

ATTRactions ENVIRONMENT AND AMENITIES INFLUENCING THE SUSTAINABLE TOURISM IN LESS VISITED AREAS

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ABSTRACT

Thailand has many interesting tourist attractions. The government promoted 55 less visited provinces for Thai and foreign tourists in 2018. The research objectives were the attractions environments, attractions amenities, overall attractions images and the overall satisfactions in tourist attractions influencing of the sustainable tourism in less visited area.

Keywords: tourism, less visited areas, sustainable

INTRODUCTION

Thailand was a very popular destination for the foreign tourists on the survey of MasterCard (MasterCard Global Destination Cities Index, GDCI 2018). The 7th world best destination 2018 indicated that tourism industries were still continually grown and Thailand was the only country in the global survey that had 3 tourist attractions in the top 20. Bangkok was 1st ranked of destination and overnight, Phuket was 12th ranked and Pattaya was 18th ranked that indicated Thailand was number one for foreign tourists. The finding shown the tourism revenue several trillion Baht annually, Tourism Authority of Thailand forecasted overall tourism revenue was 3.4 trillion Baht (Thairath, 2018). Because of The growth in tourism, the government aimed at the potential attractions in Thailand and continuously pushed ahead.

Thailand had not only Bangkok, Phuket or Chonburi province were good destinations where served the enormous of tourists as major cities each year but having other attractions also. The government promoted Thai and foreign tourists to visit 55 less visited areas that including of Chiang Rai, Phitsanulok, Tak, Phetchabun, NakhonSawan, Sukhothai, Lamphun, Uttaradit, Lampang, MaeHongSon, Phichit, Phrae, Nan, KamphaengPhet, UthaiThani, Phayao, UdonThani, Ubon Ratchathani, NongKhai, Loei, Mukdahan, Buriram, Chaiyaphum, SiSaKet, Surin, SakonNakhon, NakhonPhanom, RoiEt, MahaSarakham, Bueng Kan, Kalasin, Yasothon, Nong BuaLamPhu, AmnatCharoen, LopBuri, Trat, Chanthaburi, Prachin Buri, NakhonSiThammarat, Phatthalung, Trang, Satun, Chumphon, Ranong, Narathiwat, Yala and Pattani which were attractive and beautiful not less than major cities like Bangkok, Chiangmai, Chonburi or Phuket in any way and also income distribution to community and less the inequity (ThairathOnline,2018).

However nowadays the tourism policies ware not only recreational tourism but considering the sustainability also.

The sustainable tourism was responsible tourism management, attractions quality improvement on fair price, the objectives to attract regularly and adequate number of visiting and also less negative impact to environment (Boonlert Chittangwattana, 1999).

Objectives

Studying factors of attractions environments, attractions amenities, overall attractions images and the overall satisfactions in tourist attractions influencing of the sustainable tourism in less visited areas.

LITERATURE REVIEWS

Attractions environments were the important fundamental factors for attractions. The important characteristic of attractions was attraction that good attractions made the enjoyed visitors. The finding of literatures found that the attractions meant also resources, culture, archaeological site, history, architecture, lifestyle and folk crafts that were the attractive environments to tourists (Crouch, & Ritchie, 1999). The attractive environments normally were rare and inimitable or may be having a few places in the world. Some scholars suggested that the environments were not be limited only the tangible but attractive intangible like natural environments or custom were also.

The attractions amenities were carefully planned and had efficiently system management (Prideaux, 2000). Lack of caring and good managing made problems to the local residents (Prideaux, 2000). Suitable preventive maintenance supervision was a good approach for the attractions around the world and facilitate for tourists in standard facilities like water, electricity and safety road also.

Popular attractions often focus on facilities for the tourists which were accommodation, public transportation and standard communication (Grznic & Saftic, 2012). Tourists can travel comfortably to the attractions that the maintenance, providing and managing the amenities were not standard practices but the best practices were be applied to these attractions. Reviewing literatures found that the popular attractions provided adequate amenities to serve the tourists (Crouch, & Ritchie, 1999; Grznic & Saftic, 2012)

Overall attractions images were the identities that reflexed themselves differ than others through communication (Morrison & Anderson, 2002). The attractions image like brand of goods due to the consumers or tourists understand about the attractions which had 2 elements identities and differentiation. Reviewing literatures found the identities related with tangible and intangible elements that all were shown the identity of brand (Florek, 2005). Attractions identities comprised of tangible dimensions like historical sites or beautiful beach and the intangible dimensions like history or folk culture that blend together to be attractions identities. To consider in perspective on brand that brand identities influencing to focus group. Any brand can influence to its target group and not be worth to others that meant attractions identities may be suitable for only one group of tourists.

Overall attractions satisfaction was the one of factors influencing sustainable tourism competition due to the consumers made decisions on the attractions or others goods or service by emotion (Kozak, & Rimmington, 2000). The scholars were interested in customer satisfactions for a long time, the satisfaction had been various definitions as Westbrook (1980) defined satisfaction was preference and personal attitude which occurred from evaluating the experience of goods or services consuming. Oliver, & Linda, (1981) defined satisfaction was the feeling that exceeding expectation of goods or service consuming. Kotler (2000) satisfaction was the consequence of the perception in the results of the comparison between the efficiency of goods or services versus consumer expectation.

The sustainable attractions that focused on less visited areas which meant cities or provinces with less 4 million tourists annually, 55 provinces around Thailand. The less visited areas had the diversity of attractions and culture but lack of support and good managing that caused most tourists had no information and overlooked the less visited areas. Reviewing the literatures found less visited areas tourism resembled rural tourism due to rural tourism meant

faraway tourism or wilderness areas. The rural tourisms were promoted in several countries for a long time ago as the economic tools for distribution income into the rural areas (Pakurar, & Olah, 2008).

METHODOLOGY

Participants and sample of quantitative research were Thai and foreign tourists to the less visited areas of 400 samples. The instruments were questionnaire and structural equation modeling statistical approach.

FINDINGS

The findings were factors that comprised of attractions environment, attractions amenities, overall attractions images and attractions satisfaction influencing the sustainable tourism in the less visited areas. Moreover the findings were useful influencing factors to accommodating entrepreneurs, restaurants, government agencies and private sectors for planning, policies making and strategies which push ahead the less visited areas to become the popular destinations for Thais and foreigners.

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