

PROBLEMS, OBSTACLES AND DEVELOPMENT GUIDELINES FOR CULTURAL HERITAGE TOURISM IN PHRA NAKHON SI AYUTTHAYA PROVINCE.

Phangpan Khayprae

Graduate School, Suan Sunandha Rajabhat University

Bangkok, Thailand

Email: phangpan.kh@ssru.ac.th

ABSTRACT

The research objectives of problems, obstacles and development guidelines for cultural heritage tourism in Phra Nakhon Si Ayutthaya Province represented 1) to study problems and obstacles to develop the cultural heritage tourism in Phra Nakhon Si Ayutthaya Province 2) to propose guidelines of cultural tourism development in Phra Nakhon Si Ayutthaya Province. The research methodology approached by qualitative study with three steps, the first step, to study problems and obstacles of development in cultural heritage tourist attractions in Phra Nakhon Si Ayutthaya Province through interviewing with ten targeted and key informants, the second step, to study the cultural heritage tourist attractions in Phra Nakhon Si Ayutthaya Province with the related document and evidence of cultural historical sites in Phra Nakhon Si Ayutthaya Province through on site data collection by observation and in-depth interviewing and the preceding step, to analyze, synthesis the obtained information from two steps above and propose the guidelines of development in cultural heritage tourist attractions.

The finding found that 1) problems, obstacles to development for cultural heritage tourism represented the unclear organizing of provincial tourism administration and no responsible committee, unclear development guidelines of cultural heritage tourist attractions and not attracted tourists and 2) the guidelines of cultural tourist attractions development consisted of (1) the potential and organizing of cultural tourist attractions development, solving the weaknesses of tourist attractions by government agencies, private organizations and related agencies including experience or expertise in tourism with pride and sense of ownership creation of the local people (2) the coordination with relevant agencies and experimentation on tourism provincial activities, the research recommendations represented the joint development of potential and organizing of the tourist attractions management model especially in the matter of establishing rules and regulations as guidelines for local people and tourists, publicizing tourist attractions to be known more as well as creating pilot tourism activities program.

INTRODUCTION

Cultural attractions represented tourist attractions with aesthetic and cultural values that ancestors created and inherited as a heritage. The tourist attractions consisted of traditions, folk ways of life, cultural and art exhibitions, local products, local clothing, tribal languages. The examples of important tourist sites in Thailand, Damnoen Saduak floating market, Surin Elephant Show, Bo-sang Umbrella work, Loykratong festival and Songkran festival.

Cultural tourism represented the tourism for cultural displays such as castles, palaces, temples, ancient monuments, antiques, traditions, lifestyles, all kinds of art and various things

that showed prosperity the folk life of people in each period, the history, beliefs, views, ideas from the past to the present. (คู่มือกรรมการท่องเที่ยว)

Tourism revenue caused the investment in tourism and service businesses that contributed the career, income for the participants and improving the quality of life of the population. The World Tourism Organization surveyed the world occupations of people and found that the 7.8 percent of global working-age population represented in tourism industries, and the tourism industry represented approximately 10.2 percent of the domestic economic growth. The World Tourism Organization estimated that the year 2020, international tourists will increase to 1.56 billion and 1.2 billion of regional traveling people, while another 378 million will be regional traveling to other regions. Europe represented the classified region with the largest number of 717 million of tourists, East Asia and the Pacific with 397 million, America with 282 million, Africa with 77 million, Middle East with 69 million and South Asia with 19 million with respectively. The World Tourism Organization also stated that the Asia-Pacific region represented the second ranking in tourism in the world after Europe with a market share of 20.0 percent of the aggregate number of tourists in the world.

