

GUIDELINES FOR SUSTAINABLE CULTURAL TOURISM PROMOTION OF SECONDARY CITIES : A CASE STUDY OF PHRAE PROVINCE

Soontron Nonsiri*, Tawatchai Chuansomboon**
*Department of Management and Resource Development
Faculty of Agricultural Production, Mae Jo University*

Introduction

Statement and Significant of the Problem

Tourism is considered an industry that generates income for Thailand and is directly important to economic development resulting in the better living of the people in the country. From the 20-year National Strategy (2017-2036), the 12th National Economic and Social Development Plan (2017-2021), and the 2nd National Tourism Development Plan (2017 - 2564) has given importance to the development of the country's tourism. in terms of the quality of tourist attractions tourism personnel and infrastructure, as well as creating a balance of development in terms of space, time, activities, forms, and tourist groups. for generating income and distributing income to the community and preparation of the tourism industry for future growth On the basis of investment in modern information technology development As well as giving importance to the integration between the public sector, the private sector and the people, which has defined the country's tourism vision as "Thailand is the world's leading quality tourist destination that grows with balance on the basis of Thainess. To promote economic and social development and distribute income to people in all sectors sustainably" from the government's tourism promotion policy. which aims to promote tourism as a valuable tool for the country's economic development The tourism industry has created jobs. generate income for the people by using the process of adding new markets and niche markets to accelerate attracting quality foreign tourists to travel to Thailand. Encourage Thai tourists to travel more domestically.

At present, tourists have changed their travel behavior. Most tourists pay attention and are interested in tourist attractions that are sustainable for nature and the environment. maintain and learn the way of life of the community make community cultural eco-tourism Including health tourism has grown increasingly. (Department of Tourism Ministry of Tourism and Sports , 2017). Therefore, the tourism activities must focus more on the groups of tourists who are interested in specific tourism activities. Although in the past, tourism has been affected by important internal and external factors such as events caused by natural disasters. terrorist incident political events, etc. (Hathairat Wattanapruek and others , 2020)

Phrae Province, located in the northern part of Thailand, has been known as "Gateway to Lanna" Muang Phrae was located at the southern end of the Lanna Kingdom. The northern people call this city in the local dialect that "Muang Pae". It is a transportation hub for the provinces of Phrae, Phayao, Chiang Rai, Lampang, Lamphun and Chiang Mai. We can therefore call it the gateway city to Lanna. Land of the Lanna Kingdom which is in the north of Thailand today It is a land that is a human settlement. continuously for thousands of years Later, it was gathered to form several large cities, namely Chiang Rai, Chiang Mai, Lamphun, Lampang, Phayao, Phrae and Phrae. Each city has a long history. It is the pride of the Tai tribe until now. Phrae Province is an area of a secondary province with tourism potential with cultural identity and community way of life according to the project "12 must-visit cities.missed plus" has been paired with the province. Phrae is a province that is easily travelable. Both the old traditions Conveyed as an heirloom to have a unique identity as a tourist

