

THE CHARACTERISTICS OF CULTURAL TOURISM, KRATHUM BAEN DISTRICT, SAMUT SAKHON PROVINCE.

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ABSTRACT

This research is conducted by qualitative research. Qualitative data was collected by documentary research, in-depth interviews. This research objectives were conducted in order to study the basic information about cultural attractions, and the needs of many stakeholders or many parties who involve in cultural tourism in Krathum Baen District, Samut Sakhon Province. The researcher uses the information obtained in conducting and creating an innovative model of cultural tourism management as well as creating public relations planning in Krathum Baen District Samut Sakhon Province. the educational, employment by giving access to decent work opportunities in the tourism sector, enhancing professional skills in tourism industry. Locality environment protection, the need to prevent the historical landmark and area around the landmark. The needs of security and moreover, the need to implement innovation and technology to promote historical landmark, the using of technologies that could help in promoting and creating alternative cultural itineraries or promoting new images of Cultural Tourism in the way that is suit with tourist behaviour as well as promoting the new image of that communities for a smarter competitiveness. Finally, cultural tourism needs a strong role for the private sector to integrate Cultural tourism development which can contribute effectively to the SDGs, with effective resource management.

Keywords: Cultural Tourism, Tourism Management, Krathum Baen District

INTRODUCTION

In modern times, information dissemination and news spread around the world through various technology systems, allowing people to quickly recognize, interact or be affected by what is happening spaciouly. In today's rapid change, the globalization, and the development of each country might not meet the growth of the present. Therefore, they need to look into the sustainable development which is the development that meets the need of the present without compromising the ability of future generations.[1] as follows, 1) Development must be limited by technological capabilities and social organizations and the ability of the biosphere to absorb the impact of human activities, that is humans cannot concentrate on development if it causes damage to the environment. Technology and social organizations May be used as Development tools but it has to control, preventing the development which is not harmful to the environment. 2) Development must be able to meet basic human needs. Especially the poor, there must be a better quality of life for humanity and this development must give everyone the opportunity to hope for a better life. 3) In order for everyone in the society to participate in social responsibility fairly, all citizens of the

country must participate effectively and equally at the national level. Moreover, there should be more democratic in its decision, regarding international activities. 4) Wealthy lifestyles must be within the limits of the economy. Especially, western countries and leaders of developing countries should reduce their consumption. 5) Population size, and the increasing of population size, must be in consistent with the ecological production potential of that country. Especially in developing countries the population size should not exceed the providing capacity of social welfare, social security of that country to live well, eating well and not starving.

In late 2015, world leaders agreed upon 17 Sustainable Development Goals (SDGs) to guide our development until 2030. Tourism is committed to drive this 2030 ambitious agenda to change people live all around the world and do its part in this common end eavour. Tourism is included as a target in three out of the 17 SDGs: Under Goal 8, “Decent Work and Economic Growth”; By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products. Under Goal 12. Focusing on 12.b, “Responsible Consumption and Production”, Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products. Under Goal 14, focusing on 14.7, “Life Below Water”; By 2030, increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism Yet, tourism, a sector accounting for 10% of world GDP, 7% of global trade and one in 10 jobs, can contribute to all 17 Goals. (World Tourism Organization, 2016) [1]. The following Sustainable Development Goals (SDGs) icons illustrated the potential contribution of the tourism sector, to one or more of the 17 universal SDGs.

Figure 1: Sustainable Development Goals. Source: UNWTO [2]



Under the concept of the National development policy, which focusing mainly on creating macroeconomic wealth, the development policies are occurring and applying everywhere and spreading throughout the world. Therefore, one of the National development policies in Thailand is focusing in an importance to promote tourism in order to standardize the prosperity and enhance the people’s quality of life, as tourism can lead to enormous income which derived from tourist’s spending and shopping. Therefore, when the number of tourists has increased It means the country’s income would have increased.

Tourism is an economic industry that widely generates income for the country. Each year, Thailand has many tourists, both Thai and foreigners who came to travel in Thailand and the numbers are steadily increasing which contributing benefits to the local community, whether it is related in economy in terms of job hiring, job creations, career creation, or social in terms of social income, cultural development, cultural change, people and community lifestyle, for example.

Thailand has many cultures and unique in each locality, which is considered as an important attractive tourist attraction for cultural tourism. In this research, the researcher will mention about the cultural tourism, of Samut Sakhon Province as Samut Sakhon Provincial Development Plan 2018-2021 has set its goals as "Eco industrial city, Agriculture and food safety, travel new ways, happy society with public relations in an integrated form of public relations activities and networking to publicize Samut Sakhon province to be widely known, also supporting tourism business by publicized the products of the province, while also stimulating the economy by increasing Channels of revenue generation for manufacturers and store operators"(Samut Sakhon Provincial Development Plan Year 2018-2021).

