

# **DEVELOPMENT GUIDELINES FOR TOURISM ATTRACTIONS IN UTHAI THANI.**

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## **ABSTRACT**

The research objective aimed to study development guidelines for tourism attractions in Uthai Thani on qualitative approach with in-depth interview and group discussion. The population represented head of government agencies, local and community leaders and residents; the sample was selected by purposive sampling on site of every district. The research instruments represented in-depth of open-ended interviewing form and group interview. The data analysis obtained by the synthesis from the interview issues and extracted them for answering research questions.

The study discovered the knowledge and understanding of ecotourism that tourists and stakeholders need to be responsible for using in the related ecological tourism attractions. Ecotourism represented a pattern of tourism that aimed to raise awareness of sustainable ecological preservation, reasons for making the decision on Uthai Thani indicated the perfection of tourist destinations and distinctive identity.

## **INTRODUCTION**

The tourist destinations in the lower northern provincial cluster were absolutely diversity in terms of history, religion, environment, culture, ways of life and a variety of strength and weakness. Each province located to isolate from others with non-linkage on tourism routes or any program and non-beneficial to tourist attractions and tourists. In addition, many tourist attractions tried to compete with imitations, such as the floating market, walking street with regardless of the precise value of their tourist attractions on history, ways of life and religion that caused to be unsustainable tourism and eventually abandoned. The tourist information from the Tourism Authority of Thailand in 2012 found that the lower northern provincial cluster 2, there were 1,356,031 tourists and classified with Kamphaeng Phet, Pichit, Nakhon Sawan and Uthai Thani in the amount of 318,748, 179,149, 661,457 and 196,677 tourists with significant proportions respectively order. Problems of tourist attractions represented an epidemic source of disease including food-borne illnesses, exposure, or lack of security in other matters due to lack of appropriate community health, health and safety management, understanding and coordination.

The system linkage of various tourist attractions in Uthai Thani and value of each tourist destination contributed the impression and the development of elders in all eleven areas in addition there were personnel with experience in managing art tourism and cultural network. To connect the network of stakeholders in all dimensions particularly the tourism group that had many co-operative meetings on tourism in term of both formal and informal meetings with government agencies, the private sector, restaurants and related communities to participate in solving problems and planning.

The various travelling plans including environment, culture, way of life and religion contributed the exciting that was suitable for all groups who came together and a mutual benefit among various tourist attractions. The value seeking of each tourist attractions in terms of history or any significant aspect represented the pride of the tourist attractions that

was implicit on impression of tourists and developed the sustainable tourism with raising awareness of public health development in tourist attractions.

## LITERATURE

Tourism industry represented activities that was organized and facilitated by government agencies and business sectors to meet the tourists or business entities' needs. From the aforementioned meaning, the tourism industry has extensive coverage over other business entities and organizations in the economy as a whole. The tourism industry was related the available of products and services for tourists that contributed the comfort or satisfaction to visitors.

Collier and Harraway (1997) described four elements of the tourism industry as following.

1. Transportation represented the traveling from the accommodation to the tourist destination that consisted of land, water and air transportation.

2. Accommodation represented hotels and resorts that were different according to the purpose of entrepreneurs, the taste of tourists and the environment of tourist sites.

3. Attractions activities and ancillary services were provided for the enjoyment and fun of traveling in terms of various activities to meet the needs of tourists and impression on the service facilities.

4. Sales affected the distribution of tourism services from manufacturers to consumers or tourists and sales-related business entities, such as tour operators and travel agents.

The categories of tourism industry products were classified into four categories by the following characteristics (meaning and importance of tourism, online, 2010).

1. Intangible goods of tourism industries represented servicing to consumers or visitors that could be untouched, visitors only received the satisfaction in things they saw or got, related personnel in the tourism industry was very important.

2. The product could be unmoved to consumers; consumers had to travel to buy products and services at the source of production that indicated places with various tourism resources.

3. The product could be undecayed that can be reused many times and required maintenance to maintain good condition and minimize damage in sometimes.

4. The product can be changed or unchanged ownership right because the product in the tourism industry maintained many patterns, some products were changed the ownership right such as food and souvenirs, etc., but some categories just be delivered the right to use or see without to be the ownership such as paying for hotel rooms got only the right to stay according to the agreed period and especially visitor only received those services for a certain period of time such as smiles, help and caring.