attraction such as a valuable prehistoric ancient city Religion, art and culture, traditions, local wisdom, traditions, people's way of life cultural performance Local products, dress, language, tribes, have a way of life that is unique to the Eastern Lanna group. Phrae province has history, identity, and local wisdom. outstanding variety and has a lot of cultural value. Therefore, activities to promote tourism have been set. for tourists who visit Phrae Promote identity in arts and culture Organize community-based tourism in Chong Wai Phrae, including 14 Decades of Long Town Way of Life, Phra That Cho Hae Phra That Cho Hae Phrae, Tung Luang Phrae City , paying homage to Buddha Kosai Sirichai Maha Sakyamuni, Tak Tham , Muang Khamthi Khon Muang District, Sung Men District , and traditional festivals. Pay respect to Phra That Pu Jae Rong Kwang District, Inheriting the legend of Phra Lor Song District, Chang Nam Festival of Wang Chin District, Phra Chao Saen Sae Festival of Den Chai District and Steaming of Rice Jars Phra That Wang Luang Nong Muang Khai District As a result, Phrae Province has a history and a source of cultural learning. regulations that have been absorbed and transmitted into the blood and spirit of the people of Phrae which is the wisdom of many ancestors Whether it is language, literature, architecture, painting, sculpture. and music Especially the mural paintings of Wat Phumin that are outstanding and well-known. diversity of ethnic groups whole ethnic Plains and Highlands Ethnicities Each ethnic group has a way of life. Traditions, cultures, languages, costumes that are unique to oneself As a result, Phrae Province is an area with historical, architectural and cultural values that can be linked to the lives of the Lanna community in the past has been used as a framework for the development of the province under the vision learning city good quality of life couple have love in the homeland Upholding Lanna culture has a strategy for developing and promoting cultural tourism, ecotourism and health tourism to generate income in the province, with the goal of being a center for the development of cultural tourism business. Ecotourism and health of Eastern Lanna Provinces by developing tourist attractions and personnel to meet international standards and promoting tourist attractions develop and revitalize eco-tourism using existing capital Seeking a new local tourism model.

From the past pushing government policies to stimulate tourism, the tourism trend in Phrae province has grown rapidly. Causing increased tourists to flow to Phrae Province Both positive and negative impacts on natural resources, the environment, and the way of life of the community. Because the effect of increased tourism leads to the deterioration of tourist attractions. and loss of cultural value Therefore, it can be said that tourism is like a double-edged sword. If there is no proper management plan inevitably destroys the value and atmosphere of the old city of Phrae As a result, the popularity of tourists has decreased. The current state of the cultural tourist attractions entrepreneurs manages it, most of whom are people in the community who may lack knowledge. understanding of tourism management, the researcher therefore is interested in studying and researching Guidelines for promoting sustainable cultural tourism in secondary cities of Phrae Province how is that.

Research Question

1. What is the form of cultural tourism management in Phrae Province?
2. What are the factors affecting cultural tourism management in Phrae Province?
3. What is the sustainable cultural tourism management approach of Phrae Province?

Research Objectives

1. To study the cultural tourism management model of Phrae Province.
2. To study factors affecting cultural tourism management in Phrae Province.
3. To find ways to manage sustainable cultural tourism in Phrae Province.

Research Hypothesis

1. Cultural tourism resources Components of tourism development and tourism marketing mix Affect cultural tourism management.
2. Cooperation of the public sector Awareness of cultural values and government support will make cultural tourism management sustainable.

Scope of the Study

This research is qualitative research by studying documents and in-depth interviews. According to the steps to proceed as follows.

Content Scope Study information from primary documents, i.e., by reviewing concepts, theories and related literature which has conducted a study from academic papers Research results, academic articles both within the country and abroad. Including academic information obtained from searching through electronic media or various websites so that the researcher can obtain the information he needs and create current information to cover the truth as much as possible. Tools used in this research The researcher defined the tools used in the research, namely, the interview form. The researcher used in-depth interviews with key informants. A semi-structured interview was used on issues related to the concept of the creative economy. To manage cultural tourism to be successful, it must consist of what matters? from government policies related to tourism development which is an economic development based on creativity as a framework for developing tourism to achieve sustainability in Phrae Province Community participation in cultural tourism management It is an open-ended question. to gain insights that meet the research objectives.

Target demographic scope. This is qualitative research to collect in-depth interviews and non-participant observation. The researcher has defined the scope of the informants used in the research. divided into key informants from purposive sampling by selecting the key informants who can provide the best information into 4 groups as follows:

Group 1: 7 government personnel, namely the governor or deputy governor of Phrae Province, the director of TAT Phrae Office Tourism and Sports Phrae Province Phrae culture, Phrae community development, Phrae locality Managers of Special Area Offices (ESP 6), personnel of local government organizations, 10 people, including executives of local government organizations Local government personnel.

