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22 - 23 July 2013, SINGAPORE

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(THoR 2013)

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Proceedings of the
**2nd Annual International Conference on
Tourism and Hospitality Research
(THoR 2013)**

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Editorial

It is our pleasure to present to you the Proceedings of 2nd Annual International Conference on Tourism and Hospitality Research (THoR 2013) organized by the Global Science and Technology Forum at Hotel Fort Canning, Singapore during 22 - 23 July 2013.

The conference serves as a forum for researchers, academics, experienced professionals and business executives to present and exchange new ideas on research in tourism and hospitality research. The conference is also of interest to educators, especially those involved in course and curriculum design.

All the papers selected for presentation at this conference and for publication in the proceedings were subject to blind peer review prior to submission.

We are honored to have at the conference **Prof. Ian Alexander Eddie** (Southern Cross University, Australia) and other invited speakers, each an eminent researcher in his or her own right.

We thank all review committee members, partner universities, organising committee members and especially all the conference participants for making this conference a success.

We are sure conference participants will benefit from the contributions to the Proceedings of THoR 2013 and we trust that they will be very useful in their future research endeavors.

Dr. Neil Carr
Editor-in-Chief
Associate Professor
Department of Tourism
University of Otago, New Zealand

Foreword

This volume of conference proceedings contains a collection of research papers presented at 2nd Annual International Conference on Tourism and Hospitality Research (THoR 2013) held on 22nd – 23rd July 2013 at Hotel Fort Canning, Singapore.

The THoR 2013 conference is an international event for the presentation, interaction and dissemination of new advances relevant to tourism and hospitality research. As member of the Board of Governors, GSTF, I would like to express my sincere thanks to all those who have contributed to the success of THoR 2013.

A special thanks to all our speakers, authors and delegates for making THoR 2013 a successful platform for the industry, fostering growth, learning, networking and inspiration. We sincerely hope you find the conference proceedings enriching and thought-provoking.

Professor the Hon. Dr. Stephen Martin
Member, Board of Governors, GSTF

Preface

We are pleased to welcome you to the proceedings of the 2nd Annual International Conference on Tourism and Hospitality Research (THoR 2013) held on 22nd – 23rd July 2013 at Hotel Fort Canning, Singapore.

The THoR 2013 conference continuously aims to foster the growth of the tourism and hospitality industry and its benefits for the community at large. The comprehensive content of the conference has attracted immense attention and the wealth of information spread out over all the papers would be extremely useful to professionals working in the related fields.

It is my pleasure to announce the participation of expert speakers from various countries in this two-day event. This truly is a unique platform for all stakeholders like researchers, users, and policy makers to discuss, deliberate and exchange experiences.

The Conference Proceedings documents and the presentations made at THoR 2013, is the end result of a tremendous amount of creative work and a highly selective review process. We have received research papers from distinguished participating academics from various countries. The “THoR 2013 BEST PAPER AWARDS” recognize outstanding contributions and research publications by authors and students.

I want to thank all authors of submitted papers for their participation. They contributed a great deal of effort and creativity to produce this work, and I am happy that they chose THoR 2013, as the place to present it. Credit also goes to the Program Committee members and reviewers, who donated substantial time from their busy schedules to carefully read and evaluate the submissions.

In addition, the Organizing Committee would like to take this opportunity to extend our sincere gratitude to all supporting Organizations for their support and encouragement and for making the event a success.

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Characterizing Cultural Tourism Destination Development: A Closer Look of Practical Application for Chiangrai Province, Thailand