The components of the tourism industries can be classified to two types which were 1) the core components and 2) the complementary components. The core components represented related components directly to tourists including tourist attractions, transportation business, accommodation business, restaurant, touring business and guides. The complementary components represented supporting tourism activities such as souvenir, MICE business, information service providing, safety facilitation and facilitation of entry-exit.

Tourism styling was classified to many patterns of tourism according to the individual's leisure habits in which each alternative of tourism with diverse characteristics. World Tourism Organization, referred by Varath Matayomburuth (online, 2010) determined three core patterns of tourism that were defined as 1) Natural based tourism 2) Cultural based tourism and 3) Special interest tourism. The natural based tourism consisted of 1) Ecotourism represented tourism in natural resources that be unique and cultural sources related to the

ecosystem with collaborative learning process of stakeholders under environmental management and local participatory tourism and focus on raising awareness about preserving the ecosystem 2) The marine ecotourism meant responsible traveling with unique natural marine sites and tourist sites related to marine ecosystems with collaborative learning process of stakeholders under environmental management and tourism with local participation and focus on the raise awareness of sustainable ecological preservation 3) The geo-tourism meant tourism in the areas of the rocky cliffs, sandstone fields, tunnels, water caves, and stalactites to perceive the beauty of the fantastic landscape of the changing world, explore the nature of rocks, soil, minerals and fossils for gaining knowledge and unfamiliar experiences based on responsible tourism and raise awareness of environment preservation with local residents involvement 4) Agro Tourism meant traveling to agricultural areas, agro-forest gardens, herb gardens, ranch and animal husbandry to appreciate the beauty, success and enjoyment in the garden and acquire recent knowledge and experience based on responsibility and consciousness to preserve the environment 5) Astronomical Tourism represented a trip to observe the astronomical phenomena that occurred in each agenda such as the solar eclipse, meteoroid, lunar eclipse and the constellation of stars that appeared in the sky on each month and learning the solar system, the universe and increasing knowledge, impressions, memories and experiences based on responsible tourism with awareness about preserving the local environment and culture and joining with local people participation on sustainable management.

## **METHODOLOGY**

The qualitative research approached by in-depth interview and group discussion. The population represented head of government agencies, local and community leaders and residents; the 30 of the sample was selected by purposive sampling on site of every district. The research instruments represented in-depth of open-ended interviewing form and group interview. The data analysis obtained by the synthesis from the interview issues and extracted them for answering research questions.

## **RESULTS**

The results of studying on development guidelines for tourism attractions in Uthai Thani were found as following.

### **1. Creating value for tourist attractions.**

The possibility of tourism routes linkage of four provincial cluster that could respond to various tourist groups by obtaining the data from the tourism database from the Tourism Authority of Thailand, information from evaluating routes and tourist attractions and knowledge exchange with government agencies and the public sector. After determining the right tourist destinations, collaborating and reviewing data were done with collaboration of civil society in each of the tourist destinations and Tourism Authority of Thailand to value and identify them in terms of history, religion, environment, culture and way of life.

### **2. Promoting the creation of added value for tourist destinations.**

Participation with local people and stakeholders of the tourist destinations performed the promoting of value creation by residents through the process of exchanging knowledge, the community of practitioners of tourist destinations to contribute the development of valuable spirit in tourist attractions.

### **3. Creating tourist attractions linkages.**

Providing the tourist sites linkages to other tourist destinations that were appropriate and able to become the same tourism program by inspiring stories throughout the traveling

paths that were suitable for all ages with completed travel guides brochure and tourism map of the lower northern provincial cluster in the short and long time frame both monthly and seasonal formats for all groups.

#### 4. Developing environmental, cultural and health values.

To develop value systems for the environment, culture and health by formulating a plan to develop tourist attractions that were environmentally friendly, nourishing culture and not constitute the source of the spread of contagious germs. The tourist guide was published and publicized with relevant agencies to increase channels of public relations as well as creating public relations system that could contact tourists of all ages by public relations with the Tourism Authority of Thailand.

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