

GUIDELINES FOR THE CREATIVE TOURISM DEVELOPMENT OF RED LOTUS LAKE

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ABSTRACT

The purpose of this research was aimed to study the guidelines of creative tourism development in tourist attractions at Red Lotus Lake that located in Chiang Wae Community, Chiang Wae Subdistrict, Kumphawapi District, Udon Thani Province. This research was joined with quantitative and qualitative approach. The population of quantitative research was Thai tourists who creative visited at Red Lotus Lake.

The simple sample selection was made on 398 tourists. The instrument was the questionnaire which collected the data from the creative tourists at Red Lotus Lake by descriptive analysis. The qualitative approach was made by purposive sampling through in-depth interview. The finding found that the level of the guidelines for the creative tourism development of Red Lotus Lake should be the general attractive conditions, the received value and facilities from creative tourism, tourism service quality, the tourism activity patterns and tourist information channel were high and the moderate level on the cooperation among government, private sector, tourists and communities.

Keywords: Tourism, Red Lotus Lake, Development

INTRODUCTION

Tourism was the world's largest industry which was seen from the rapid growth of global tourism every year, resulting in overall economic compared to many large industrial groups. Both of the circular workforce hiring in the tourism industry and the labor market in the tourism industry had expanded many times, these factors indicated the rapid growth of tourism. Therefore, Thailand should concentrate on the tourism industry.

The previous accelerating on tourism development in Thailand occurred the both of positive and negative impacts, the positive impacts were the increasing of tourism revenue every year, the increasing rate of employment and the infrastructure development on tourist attractions, the negative impacts of the tourism expansion were the decline of tourist attractions and the tourism areas, the natural resources and the environment were destroyed which caused the problems of toxic pollution, garbage, waste water, traffic and crime. In addition, the increasing of compete situation in the tourism market both of domestic and international tourism, therefore Thailand had more attention with tourism management.

LITERATURE REVIEW

The most important element was the tourist attractions because of the attraction of the tourists. The remarkable natural tourist attractions, such as Doi Inthanon, which had the biological diversity or cultural tourist attractions and Phanom Rung Castle that indicated the flourish of Khmer Kingdom, rural tourism for the folk life experience and learning local wisdom as well as ancient historical sites such as Ban Chiang culture etc.

The accessibility of tourist attractions including appropriated infrastructure system such as air, land and water transportation systems facilitated the tourists to their destinations or tourist attractions with a fast and safety.

The accommodation and amenity such as hotels, resorts, guesthouses, homestay and others had the different levels of facilities due to variety of the price and services such as restaurants, swimming pools, bars, fitness centers, business centers and others.

The tourist activities and recreational activities were the important elements in present, the tourism did not mean only the travelling to see the archaeological sites, monuments and natural appreciation but also the tourism participation on activities such as the rainforest walking survey, the local river rafting, rock climbing, scuba diving or snorkeling, canoeing in the mangrove area, squid fishing in the deep sea as well as joining the activities with the host community such as transplant rice seedling, rice harvesting and Thai blessing ceremony joining which were memorial experience of tourists and created the distributed income to local communities.

The ancillary services meant others service providing such as restaurant service, hospitals, posts, gas stations, shops, souvenir shop, toilets, etc.

METHODOLOGY

This research was joined with quantitative and qualitative approaches, therefore, the instrument was divided into two parts: the first was quantitative research that the researcher used the questionnaire as a tool, divided into four main parts: 1) the general conditions that were attractive 2) the received value and facilities from creative tourism 3) the quality of tourism services 4) tourism activity patterns 5) the tourist information channel 6) the cooperation among government, private sector, tourists and communities, the second part was qualitative research through in-depth interview for proving the relationship among the variables.

The research participants were the Thai tourists who visited the creative tourism Red Lotus Lake, selected the 398 samples on the quantitative approach through the convenience sampling and the qualitative approach, 10 samples were selected with purposive sampling through descriptive statistics.

