NEW TOURISM RESEARCH

EDITORS

AZIZI BAHAUDDIN
KU 'AZAM TUAN LONIK
AZIZAN MARZUKI

SUSTAINABLE TOURISM RESEARCH CLUSTER

New Tourism Research

EDITORS

Azizi Bahauddin

Ku 'Azam Tuan Lonik

Azizan Marzuki

SUSTAINABLE TOURISM RESEARCH CLUSTER

Table of Content

RESEARCH AND DEVELOPMENT OF INTEGRATED TOURISM NETWORK FOR ENHANCING AND RAISING TOURISM STANDARD IN THE UPPER NORTHERN REGION OF THAILAND

*Chalermchai Panyadee[1], Methee Payomyong[2],
Parnprae Chaoprayoon[3] and Mel S. Abas[4]

[1]School of Administrative Studies, Maejo University
[2]Office of the National Economic & Social Development Board, Thailand
[3]School of Administrative Studies, Maejo University
[4]School of Administrative Studies, Maejo University

Abstract

This study was designed primarily to: 1) research and develop the Master Plan for tourism network development in the upper north provincial cluster of Thailand, 2) develop community tourism strengthening in the upper north provincial cluster. This study used documentary research, survey research, seminar and workshop, and participatory action research as research tools and also for community strengthening process. The study showed that the Upper Northern Region of Thailand has several tourism networks; architectures, and Buddhist temple, natural and community tourism destinations. Community strengthening showed that community members obtained knowledge, attitude, enhanced skills regarding tourism activities implementation, especially in collaborating with all stakeholders in community tourism services.

Key Words: Tourism looping, Ecotourism, Tourism Production Development, Tourism Marketing Development, Tourism Impact

Introduction

Tourism is one of the main industries worldwide that contributes significantly to the economic development of many communities. However, tourism is dependent on environmental and socio cultural resources. Any tourism development must therefore take into consideration the availability of these resources and the nature of the tourism industry's dependence on them. Tourism networks are an increasingly important tool for economic development not only in the Upper Northern Region of Thailand but for the entire nation, in general.

Tourism Industry does not only create wealth for the nation but also cause direct positive impact to related business, namely, transportation, residential areas, tourism destinations, food, commodities and other related productions altogether with arts and culture as well as customs and traditions. Moreover, Tourism performs a very crucial role on the international balance of payment, creates various professional careers, and foremost stimulates community productions (Boonlert Jitwattana, 2548:37-38).

At a local destination level, such networks have potentially significant contribution to make towards sustainable tourism embracing community and commercial interests. This study describes an instrumental case that analyzes for the development of a Master Plan of Tourism Networks in the Upper Region of Northern Thailand in which Chiang Mai acts as a leading node that links with other provinces that are potential tourist destinations namely: Chang Rai, Mae Hong Son, Phayao, Lampang, Lamphun, Phrae, and Nan. Community participation is a means by which citizens can induce significant social reforms which enables them to share the benefits of an affluent society.

Revenue from Tourism Industry in Thailand increased twice over during 1988 which contributed to 17 percent of export, 49 percent of the revenue from service sector equivalent to 78,859 million Baht to 190,765 million Baht in 1995 which was increased seven times.

Daily expenses of tourists were not increased significantly as the data shown during 1970, 1992, and 1995 amounting to 3,192.2 to 3,668 and 3,660 Baht respectively (Mingson Kaosaaad, 2540: 1-19). In 2002, the whole nation had 3,700 hotels and residential buildings which comprised of 230,000 rooms and 154,000 direct investments like spa, golf, OTOP products and other related tourism activities. From the study of Mingson (2002), it was shown that hotel industries produced 170,000 million baht revenue, and 89,000 million baht for related businesses. It was also shown that tourism workers could generate 579,457 Baht of revenue. From the

aforementioned studies, Tourism industry plays the vital role for economic systems that can eliminate poverty and in the long run alleviate the quality of life (Jaruwan, 1994: 21).

However, in spite of Tourism has brought significant profit to the nation in terms of economic, social, and political but in the opposite side of a coin, Tourism in Thailand, still has no clear network system and tourism routes (Bussatee, 1992; Pradthana, Chalermchai, 1997; waraporn,2008). It is reflected that tourism management was not taking into consideration the physical, environmental, social, and cultural aspects despite the fact that tourism activities rely on the said factors as a necessary means of implementation and attracting capitals. In this regard, Tourism site development and conservation are significant to the development and success of Tourism industries.