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Abstract— The cultural is the social heritage that revealed the social growth in many ways, including the social arts, culture, tradition and folklore, architecture, archaeology and ancient artifact of arts; and all of these were called the “Cultural attraction” of Chiangrai province which was called “the top fourth most of the Thailand”. Chiangrai province had a long history as long as 750 years old. Thus, Chiangrai province had various cultural tourism attractions. This research had the objective to make assessment on the cultural tourism potentiality of the Chiangrai province, including the traveling routes and the logistics routes for cultural tourism traveling networks. The method of running the research had been carried out through the usage of the mixed method. The researcher used the checked lists form to evaluated cultural tourism potential site with the cultural management, and the tourism logistics management. According to the research, it is found that 1) The cultural fascination potentiality in Chiangrai province had a variety of styles, for instance, the diversity of lifestyle of the local people, the cultural attractions such as the Thai handicrafts that had the magnetism to draw tourists and travelers with the difference in administration and management of the tourism business. 2) The connection of traveling and transportation networks for the development of cultural attraction route in Chiangrai province could be divided into 2 groups; firstly, the traveling routes within the Chiangrai province; and secondly, the traveling routes amongst the provinces in the Northern part of Thailand and international traveling routes. These routes could be developed for the purpose of economic encouragement in Chiangrai province and the neighboring provinces for the goal the cultural attraction sustainable.

Keywords- Cultural attraction, routes, Cultural Tourism potential site, Cultural management, Tourism logistics management, Chiangrai, Thailand

I. INTRODUCTION

The tourism industry had made a success for the island economy continuously. The reason came from island had a diversity of tourism resources, for example, a variety of natural tourist attractions, and man-made tourist

attractions as well as the tourism on the life styles of the local people which had their own identities. Each local tribal people could create a center of attention as tourist attractions that might be different from other places, for instance, the local fine arts, the local handicrafts, and the traditions as well as life style, garment and dressing, tools and equipment in cooking, festivals and folklore. Each of the domestic life style had its long legendary and traditions, knowledge and experience, as well as the local wisdom that had preserved their societies in term of their survival experience and the progression of their communities to the present days with growth and prosperity. (The Environmental Research Institute, Chulalongkorn University; 2006) Currently, the tourism demand has been changed from the Mass Tourism to the Niche market which referred to the cultural attraction where people trend to seek the satisfaction and pleasure on cultural tourism.

Actually, Chiangrai province is located in the top North most of Thailand; and it had the connecting boundary next to Myanmar and Laos. Additionally, Chiangrai province had a long planning project on the transportation routes in the Northern region of Thailand for the purpose of trading and economic transporting routes, for example, the road construction development R3A project, the Special Economic Quadrangle Project. In short, Chiangrai province is the frontier border line for the Chinese tourists and travelers. Due to the movie namely “Lost in Thailand”, it indicated that Chiangrai province was the border frontier for the Chinese people who wanted to visit Thailand. Next, according to the tourist information data of the Tourist Authority of Thailand (TAT), it revealed that during the second quarter (April-June, 2012), there were 28% increase in the number of tourists and travelers coming to Chiangrai province. Especially, during the June month, there was 68% increase in the number of visitors to Chiangrai province in comparison to the same month of the previous year (June, 2011). Due to the statistics, it was found that Chiangrai province was the targeted tourism destination for travelers and tourists, both Thai people and the foreigners.

Besides that the cultural attraction in Chiangrai located spread around the province and the local government didn't have the policy to connect the tourism place all together. As we knew that cultural is very necessary for adding the value of the tourism and can earn lot of profit for the communities and

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government. Thus, the planning for tourism development should be done for local distribution and with the least of the cultural damage.

The reason, Chiangrai province had a variety of cultural diversity, because Chiangrai province had long historic legend as long as 750 years with a variety of 30 hill tribes that should have some development tourism. Therefore, this research aimed at the cultural tourism attractions of Chiangrai province and its traveling routes. The goal was to make sustainable tourism for Chiangrai province together with the increasing of income and the increasing of tourism quality both for the country and for the local vicinity.

II. OBJECTIVES

- 1.) To analyze the data and evaluate the quality standard of the cultural attractions potentiality in Chiangrai province
- 2.) To research and development for cultural tourism attraction network in Chiangrai province

III. THEORY AND CONCEPTUAL FRAMEWORK

The research on "Characterizing Cultural Tourism Destination Development: A Closer Look of Practical Application for Chiangrai Province, Thailand"; it was a mixed method project which had the following conceptual framework, theory and the research limitations as the following:-

- The Cultural Tourism Concept
- The Standard of Cultural Tourism Concept
- Tourism Logistics Concept
- PEST Analysis

Conceptual Framework

The cultural tourist attractions could be divided into the tangible and intangible (the conceptual culture where belief and tradition could be accumulated so that socialized and knowledge and experience could be transmitted to the community). The community tourist attraction would be composed of the Hill Tribe Community that had highly potential to the tourism of culture and tradition. In fact, traditional festival would reveal the life style of the people and it could be the identity of the community that would draw tourists and travelers to the region, if the cultural management had been played properly and suitably. The plan should be focused on the life style of the people in the village to be close and to be intimated with tourism. Therefore, the development of the tourism infrastructure should be planned so that tourists would be able to touch the real life of the people in the village.