RESULTS

The findings comprised of six parts as following, the general attractive conditions, perceiving of value and the facilities, the tourism service quality, the tourism activity patterns and tourist information channel and the cooperation among government, private sector, tourists and communities.

Table 1
Mean, Standard deviation of the general attractive conditions

The general attractive conditions	mean	S.D.	result
1. Development of attraction in a variety of tourist destinations	3.69	0.86	much
2. Conservation of tourist attractions with natural integrity	3.62	0.93	much
3.Red Lotus Lake had a plenty of culture and folk traditions	3.21	11.08	moderate
4. Tourists participated in activities organized in tourist attractions.	3.61	0.94	much
5. Creativity of the community in tourist attractions	3.42	0.97	much
total	3.51	0.95	much

Table 2
Mean, Standard deviation of the received value and facilities from creative tourism

The received value and facilities	Mean	S.D.	result
1. Tourist attractions route had a clearly signs.	3.85	0.83	much
2. Tourist attractions were more prominent than other tourist attractions and had facilities that met the needs of tourists.	3.84	0.76	much
3. Ease of access to tourist attractions	3.84	0.84	much
4. Ease of access to tourist information	3.80	0.83	much
5. Travelers were interested and excited about cultural activities, folk life of communities around Red Lotus Lake	3.52	0.88	much
total	3.77	0.82	much

Table 3
Mean, Standard deviation of the tourism service quality

The tourism service quality	mean	S.D.	result
1. The cleanliness of the tourist attractions in the Red Lotus Lake	3.84	0.89	much
2. Adequacy of car parking	3.86	0.81	much
3.Adequacy of accommodation	3.36	1.07	moderate
4. Having the full travel services	3.68	0.83	much
5. Honesty and reliability of the store	3.44	0.94	much
6. Quality and price of food and beverage were reasonable.	3.65	0.78	much
7. Adding the public relations kiosk for tourist services	3.69	0.92	much
total	3.64	0.89	much

Table 4

Mean, Standard deviation of the tourism activity patterns

The tourism activity patterns	mean	S.D.	result
1. Service providing to visit important tourist attractions	3.85	0.83	much
2. Expenditure and buying souvenirs in tourist attractions	3.84	0.76	much
3. Participation in cultural activities at tourist attraction	3.84	0.84	much
4. Learning skills and local wisdom based on personal interest	3.52	0.88	much
5 . Providing the diversity of festivals and activities organized by the community	3.80	0.83	much
total	3.77	0.82	much

Table 5

Mean, Standard deviation of the tourist information channel

The tourist information channel	mean	S.D.	result
1. Television/Radio	3.64	0.84	much
2. Travel agency	3.31	0.97	moderate
3. Newspaper/ travel magazine	3.55	0.84	much
4. Poster/ Leaflet	3.36	0.97	moderate
5. Advertising board in community	3.56	0.84	much
6. Request from friends and personal experience.	3.61	0.88	much
7. Internet	3.70	0.86	much
total	3.53	0.88	much

Table 6**Mean, Standard deviation of the cooperation among government, private sector, tourists and communities**

The cooperation among government, private sector, tourists and communities	mean	S.D.	result
1. Training for knowledge about tourist attractions to community	3.35	0.93	moderate
2. Cooperation among government, entrepreneurs and communities for providing tourism activities	3.18	1.02	moderate
3. Friendship and friendly community	3.50	0.89	much
4. Tourism supporting from community	3.52	0.95	much
5. Community participation and tourists welcoming	3.47	0.98	much
total	3.40	0.95	moderate

CONCLUSION

The research conclusion was 6 guidelines for the creative tourism development of Red Lotus Lake that comprised of the general attractive conditions, the received value and facilities, the tourism service quality, the tourism activity patterns and tourist information channel and the cooperation among government, private sector, tourists and communities. The research results recommended to concentrate on the development in the prior areas of tourism activities and the received value and facilities. In addition, the research results could also determine 34 key development indicators.

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