Group 2: 5 private sector members: Phrae Provincial Chamber of Commerce Phrae Provincial Tourism Industry Council Phrae Hotel and Tourism Association Hotel, tour, and restaurant operators' Local radio/TV media representatives in Phrae

Group 3 Abbot Chairman of the Community-Based Tourism Network of Phrae Province community leaders in tourism areas People living in tourist areas, totaling 40 people.

4. Academics from Uttaradit Rajabhat University, Phrae Campus

The boundary of this study area determined the boundary of the old city area, Phrae Province.

Scope of time from April - December 2023

Significant of the Study

1. The cultural tourism management model in Phrae can be adapted to other provinces with activities or interests.
2. The results of the study will reveal cultural tourism management guidelines that can create sustainability for the community and cultural wisdom and environment.
3. The results from the study will lead to clarity, transforming the government policy on promoting cultural tourism in secondary cities into concrete and can be expanded to other areas.

Definition of Term

Cultural tourism refers to tourism that focuses on learning in an area or an area that has historical and cultural significance. Stories of social and human development are told through history and culture. Knowledge and social value by valuable architecture or natural surroundings

Cultural tourism resources refer to history and historical stories. Antiquities, Cases and Museums Original old architecture Arts, handicrafts, sculptures, paintings Religion and religious rituals Music, performance, drama, film language and literature lifestyle, clothes, clothing Traditions, folk culture, festivals, and local wisdom

Components of cultural tourism development refer to the things that attract tourists to travel to cultural attractions, including tourist attractions. access to attractions arrangement of facilities travel program Activities in tourism and other additional services such as photo spots.

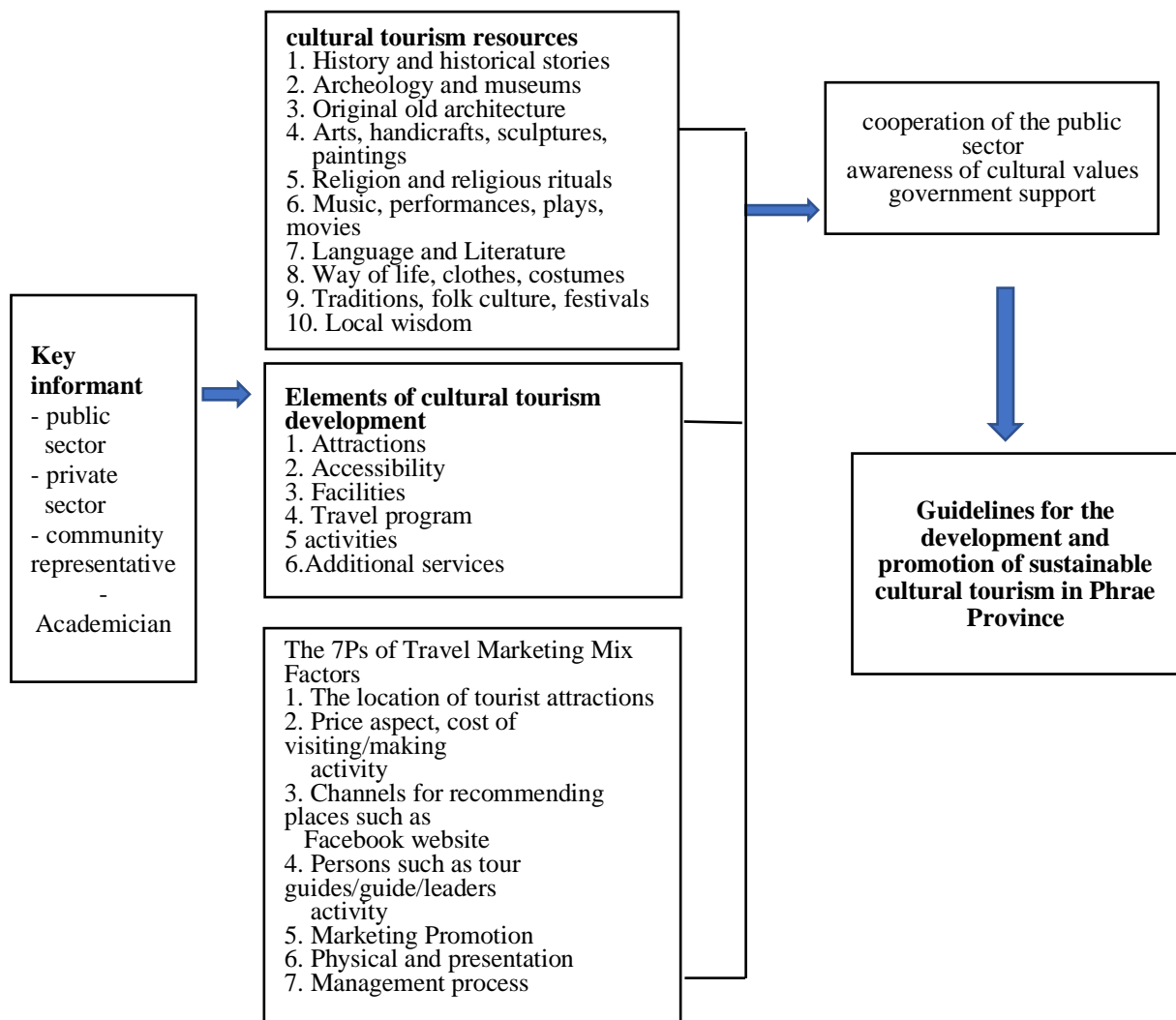
Tourism marketing mix factors refer to the location of tourist attractions. Price, expenses for visiting / doing activities in terms of channels for recommending places such as Facebook website, individuals Such as guides / guides / leading activities Marketing promotion such as organizing extraordinary events during festivals physical and presentation and management process.