In conclusion, the tourism logistic management would be the key factor in the tourism development, especially, the cultural tourism management. The aim was to integrate the villager's life style with the type of the tourism and its community so that tourists would learn the life style of the people in the locality. In summary, this way and only this way, that the sustainable tourism could be created everlastingly. The conceptual framework has shown on figure 1

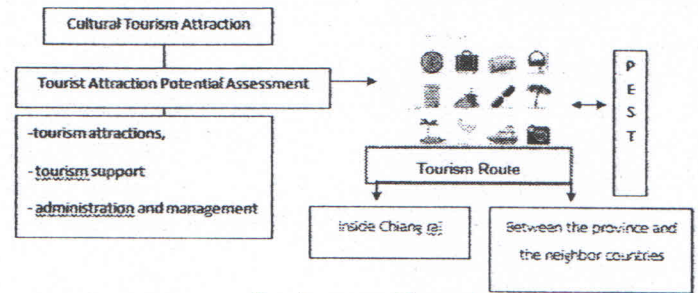


Figure1 : conceptual framework

IV. METHOD

This research is a mixed method study; the researcher began his thesis with the interviewing data collection and made the analysis via the Content Analysis. The, the evaluation of the tourism potentiality was made in Chiangrai province on the category of cultural tourism. The purpose was to develop a 3-components assessment on the cultural tourism which was composed of tourist attraction potentiality, the tourism encouraging potentiality, and the tourism management potentiality. Then, the scores obtained from the assessment would be compared to the potentiality determined. The study on the tourism industry would be studied in conjunction with the PEST analysis method. Finally, the researcher would suggest the recommended traveling routes for the cultural tourism.

V. RESULTS:

1. Chiang Rai province is located in the top north most region of Thailand. The general geographic terrain was a complex mountainous topography where the Mekhong River reached Thailand in the surrounding area of the Golden Triangle of the Chiangsaen district, Chiangrai province. The golden triangle was considered to be the tourism point for three countries came to join together at the Mekhong River joining point of Thailand, Laos and Myanmar. Shown on figure 2.

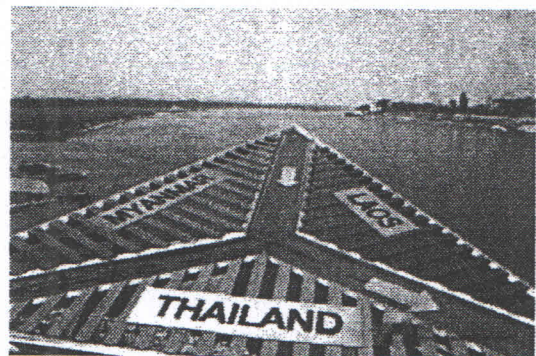


Figure 2 The Golden Triangle in Chiang Rai province that the Mekong river pass 3 countries

The domestic cultural tourism attractions were consisted of the way of life destinations or the community-based tourism such as the Bann Saen Jai Phatthana village, Mae Fa Luang

district, which is a Phu Thai ethnic group of the Akha people, the Bann Fa Thai community village, Thoeng district, Chiangrai province, which is a Hmong ethnic group. Next, Bann Ya Fu community, Muang district, Chiangrai province, which is a Lahu ethnic group; and Bann Huai Khilek, Mae Suai district, Chaingrai province, which is the Akha group; and Bann Chabusi village in Fa Luang district, which is a Red Lahu village. Each of the ethnic origin had its own identity and characteristics, for example, the way of dressing, garment, clothing, and cooking foods and occupations, including the festivals and traditional ceremonies in each time frame of the month. This was the origin of variety and diversity of cultures and traditions which could be utilized as tourism attractions.

