that help create an impressive experience for tourists

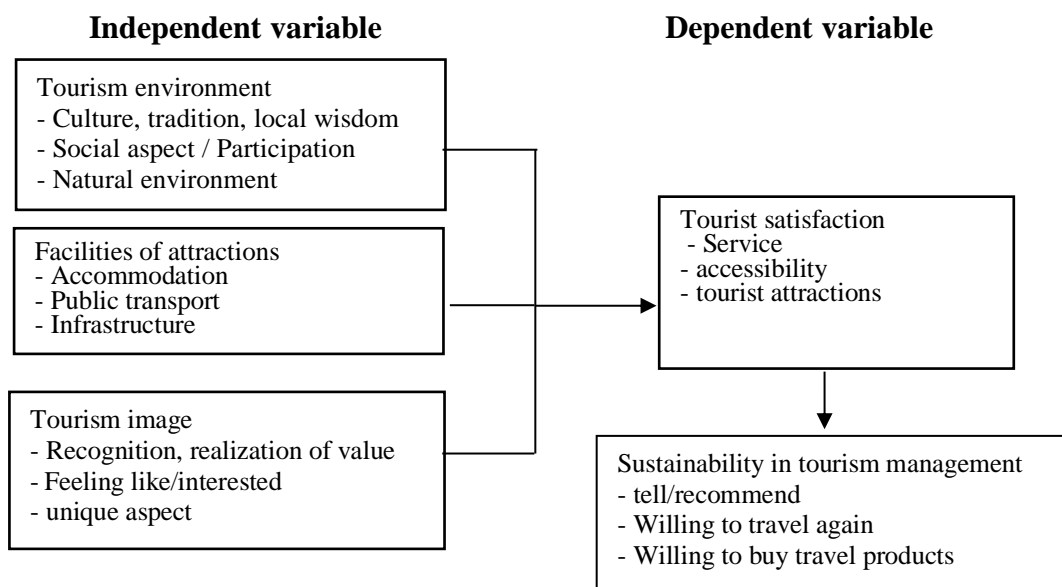
Theoretical concepts

This research focuses on the influence of environment and facilities on the sustainability of tourism in Buriram Province. Based on literature reviews and related research enabling the researcher to determine the variables and scope of the content used in the study as follows:

1. The 13th National Economic and Social Development Plan (2023-2027)
2. National Tourism Development Plan No. 3 (2023 - 2027)
3. Human Resource Development Theory
4. Innovation concepts and theories
5. The concept of management theory
6. Travel concept
7. Concept of demographics
8. Concepts and theories about tourist behavior
9. The concept of the travel decision-making process
10. The concept of factors influencing consumer behavior
11. The idea of travel motivation
12. The concept of expectation and satisfaction
13. Related Research
14. Conceptual Framework

The research concept framework can be formulated as follows.

Conceptual Framework



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