Krathum Baen District, Samut Sakhon Province has many tourist attractions located near Bangkok and has many means of convenient transportations. There are many interesting cultural attractions such as Wat Miss Mai, Tha Mai Temple, Tha Krabue Temple, Benjarong Village, etc. It is an alternative way for tourists near Bangkok to make merit and pay respect to monks. Learn about culture, history or better their learning about the way of life of the people in the area, which could promote tourism and generate income for the community accordingly.

Samut Sakhon Province or what the locals call "Mahachai", a small seaside province located at the estuary of "Tha Chin" river bank. "Samut Sakhon" means "City of seas and rivers". At the coast there are many salt pans used for harvesting sea salt, as many locals are doing sea salt farming. "Samut Sakhon" is only 2 kilometers from the sea and approximately 36 kilometers from Bangkok, 37 kilometers from Samut Songkhram, 48 kilometers from Nakhon Pathom and 78 kilometers from Ratchaburi. Samut Sakhon Province, formerly it was a large community where Chinese people brought argosy and to dock, trade, exchange goods and livestock in large numbers in this community.

The Provincial seal of Samut Sakhon is a Chinese argosy, sailing at the sea and a factory with a chimney is behind, which means the former glory of business prosperity which is stay up to the present. Provincial Slogan is "The Fishery City, Plenty of Industries, Agricultural Lands and Historical Regions"

Figure2: The picture of Samut Sakhon Provincial Seal.
Source: <http://www.samutsakhon.go.th/en/aboutus.html>



Krathum Baen District Samut Sakhon Province has many cultural tourist attractions which are popular among the tourists. There are very high number of tourists visiting the temple, the monument, use the services and doing activities during the weekends. For Example, Floating market, which tourists can cruise along the canals in a narrow, long-tailed

boat towards the floating market. Tourist will learn the culture and history of the Floating Market. Wat Tha Mai: This is a very popular temple in Samut Sakhon. The main building (as shown in the photo) is all wood with incredible carvings and statuary. The temple is very beautiful, spacious and peaceful atmosphere.

OBJECTIVE

From the above the researcher was interested in studying basic information about cultural tourist attractions. And study the needs of the stakeholders of cultural tourism. The objectives of this research are as following:

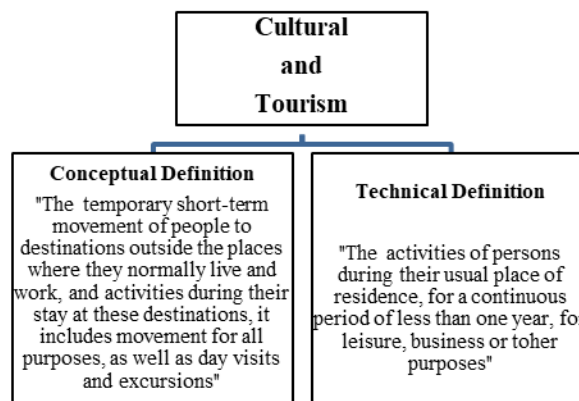
1. The basics of cultural tourism attractions, Krathum Baen District, Samut Sakhon Province.
2. The requirement of stakeholders on cultural tourism, Krathum Baen District Samut Sakhon Province

LITERATURE REVIEW

Normally, the cultural tourism, referred to the cultural as the legacy of society which referred to art, customs and traditions, life styles, festivals etc. In addition, cultural is the accumulation of experience, knowledge, ability and wisdom that helps humans in that society to continue their culture up to this day.

Tourism: There are various definitions of Tourism and are no consensus concerning the definition of tourism. "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." [6] These two categorizes are briefly explained in Figure 3 below.

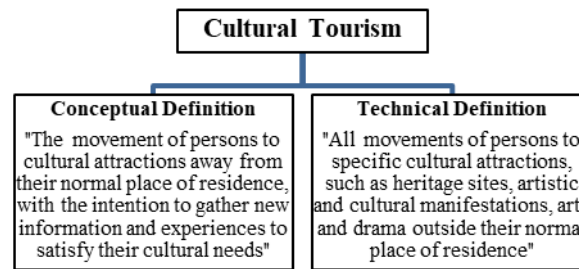
Figure 3: Conceptual and technical definitions of tourism. Sources: WTO, 1993 and Holloway, 1985[8]



Culture: Generally, culture can be defined as a set of value, attitude, social norms, believe, lifestyle, ways of life and customs. "Culture" is viewed as a "complex whole, which delivers a unifying concept for the extensively varied ways of life." Trying to describe "culture" in a single broadly acceptable definition. therefore, produces a level of generalization which renders the act of definition useless." (Richards, 1996) [9]

Cultural tourism: Culture and Tourism have been increasingly interested over the years for tourists as they have become one of the major content providers for tourism experience, and tourism has become of the most important revenue streaming for cultural tourism.

