

THE DEVELOPMENT MODEL FOR CULTURAL TOURISM GUIDES

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ABSTRACT

The research was aimed to study the issue on tour guide development for cultural tourism and study the tour guide development model for cultural tourism. The population was the tour guide and the sample group was 400 tour guides in Bangkok. The data was gathered by using the questionnaire and it was analyzed by using the package software.

The findings revealed that most of the issue was the illegal tour guide who competed for this career and damaged the tourism image. The indecisive state laws and actions led to the increase of illegal tour guide, the career competition and the decrease of income of legal tour guide, and the behavior of illegal tour guide led to the image of Thai tour guide for such deception or irresponsibility. The tour guide development model for cultural tourism was the good relationship, good personality, good knowledge, love at working, art of speaking and always keeping self-training.

Keywords: Development, Tour Guide, Cultural Tourism

INTRODUCTION

Tourism is an industry that plays an important role in the economic development of many countries around the world. Therefore, the governments of each country are focused on strengthening their competitiveness to compete for a share of the global tourism market. Asian and ASEAN countries have established marketing strategies that attract more tourists from all over the world to visit their country. Therefore, tourism has been integrated as part of economic development. If any countries have a clear national development strategy, they based on a strong economy, good infrastructure, abundant natural resources, and potential tourism sector personnel; it will be an important factor that will help drive that country. They have competitive advantages and can develop their tourism to grow steadily. Thailand recognizes the importance of tourism as a key mechanism to help stabilize and drive the country's economy.

Thailand is promoting the tourism industry. It is committed to developing the country in the popularity of tourists. The development of domestic tourism is therefore important. This is because it is an opportunity to distribute income to rural communities and create local employment (Saksung 2017). It helps to revive traditional activities, contributes to the development of tourist attractions as well as utilities, and improves the quality of life. It promotes the nation's reputation in the global society, which will be good for economic activities. Therefore, countries use the tourism industry as a tool to help develop their cities widely. Thailand has set out the objectives and guidelines for tourism development in the

strategy of enhancing competency and competitiveness, namely, developing tourism to increase employment and distributing income to the community, emphasizing local participation in the development of adventure tourism attractions with new potential in accordance with the local potential, including lifestyle, natural environment, arts and culture and folk traditions, as well as promoting Thai tourism and cooperation with neighboring countries (Kaosaen 2019).

LITERATURE REVIEW

A study of the impact of events found that the Asian economic crisis had a positive impact on the number of tourists who had the greatest exchange rate advantage with Thailand due to the baht depreciation (Boonmaruan 2014). It was found that in terms of friendliness, service providers must have professional ethics without exploiting, deceiving, defrauding foreign tourists. Be aware of the treatment of tourists like relatives, safety should be reinforced patrols and security guards at tourist attractions, airports, as well as tourist accommodation areas, information services should promote tourist information and provide more information points through internet and print media., (Phanomprai 2017). The studies tourism activities impressed the community and visitors for nature, culture and traditions of community life and society in different way tourism promotes physical, mental, emotional, social and intellectual development, which is the best way of absorbing experience to achieve natural and cultural learning, local knowledge and the way of life of local people which engage in tourism activities. (Chuentako2019)

Nowadays, cultural tourism is an activity that is gaining popularity among both Thai and foreign tourists. This is an activity that tourists can experience on a trip to create understanding. Cultural tourism and enjoyment, as well as raising awareness of resource conservation, cultural and environmental tourism (Chiang Mai University, 2017). The historic site, arts, culture and traditions are necessary for someone who has knowledge of history and culture in tourism. The tourist guide should have service-minded, seeking information, and eloquently passing on knowledge about tourist attractions. A new graduate of tourism doesn't have enough patience or homework to provide tourist information. Most agencies therefore prefer experienced guides over new graduates. So if Thailand wants to develop cultural tourism, it is necessary to develop a tour guide for cultural tourism.