From the aforesaid point of view, tourism activities leading to revenue may cause any possible risk for physical, environment, and culture, especially to the dreadful conditions of natural resources which depends entirely on the number of tourists while it is the attempt to seek for high potential tourism attraction in tourism activities. In this regard, the degradation of natural resources became more and more severe and directly affecting tourism industries leading to research issues as follows:

1. Tourists' behaviors were unplanned and no pattern in tourism activities which lead to unplanned tourism resources usage and this was due to an unplanned tourism network. Nowadays, Tourism has several types that vary with the tourist's needs. Tourism with highly concerned to the nature needs a certain looping network of destinations relating to tourists preferential and tourist duration. In this case, Tourism network development needs to combine or link with among the four provinces of the Upper North 2 Cluster of Thailand. Moreover, the development pattern should scatter to every province varying with their respective carrying capacity, effectiveness, and sustainable tourism development.

2. Distribution of income from tourism activities may cause more or less no participation due to the people in the community that has no bargaining power and not strong enough in decision making. Moreover, understanding and skills in tourism management in terms of tourism system, marketing, tour provider, food, housing, and souvenir were also considered as constraints of tourism services. However, Tourism management should be the community's right for utilizing management of their community resources.

From the abovementioned issues and concerns, it is reflected that tourism activities still needs domestic resources in terms of natural resources, arts and culture, as well as services provider for implementing

tourist activities. Searching for solutions to such constraints for a new tourist destination, there is a need to strengthen the community's human capacity or labor development especially for upgrading their tourism competitiveness. It is also hoped that the result of this study would acquire a strategic plan for tourism network development in Upper North 2 cluster as a direction for Provincial Unit, Local Government Unit, and Private Sectors. Moreover, strengthening of community tourism also intended as a best practice for any community to implement.

Objectives

1)   Research and development of the Master Plan for development of tourism network in the Upper North Provincial Cluster of Thailand to primarily to (a) explore tourism database; (b) analyze the upper north transportation network potential to access tourism destination; and
2)   Develop community tourism strengthening in the Upper North provincial cluster of Thailand to (a) explore the problems and the needs in tourism participatory development; (b) develop tourism intensification by using the participatory approach; and (c) assess community tourism intensification

Expected Outcomes

The expected results of the research in general focused to develop and come up with the Master Plan for development of tourism network in the Upper Northern Region of Thailand that eventually:

1)   Built the capacity of Thai community tourism network to cooperate with the private sectors and to advocate for appropriate tourism strategies which benefits local communities;
2)   Increased community cooperation, participation and improved voice for local youth, women and disadvantaged minority people; and
3)   Supported traditional practices and enhanced sustainable natural resource management within the communities of the upper northern region of Thailand.

Conceptual Framework

Review of related literatures reflected the significance of tourism network and tourism route development which extensively affected the standard of tourism management services. It is not only to propose tourism

development direction, but also to protect and mitigate tourism that affects concerning social, culture, and society's circumstances. Moreover, all stakeholders could take care and solve any unclear tourism aspects in their community.

However, tourism network and tourism route development setting required certain potential tourism network with regards to their identity. In the case of Tourism network in the Upper North of Thailand, it should reflect the lifestyle development and practices along the tourism route involving fine arts, handicrafts, architectures, beliefs, traits and traditions. Some communities still preserve their own mode of agricultural production. Some communities still practicing agro forestry while others had shifted to mainly mode of marketing. In this connection, existing agricultural pattern that involved both mono cropping and multi cropping and these could be developed to tourism destination related to tourist' interests and objectives.

The first part of this study mainly focused on the baseline information of tourism destination for tourism value assessment. It also set the potential tourism network along the existing main road and community road linkage. These routes along main road are suited and convenience for some tourists who have not much time. At the same time, tourist destinations along community roads best fit with tourists who wish to spend much time for learning and spend the time closely with agricultural lifestyle. In this connection, these networks are complex cross networks.

The second part of this study primarily concerned with formulating the Upper North Tourism Network development Master Plan which requires the analyzing of context and community tourism resources together with the result of the tourism network value assessment, Upper North Strategic Plan. Moreover, it also involved the study on the concepts and theories, namely, community network analysis, public participation, eco-tourism, community right on resources management, and civil law regarding the right for community resources management. In this connection, the scopes of this study were based on the conceptual framework as follows:

1.   Upper North Tourism Network development Master Plan in congruence with the master plan of every administrative level; national, Upper North, especially, in the strategy of linking the tourism destination network for the absorption of tourism resources, Lanna culture preservation, and revitalization by remarkable local wisdom collaborating with the sustainable resource management.
2.   Upper North Tourism Network development Master Plan formulation should consider the community participation, community right on

resources management, and civil law regarding the right for community resources management both pros and cons. In this regards, community will realize the value and significant of community tourism resources. Furthermore, Tourism will be the major tool to promote, sustain, and conserve the culture and community qualities which reflected by the people's values formation within the community tourism industry.