Tourism and Sports Office of Ayutthaya announced the 8,954,949 tourists visited Ayutthaya Province with increasingly 11.81% from previous year, 5,288,744 Thai tourists with increasingly 11.81% and 3,666,205 foreigners with increasingly The total revenue 17.096 billion Baht with increasingly 9.53% generated from Thai tourists 7.919 billion Baht with increasingly 15.47%, the foreigners 9.177 billion Baht with increasingly 4.87% with the daily expense 2,050.21 Baht with increasing 2.54%. The most native tourists who visited Ayutthaya represented French, German, American, British and Spanish with respectively.

The research was interested in studying on mentioned important issues of problems, obstacles and development guidelines for cultural heritage tourism in Phra Nakhon Si Ayutthaya Province with research's questions as following:

1. How did the problems and obstacles in development of cultural heritage tourism in Phra Nakhon Si Ayutthaya Province?
2. What were the cultural heritage tourism development guidelines in Phra Nakhon Si Ayutthaya Province?

Research objectives

1. To study problems and obstacles in development of cultural heritage tourism in Phra Nakhon Si Ayutthaya Province.
2. To propose the cultural heritage tourism development guidelines in Phra Nakhon Si Ayutthaya Province.

LITERATURE

Ayutthaya City, 417 years of an ancient kingdom was established capital by King Ramathibodi 1 or King Uthong in 1893, consisting of five dynasties, 33 monarchs namely the UThong dynasty, Suphan Bhumi dynasty, Sukhothai dynasty, Prasat Thong dynasty and BanPluLuang dynasty. During 180 years, Ayutthaya was peaceful and allowing a foreign trade dealing that made Ayutthaya the wealthiest city in Asia, but after 9 years after the death of King Ramathibodi II in 2072, Ayutthaya was first invaded by Burmese and many more and dependence on Burma in 1569, but 15 years later, King Naresuan the Great resurrected the independence. Ayutthaya gained peace again and contacted with foreigners 118 years and was destroyed hardly again by the Burmese in 1767. The city was ruined hardly that it was difficult to recover.

The ancient city Ayutthaya or Phra Nakhon Si Ayutthaya, the ancient capital and the significant tourist attractions, had many impressive tourist attractions that many art and ruins

could be seen in this ancient city. There are many attractive archaeological sites that indicated Ayutthaya remained a capital city that had flourished since the past and the most prosperous city on the Indochina Peninsula. The Ayutthaya Historical Park was spacious, located in the heart of Ayutthaya and was declared a UNESCO World Heritage Site on December 13, 1991. Ayutthaya retained an area of approximately 2,556 square kilometers and located about 76 kilometers from Bangkok.

The business analysis, SWOT represented the managerial tool that analyzed and evaluated the environment and potential of organization, then used the SWOT information to set direction of works and goals. SWOT was an acronym of each word as the following meaning.

Strengths: S meant the various internal factors that contributed the strength of organization and led to be competitive advantages like financial strengths, production, human resources and product quality.

Weaknesses: W meant the various internal factors that caused weakness and led to be disadvantages to competitors, problems or defects within internal conditions.

Opportunities: O meant the various external factors that were beneficial to the organization, which was an opportunity to promote business operations, like the expanding economy. The difference between strengths and business opportunities was strengths were factors that occurred from the internal environment, while opportunities were the result of the external environment.

Threats: T meant the various external factors that were the obstacles to operations, limitation caused by the external environments.

METHODOLOGY

The research methodology approached by qualitative study with three steps, the first step, to study problems and obstacles of development in cultural heritage tourist attractions in Phra Nakhon Si Ayutthaya Province through interviewing with ten targeted and key informants, the second step, to study the cultural heritage tourist attractions in Phra Nakhon Si Ayutthaya Province with the related document and evidence of cultural historical sites in Phra Nakhon Si Ayutthaya Province through on site data collection by observation and in-depth interviewing and the preceding step, to analyze, synthesis the obtained information from two steps above and propose the guidelines of development in cultural heritage tourist attractions.

RESULTS

The finding was classified two aspects as following.

1. The finding of problems, obstacles to develop the cultural heritage

Tourism represented the unclear organizing of provincial tourism administration and no responsible committee, unclear development guidelines of cultural heritage tourist attractions and not attracting to tourists.