For instance, the traditional ceremonies and celebration could be learnt from their ways of life such as community folklore and occupation, for example, the harvest and the cultivation methods of growing rice, corn, maize, tea, herbal plants and bamboo products, the collection of forest and jungle items for a living, waterfalls, community forest, and the construction style of the houses and shelters that were made from bamboo and grass. These are considered to be the local or the domestic wisdom of the villagers who could make brooms and mats from bamboo and could cook foods in different styles as well as making medicine from herbal plants, ironing to make knife and weapon, and musical instruments as shown in Fig. 3-6



Figure 3 Bann Karen Rummit located next to Kok river. The activity for tourists is elephant riding ,boat trip and bamboo rafting.



Figure 4 The villager sold the products of the village to the tourists at Bann Maesalong



Figure 5 The local food in Bann Long Plai na that the tourists can cooked together with the host.



Figure 6 The local herbs farm in the village that the tourist can learns and buy the products.

Subsequently, there were traditional tourist attractions and local handicrafts as tourist magnetism. This type of tourist attract would have to deal with local festivals and traditional affairs which had diversified activities according to the ethnic origins of the peoples when they set up their ceremonies in certain months that were different. Currently, the Chiangrai province authority had made a tourism calendar for the

promotion of the tourism in Chiangrai province. Furthermore, tourists could have a chance to learn how to make domestic items and handicrafts of each community, for example, the making of knife and the pottery, the coffee production, and the tea production, including the bamboo handicrafts, all the knowledge had been demonstrated in Fig.7



Figure 7 The new year celebrate at Lahu village

In brief, the traveling and the tourism of Chiangrai province were full of knowledge and experience in diversified ways. Thus, the researcher had made a table to show the diversity of handicrafts in different districts as shown in Table 1.

Table 1 : shown the cultural tourist attraction in Chiang Rai province

the cultural tourist attraction in Chiangrai province	
Community based tourism	Type of Hill tribes
1.Bannn San Jai Pattana	Akha
2.Bannn Fah Thai	Hmong
3.Bannn Tha Khun Thong	Local Esan of Thailand
4.Bannn Huay Kee Laek	Akha
5.Bann Santikeree	Chinese-Yunnan
6.Bann Lor Cha	Akha
7.Bann Karen Ruammit	Karen
8.Bann Ja Bu Sri	Lahu
Cultural Festival Tourism	Month of events
9.King Mengrai Festival	January
10.Flower Festival	January
11.Greater Mekong Subregion Culture Trade and Tourism	
12.Cherry Blossom Festival on Doi Mae Salong	January
13.Blooming Dok Siew at Phu Chi Fah	January
14.Mae Khong Fish Preservation	April
15.Songkran and boat racing	April
16. Lychee and Souvenir Fair	May

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17. Blooming Buatong Festival	November
18. Chiang Rai Food Festival	December
19. Tea and Fresh Coffee-Tasting and Tribal Culture Promotion	December – February
20. Tea, Sakura and Tribal Food of Doi Mae Salong	December – February
tourism village (OTOP)	Type of products
21. Bann doichaang	Coffee
22. Bann Long Plai na	Enterprise
23. Bann Mae Salong	Tea
24. Bann Vieng Ka long	Pottery

*Bann is village

2. The study on the tourism potentiality which was divided into 2 parts. First, the researcher assessed the potentially indicators of cultural attraction form and the second the researchers analyzed and synthesized by PEST analysis

2.1. The study on the tourism potentiality was divided into 3 components; and the 3 components had been assessed by the Tourism-Sport Development Authority of the Ministry of Sport and Tourism such as the potentialities in tourism attractions, the potentiality in tourism support, and the potentiality in administration and management. The indicators of each components had been displayed and shown in Table 2.

