

# GUIDELINES FOR PROMOTING SUSTAINABLE CULTURAL TOURISM IN NAN PROVINCE

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## Introduction

### Statement and Significant of the Problem

Tourism industry is also considered a key industry in the development of Thailand's economic system. Income from tourism is therefore the main economic base for the country. It is a source of income distribution and employment. and help build a good quality of life for the community At present, Thailand has a good image of good hospitality. There are a variety of tourist attractions. According to the 13th National Economic and Social Development Plan (2023 - 2027), Thailand is designated as a destination. of tourism focused value and sustainability. There is a distinctive point in tourism, a specific form of activity. variety to attract quality tourists and income from tourism is distributed to secondary cities, communities and small entrepreneurs

Nan Province, which is located in the northern part of Thailand. It is a provincial area of a secondary city with tourism potential with cultural identity and community way of life according to the Ministry of Tourism and Sports' "12 Forbidden Cities... Miss Plus" project. With a history of prosperity alongside the Sukhothai Kingdom There were 64 consecutive rulers from the Phukha dynasty inherited to the Tin dynasty. Mahawong, who is the ancestor of the present Na Nan family the last dynasty As a result, Nan Province has a complex urban foundation and structure. Traditions have rules and regulations. that has been continuously absorbed and transmitted into the blood and spirit of the Nan people from one generation to the next. preaching various sciences which are the wisdom of many ancestors Whether it is language, literature, architecture, painting, sculpture. and music Especially the murals at Wat Phumin that are outstanding and well-known (Nat Baiya et al., 2019). In addition, there are a variety 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, Nan Province is an area with historical, architectural and cultural values that can be linked to the way of life of Nan Province. It is another province that is a secondary city that has now become a tourist destination. travel of the north Nan is a province on the Thai-Laos border. It is an eastern Lanna city with a different charm. different from other provinces coupled with having a beautiful landscape surrounded by mountains Fresh air, Nan province still has history that has been around for more than 700 years, with a combination of Sukhothai and Lanna architecture In 2005, a cabinet resolution declared the area in the center of Nan and Wiang Phra That Chae Haeng to be Nan Old Town and the second ancient city after the island. Rattanakosin To be a model for the development of historical, cultural and cultural attractions and to declare it a special area of Nan Old Town of DASTA, thus creating a trend of more tourism in Nan Province. By tourist attractions in various communities that convey the way of life through the form of studying the arts and culture of the village. By allowing tourists to learn and experience new experiences in tourism. therefore making Nan Province This small province has a charm that will attract more tourists to travel.

From pushing government policies to stimulate tourism in the past, the trend Tourism in Nan province is growing rapidly. Causing more tourists to flock to Nan significantly more The positive effect is that the circular economy improves. and negatively affecting the natural

resources and environment and the way of life of the community because the increase in tourism leads to the decline of tourist attraction and loss of cultural value. Therefore, it can be said that tourism like a double-edged sword. If there is no proper management plan, it would cause the destruction of the value and atmosphere of the old city of Nan, and lack of sustainability. That means cultural tourism management is sustainable with more elements than tourist attractions, but also includes management and includes raising awareness among the community to cherish and appreciate wisdom local culture to truly create sustainability for cultural tourism in Nan Province.

### **Research Question**

1. How is cultural tourism in Nan Province?
2. What are the factors affecting cultural tourism management in Nan Province?
3. Is there a way to manage cultural tourism in a sustainable way?

### **Research Objective**

1. To study the situation of organizing Cultural Tourism Management, Nan Province
2. To study factors affecting cultural tourism management in Nan Province.
3. To study the sustainable cultural tourism management approach in Nan Province.

### **Scope of the Study**

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

Scope of content 1. Study information from primary documents, i.e. by reviewing concepts, theories and related literature. Which has conducted a study from academic documents, research results. Various academic articles both within the country and abroad, including academic information obtained from searching through electronic media or through various web sites in order for the researcher to obtain the desired information, and create new information to cover the reality as much as possible concepts, including the use of data from in-depth interviews and a group discussion on the creative economy towards tourism management. Culturally, to be successful, it must consist of what matters? from government policies that about tourism development which is an economic development based on creativity as a framework for developing tourism to achieve sustainability in Nan Province participation of the community in cultural tourism management.

2. Target group to collect in-depth interviews and non-personal observations. Participation: The researcher has defined the scope of the informants used in the research, into 4 groups as follows:

Group 1 Key Informants conducted an in-depth interview using a semi-structured interview form and purposive sampling by considering selecting key informants who could provide information. Best from the staff 7 government agencies, namely the Governor of Nan Province or the representative of the Director of Tourism Authority of Thailand, Nan Office Tourism and sports in Nan Province, culture in Nan Province community development in Nan Province Nan Province Special Area Office Manager.