Figure 4: Definitions of “cultural tourism” Sources: Ashworth (1995), Richards (1996) and <http://www.atlas-euro.org> [7]



Cultural tourism is one of the oldest forms of travel and still continues to be a mainstay of the tourism industry in most parts of the world. According to the OECD (2009), cultural tourism accounted for around 40% of all international tourism, or 360 million arrivals in 2007. [4]

Although it is often difficult to other travellers because of the growing tendency towards mixed holiday motives, they are particularly desirable for destinations seeking to attract ‘high quality’ tourism and high value tourists.[4] Firstly, the conceptual definition of cultural tourism which is people moving to cultural attractions that are away from their usual residence, with the purpose to collect novel information and experiences to gratify the cultural needs. Secondly, the technical definition of cultural tourism which is all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residency. [3]

Further study on the conceptual definition of cultural tourism suggests this approach stimulated a move away from culture as product to culture as process or “way of life” definitions of culture which is visible in the growing interest of tourists in experiencing lifestyle, customs and everyday life of people in different destinations. In other words, the previous preoccupation of tourism with natural resources and landscapes seems to be more involved in sensory and symbolic consumption of the ideas and images associated with particular destinations. (OECD, 2009) [6]

RESULTS

This research conducting in order to study the basic information about cultural attractions, and the needs of many stakeholders or many parties who involve in cultural tourism in Krathum Baen District, Samut Sakhon Province. The researcher uses the information obtained in conducting and creating an innovative model of cultural tourism management as well as creating public relations planning in Krathum Baen District Samut Sakhon Province

In future, globalization may drive many cultural institutions to actively seek out tourists to travel in traditional local culture.

From this point of view, the stakeholder in Krathum Baen review that their need regarding Cultural Tourism is the need of educational, employment by giving access to decent work opportunities in the tourism sector, enhancing professional skills in tourism industry. Locality environment protection, the need to prevent the historical landmark and area around the landmark. The needs of security and moreover, the need to implement innovation and technology to promote historical landmark, the using of technologies that could help in promoting and creating alternative cultural itineraries or promoting new images of Cultural Tourism in the way that is suit with tourist behaviour as well as promoting the new image of that communities.

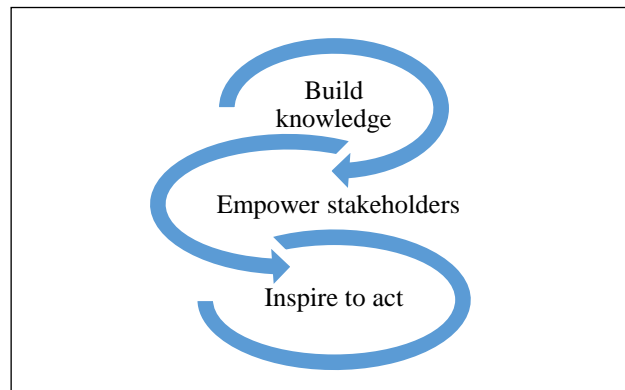
CONCLUSION AND FUTURE WORK

Cultural tourism can play an important role in increasing revenue for the country. There are very high number of tourists visiting the temple, the monument, the cultural area and historical landmark. Tourist use the services in the district and doing activities in that community. From this perspective however, cultural tourism is not merely associated with visiting monuments and sites, which is the traditional view of cultural tourism, it also includes consuming the way of life in different destinations. In other words, cultural tourism is not just about consuming cultural products of the past; it also deals with contemporary way of life and culture of people.[6]

Therefore, it is obvious that cultural tourism needs a strong role for the private sector to integrate Cultural tourism development which we have to build knowledge and empower stakeholders to be able to act and contribute effectively to the SDGs, with effective resource management.

As Samut Sakhon District is located next to the coastal cultural tourism development must be a part of integrated coastal zone management in order to help conserve and preserve fragile ecosystems and serve as a vehicle to promote the economy, in line with a sustainable platform for stakeholder in the community for a smarter competitiveness.

Figure 5: Effective resource management. Source: UNWTO, 2016 [2]



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