Table 2 : The potentially indicators of cultural attractions

The potentially indicators of Cultural attractions (Total 100 points)	
Potentialities in tourism attractions (50 points)	
1. Value of cultural in site	
2. Continuity of Tradition	
3. Cultural Growth	
4. Continuity in Local Wisdom	
5. Historic background	
6. Domestic relationship	
7. Identity preservation	
8. Access to tourism attracts	
9. Tourism security & Safety	
10. Diversity of Tourism Activities	
Potentialities in tourism Support (10 points)	

11. Basic Convenience Development
12. External Tourism Development
Administration Potentiality (40 points)
13. Preservation and restoration of tourism attractions
14. Utilization management
15. Follow up and assessment on tourism change
16. Infrastructure and service for tourists
17. Tourism activities arrangement
18. Knowledge information and insight recognition
19. Community participation in the management
20. Income for the community from tourism

* Credit : Tourism-Sport Development Authority of the Ministry of Sport and Tourism

The results found that the cultural attractions that had a highly potential were Bann Lor Cha ,Bann Karen Ruammit ,Bann Ja Bu Sri ,Bann Santikeree. It means that the hill tribes village very popular for the tourists to learning the life of living , the cultural and have an activities with the villager.

The cultural festivals that had a highly potential were Flower Festival ,Cherry Blossom Festival on Doi Mae Salong , Blooming Dok Siew at Phu Chi Fah , Mae Khong Fish Preservation , Tea and Fresh Coffee-Tasting and Tribal Culture Promotion ,Tea,Sakura and Tribal Food of Doi Mae Salong

The tourism village that have their own product that called "OTOP" (one village one product) and had a highly potential were Bann doichaang ,Bann Long Plai na ,Bann Mae Salong and Bann Vieng Ka long.

2.2. PEST Analysis Study Results:

Owing to the PEST Analysis in Chiangrai province, it was found that there were 4 external aspects on the cultural attractions which were consisted of political aspect, economic aspect, social aspect, and technological aspect. The political aspect was composed of policy analysis, strategy, and planning of the government sector in term of provincial group, province, and municipality. Though, the Chiangrai tourism management was focused on the analysis of the tourism conflicts.

Next, the economic aspect, the analysis was made on the tourism business growth and the income from tourism industry, including the analysis on tourism marketing on cultural attraction and the usage of land for commercial purposes as well as the tourism employment. While, the social aspect was consisted of the analysis on the entrepreneur growth and the increasing number of community unity, the increasing number of tourism enterprises. Lastly, it was the technological aspect which dealt with the analysis on tourism business utilizing the

technology. In summary, the researcher had brought all the information to make an analysis on the traveling routes of the tourists and the travelers who visited Chiangrai province for the purpose of tourism development.

4. Tourism Traveling Route Study Result:

According to the Tourism Traveling Route Study Result, it was found that the Tourism Traveling Route in Chiangrai province could be divided into 2 major groups.

The traveling route within the city:

Theme: The Harmonies Blended of Chinese-Yunnan communities

Most of the tourists traveled from the Chiangrai city area to the mountain side of Mae Fa Luang district for they could learn the culture and the tradition in a mixture of Thai-Chinese tradition in four villages such as Bann Lor Cha ,Bann Maesalong, Bann Santikeree and Bann Japusri. The tourism activities would involve picking up tea young leaves, and would have the opportunity to live in the Home Stay private reports during the holidays in January month. Additionally, the tourists could enjoy their lives in the participation of the festivals such as the Cherry Blossom Festival on Doi Mae Salong and the Tea, Sakura and Tribal Food of Doi Mae Salong for a period of 3 days and 2 nights. As shown on figure 8



Figure 8 The activities that the tourists can enjoy in this theme trip

Theme: Elephant, Flower, Paddy Rice Fields

The traveling route for this type of tourism was in the nearby vicinity. The trip began at Bann Karen Rummit where tourists could touch the life style of the Karen people who allowed the tourists to ride on the elephants as showed on figure 9 and to make a rafting trip along the Mae Kok River and ending the trip with a short distance hiking or trekking so that the tourists could see the self-sufficient life style of the Karen people in the Bann Longplaina village. This village, villagers allowed the tourists to have a home stay in order that they could touch and feel the self-sufficient life style of the Karenni people. The suitable time for the trip would be around January and February months of the year. Additionally, the tourists could join the King Mengrai Festival, Flower Festival (the big festival that the government promote to be the festival of GMS(greater Mekong sub region) community) As shown on figure 10., Greater Mekong Subregion Culture Trade and the Tourism for a period of two days and one night.