Theoretical concepts used in research.

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. Concept of SWOT Analysis
14. Related Research
15. Conceptual Framework

The researcher brought relevant theoretical concepts to determine the research framework as follows:

Conceptual Framework



Bibliography

- Apichat Poontrakulkiat (2019). An innovative model of the creative community-based tourism development process. Master's thesis]. Chulalongkorn University
- Buhalis , D. (2000). “ Marketing the competitive destination in the future.” Tourism Management. Journal of Academic Arts, Research and Creative Arts, Year 9, Issue 2 (July-December 2022), page. | 110
- Kanokporn Chimphon. (2016). Guidelines for the development of cultural tourism villages in Ban Taku Community, Taku Sub-district, Pak Thong Chai District, Nakhon Ratchasima Province. Faculty of Humanities and Social Sciences. Nakhon Ratchasima Rajabhat University.
- Journal of Fine Arts Research and Applied Arts: Vol. 9 No. 2 (July-December 2022)
- Kanokporn Siriroj. (2014). Proposal of ways to promote community learning to develop eco-tourism. Creativity [Master's Thesis] Chulalongkorn University.
- Ministry of Tourism and Sports. (2021). A project to promote sustainable tourism. Office of Tourism Development.

- Phatraporn Iamwiriyawat (2018). Strategies development to raise the community towards creative tourism of Ban Hot Springs Community Dan Chang District Suphan Buri Province[Doctor's thesis]. Silpakorn University.
- Tosaporn Limdamnoen. (2017). Guidelines for food tourism route development: case study of Damnoen Saduak Canal. Damnoen Saduak District Ratchaburi Province[Master's Thesis]. Silpakorn University
- Richards, G. and Raymond, C. (2000). Creative tourism. ATLAS News, Tourism Sustainability Group.
- Sarocho Amornpongmongkol. (2018). Cultural tourism management in the dimension of authenticity. and Creative Tourism: Case Study: Mallika City R.E.124, Kanchanaburi Province. [Master's Thesis]. Thammasat University
- Sukanya Wongchareonchaikul (2018). A study of cultural tourism development guidelines in Muang District, Uthai Thani Province [Master's thesis]. Silpakorn University
- Thira Intraruang. (2016). Sustainable Tourism Development and Management Planning. Sunan Sunan Thammarat Rajabhat University.
- World Tourism Organization. (1998). Guide for local authorities on developing sustainable tourism. Madrid, Spain: Author