The opinions of informants about significant problems and obstacles "the readiness to be a cultural tourism province" represented a matter that had been discussed for a long time but no one dared to make it concrete due to the lack of many factors. At the present, the development could be considered to be enthusiastic. The people involvement model was developed with the people and having a good highly response. People joined together in the development very well and desired Ayutthaya to remain the cultural tourist attractions because the local possessed adequate potential to remain a cultural tourist destination but lacked of supporting and publicity.

The consideration details of five studied aspects in problems and obstacles in the readiness of communities as following.

1.1 The information providing aspects in tourism, local participation and grouping found there was no training to local leaders and local people from the governmental agencies, private sectors, experts or relevant offices.

1.2 The aspects of tourism attractions, jointed data analysis in potential, constrains, opportunities and risks found that there were the potentials of tourist attractions development to remain cultural and historical sites, but the ancient development of various places were slow because of having permission from the Fine Arts Department. The participants on meetings, creating projects or analyzing various problems were the local leaders and the operational group without the local people.

1.3 The involvement of development of potential and the organizing of tourist attraction found that the lack of committee and operators in systematic tourist attraction development.

1.4 The coordination with relevant agencies and pilot projects found there was no agency or expert to perform the pilot project to local leaders and local people.

1.5 The aspects of evaluation, organization development and training to local people or other local group found there had been no evaluation of the activities regarding tourism and training for local people in tourist destinations.

2. The guidelines of cultural heritage tourism development found two main purposed guidelines to be realistic developed.

2.1 The aspects of potential development, tourism organizing and the weakness solving of tourist attractions by government agencies, private organizations and related agencies, including tourism expert created a participatory process of local people involvement for tourism development, providing knowledge, thinking, creating, sharing and planning with pride of local wisdom and heritage for sustainable tourism development that did not affect changes in the way of life of people in the community.

2.2 The aspects of coordination with relevant agencies, pilot projects performing and evaluation that should organize tourism activities in tourist spots by training people to become familiar with the tourist and specified directions or frameworks as well as physical preparation, external environment. In addition, the development support from government agencies, private sectors and people with experience especially the budget supporting for the local villages.

ACKNOWLEDGEMENT

This research was completed with courtesy from Suan Sunandha Rajabhat University and all university administrators, especially Associate Prof. Dr. Luedech Girdwichai, who had supported this research and would like to thank all informants for sacrificing their valuable time in answering questionnaires and researcher interviews. In addition thank you to Dr. Sudawan Somjai, the director of this project for the benefit and valuable experience to the researcher.

REFERENCES

- [1] Apinya Suphit. (2012). Local participation on cultural tourism. A study of Singtha Village, Muang, Yasathon Province.(Independent study of Master of Business Administration). Khonhaen. Khonkaen University.
- [2] Coltman, M.M. (1989). Tourism marketing. New York: Van Norstrand Reinhold.

- [3] Kunaporn Chuenwiset.(2012). Cultural tourism management according to public opinion in Chaiya, Suratthani Province. (Thesis of Master of Business Administration). Suratthani. Suratthani Rajabhat University
- [4] Nzama, A.T, Magi, L. M., &Ngcobo, N. R. (2005). Workbook-I Tourism Workbook for Educators: 2004 Curriculum Statement (Unpublished Tourism Workshop Educational Materials). Centre for Recreation &Tourism, UZ. and TourismKwaZulu-Natal, University of Zululand.
- [5] Paksina Apisupakornkul and et al. (2007).A development of cultural tourism way linking with the annual tourism festival in the lower northeastern part of Thailand. Bangkok. Thailand Science Research and Innovation.
- [6] Thaku Subdistrict Administrative Organization.(2014). General conditions and information Basic Administrative Organization of Taku Subdistrict. (number of population). Nakhonratchasima: Thaku Subdistrict Administrative Organization.