Figure 9 the elephants riding that is the popular activities in Bann Karen rummit



Figure 10 the flower festival : the well-known festival that the government driving to be the big festival in GMS 's community

Theme: Blooming Flower, Delicious Mekong fish

Tourists usually traveled from Chiangrai city to Thoeng district for the purpose of learning the villagers' way of life of the Hmong people at Bann Fah Thai village. The appropriate times for traveling were 2 periods; during the January month, there was a festival called "Blooming Dok Siew (the local white flower) at Phu Chi Fah (National park)" Next period was in April when they could join the Mekong Fish Preservation and Songkran festival and boat racing in the Chiang Khong district which was not far away from the Thoeng district. Moreover, the tourists could see the refugee's life in the village of Bann Tha Khun Thong and the trip would take 3 days and 2 nights. As shown on figure 11-12



Figure 11 "Blooming Dok Siew (the local white flower) at Phu Chi Fah (National park)



Figure 12 The villager along Mekong river fishing in every life and also in the Mekong Fish Preservation festival

Theme: Famous coffee , Pottery village on the way to Chiangmai

This traveling route would connect Chiangrai province and Chiangmai province. At Mae Suai district, tourists could be able to see high mountain range and the tourist attraction was at Bann Doichaang village where the most famous coffee cultivation was made there. The Akha life style was the tourist attraction on the route. Next, there was another village called "Bann Huaykeeak" village which was recommended by the Chiangrai provincial authority for during the time frame of December to January of every year, there was an annual festival called "Tea and Fresh Coffee-Tasting and Tribal Culture Promotion". And when the tourist came down from the high hill village, they could stop at a pottery village namely, "Bann Viengkalong" And the total time for the trip was two days and one night. As shown on figure 13-14

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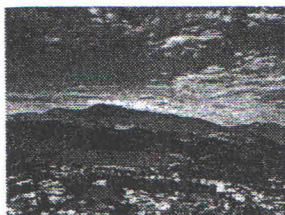


Figure 13 The scenery of Bann doichaang the coffee village in Mae Suai district



Figure 14 The old pottery that the villager imitated and make it be the excellency product of the community

The traveling route between cities or between countries:

Since Chiangrai was considered to be the center for traveling and transportation in the Northern part of Thailand, especially, the cultural tourism route, which connected the following provinces such as Phayao, Phrae, Nan. Additionally, these provinces had the same or similar characteristics. As shown on figure 15

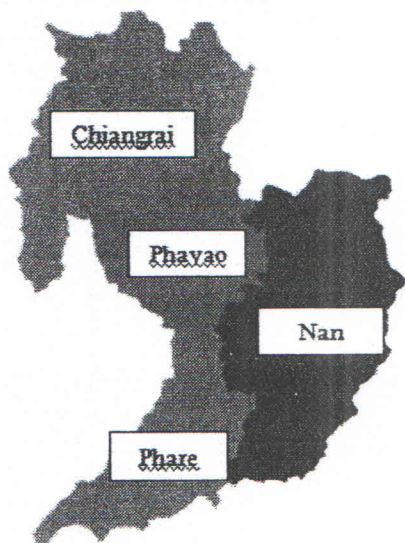


Figure 15 The maps of province closely to Chiangrai province

Moreover, Chiangrai province could be a frontier province to go over to Laos and Myanmar, for example, to go to Luangprabang in Laos and to the town of Jinghong in Southern China.



Figure 16 The map of GMS (Greater Mekong sub region) that can make the cultural attractions routes

VI. CONCLUSION

The tourist attractions in Chiangrai province became diversified and varied according to its variety of tourist attractions and various life styles for sight-seeing. Most of the tourist attractions in Chiangrai province were cultural and domestic handicrafts. The differences in these tourism resources could connect Chiangrai province to some other provinces in the country as well as attracted the tourists and the travelers from other countries. Thus, Chiangrai province should be prepared for the ASEAN market which could divided into 2 categories, the traveling route within the country and the traveling route connecting to other countries in the region. The development of such the transportation routes and traveling route would promote cultural tourism for the ASEAN market place.

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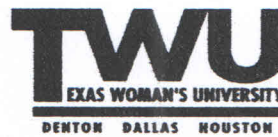
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