The researcher is interested in studying the subject format Development of cultural tourism guides in order to encourage professional guides to develop themselves as senior trainers who will transfer knowledge. Professional service techniques for young tour guides

Objectives

1. To study the problem of developing tour guides for cultural tourism
2. To study the development model of tour guides for cultural tourism.

METHODOLOGY

This research looked at academic papers and academic work in the past in order to gather knowledge and useful information to carry out further in-depth research. It has organized a questionnaire distribution process to gather useful information for research.

FINDINGS

This study the framework for presenting the results of the study is defined in 4 parts as follows:

Part I: Analysis of personal characteristics of respondents. The majority were males (52.1%), aged 31-40 (40.0%), with an average annual income of US\$10,000-30,000 (US\$36.6%) and a bachelor's degree (45.6%).

Part II: Analysis of guide behavior It found that 52.1% of those working in Thailand were between the ages of 31 and 40, 40.0% had an average annual income of 10,000 - 30,000 US\$ or 36.6% and the highest bachelor's degree was 45.6%.

Part III: Analysis of the problem of developing cultural tourism guides see

Problems with tour guides are not legal or bootleg guide problems. Take over the profession and damage the image of tourism. Due to the laws and the implementation of state management is indecisive. As a result, there is an increase in illegal guides, which has led to a decline in the careers of Thai people, and problems with the work behavior of illegal guides. It affects the image of Thai tour guide professionals due to scams and irresponsibility for tourists, etc.

Part IV: Analysis of the development model of cultural tourism guides see Good patterns are (1) good interpersonal skills, generosity and compassion, (2) good personality, external personality and internal personality, which are visible in the tour guide, (3) good knowledge, should be the overall knowledge of Thailand about history, geography, society, politics, government, religion, festivals, important traditions, the culture of people's lives in each sector, tourist attractions, local traditions, cultures and products attractions, telephone numbers or faxes, contact locations for the purpose of operating and providing information to local tourists, both natural and man-made. (4) having a love of work (5) having the art of speaking, having rules for learning and practice. At the same time, it relies on the speaker's unique abilities. The tour guide must be well prepared for explaining. The sequence of content is conveyed in easy-to-understand language, knows the times, what to say, at what time. Use gender-appropriate language and (6) have constant self-training, at least self-improvement.

Discuss the results.

Study on "Model of Development of Guides for Cultural Tourism" The results can be discussed separately as follows:

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It affects the image of Thai tour guide professionals due to scams and irresponsibility for tourists, etc.

The findings of cultural tourism guide development patterns are (1) good interpersonal skills, (2) good personality, (3) good knowledge, (4) love of work, (5) art of speaking, and (6) constant self-training.

Recommendations

Recommendation from this research

According to the research study on Tour Guide Development Model for Cultural Tourism, there are recommendations tourist attractions should have guidelines and measures for tourism development by revitalizing all major tourist cities and there should be a system of development that can improve attractions to the same standard. In terms of price, in order to meet the needs of tourists, the price level should be set at which consumers will be satisfied and willing to pay for tourism services. The selling price of goods and services should take into the value and expectations that consumers want to receive from that product and service. Currently, Thailand has many remediation requirements due to frequent disasters and the insecurity of property and travelers. The government or relevant authorities should clearly encourage responsible agencies. Resolve crises and issues, as well as build confidence throughout your journey and stay in Thailand. It also continuously builds a positive image of the country. It also publishes brief tourist documents, maps, and landmarks such as train stations, transportation, airports and gas stations, facilitating facilities such as parking and public restrooms, and encouraging municipalities or provincial administrative organizations to build public toilets for provincial parks or tourist attractions. They should jointly develop and maintain the quality and standard of tourism.

Recommendation for future research

This research studied a sample of specific guides. In order for the research results to be used for other agencies, the study should be comprehensive, divided into similar industries or divided into regions and countries.

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