Group 2 Personnel of local government organizations 10 people, including executives of local administrative organizations Administrative organization personnel Local, 5 tourism business personnel, namely the Nan Provincial Chamber of Commerce Nan Provincial Tourism Industry Council Nan Hotel and Tourism Association hotel, tour and restaurant operators, local radio/TV media representatives in Nan Province; and Civil society personnel 10. Picture/person: Academics from Nan College, Uttaradit Rajabhat University President of the Provincial Cultural Council Nan, Abbot of Wat Nong Daeng, Chairman of Nan Community-Based Tourism Network, representative of the group Community product.

products ( O-TOP) Souvenir souvenir sales representative people living in the area Total of 40 tourists including 65 people using the form of group discussion and observation

The boundary of this study area determined the boundary of the Nan Province area. Scope of time from April - December 2023

### **Significant of the Study**

1. Cultural tourism management model in Nan province can be applied 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 forms of tourism.

### **Research Hypothesis**

1. Cultural tourism resources Components of Dharma 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

### **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 special events during festivals physical and presentation and management process

Creative economy refers to economic operations based on the use of knowledge, education, job creation. and use of intellectual property linked to the cultural background accumulation of knowledge of society and modern technology/innovation

### **Theoretical Concept**

The concept of participation of people in the community.

Travel marketing ideas

concepts and theories about tourism

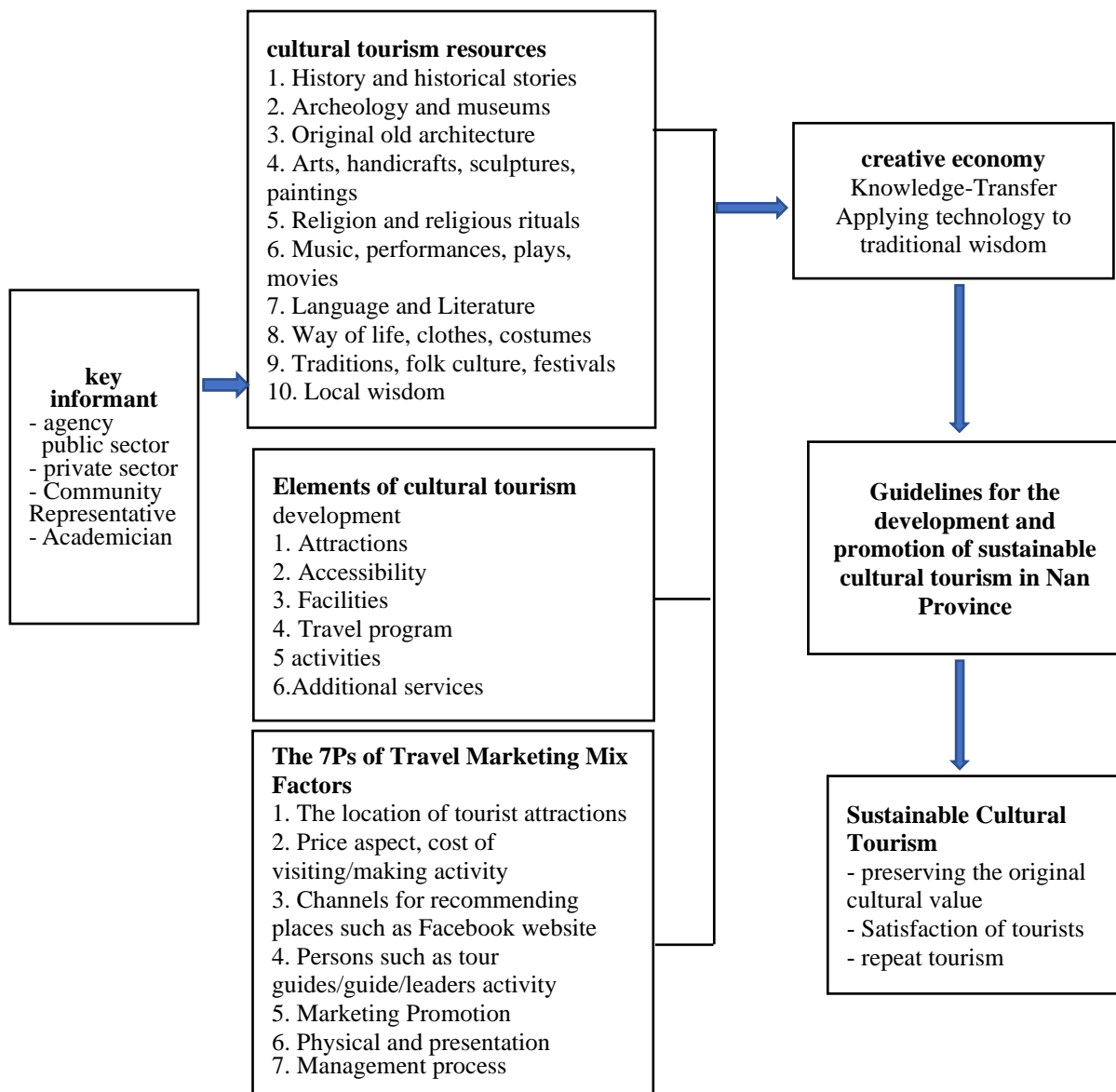
SWOT Analysis Concepts

creative economy concept

cultural tourism concept

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

## Conceptual Framework



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