3. Formulating appropriate and clear Upper North Tourism Network development Master Plan, the author used the Business Model and the Value chain analysis as a frame to indicate strategies, programs, and projects. These are comprised of 3 strategies, namely, a) Production development by emphasizing the Public utilities, facilities, and products which reflecting the community identity in tourism network. b) Marketing development which mainly focused on the holistic marketing communication, marketing data base, and c) marketing linkage network with domestic and international private sectors.

4. Community Tourism Strengthening and Human resources development were also considered as key success factors and indicators for sustainable tourism development.

It can be said that effective and tourism community strengthening requires a systematic linkage starting with the common understanding in grouping, implementing, and rule setting. The said activities not only lead to sustainable tourism development, but also solve any possible tourism issues.

Thus, the abovementioned conceptual model can be summarized to four research propositions as follows:

1. Community tourism management participation is necessary and sufficient condition;
2. Community tourism management participation depends on the capability or strength of the community to negotiate and manage tourism activities;
3. Potential in community tourism in terms of management and customer satisfaction are the basic prospective requirements for Household and family member who wish to participate in community tourism.
4. Community strengthening, potential in community tourism, customer satisfaction, and prospective for community income distribution are possibly created by learning process; focus group discussion, training, on the job training, and demonstration.

From the alternative concepts that reflected the significance of participation in which particular concept provides participatory action for community members (PruchyaVesarat, 1995:3). Moreover, previous studies

revealed that participation in tourism affects to a great extent income generating to community members, realized in community tourism values (Chalermchai and the other, 2005:61).

Locale of the Study Area

This study was conducted in the Upper Northern Region of Thailand covering the provinces of Chiang Mai, Chiang Rai, Mae Hong Son, Nan, Lamphun, Lampang, Phrae, and Phayao as shown in Figure 1. The Upper Northern Thailand shares borders with Myanmar and Laos, as well as with the Central Plains and Isaan.
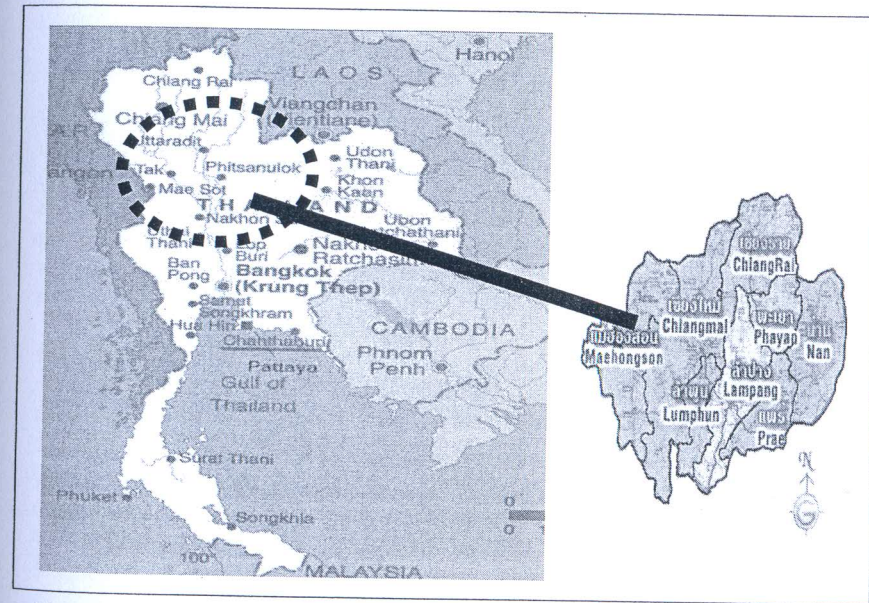

Figure 1: Map of the Study Area

Conceptual Framework

Review of related literatures reflected the significance of tourism network and tourism route development which extensively affected the standard of tourism management services. It is not only to propose tourism

development direction, but also to protect and mitigate tourism that affects concerning social, culture, and society's circumstances. Moreover, all stakeholders could take care and solve any unclear tourism aspects in their community.

However, tourism network and tourism route development setting required certain potential tourism network with regards to their identity. In the case of Tourism network in the Upper North of Thailand, it should reflect the lifestyle development and practices along the tourism route involving fine arts, handicrafts, architectures, beliefs, traits and traditions. Some communities still preserve their own mode of agricultural production. Some communities still practicing agro forestry while others had shifted to mainly mode of marketing. In this connection, existing agricultural pattern that involved both mono cropping and multi cropping and these could be developed to tourism destination related to tourist' interests and objectives.

Figure 2 illustrates the conceptual framework of the study in which, the first part of this study mainly focused on the baseline information of tourism destination for tourism value assessment. It also set the potential tourism network along the existing main road and community road linkage. These routes along main road are suited and convenience for some tourists who have not much time. At the same time, tourist destinations along community roads best fit with tourists who wish to spend much time for learning and spend the time closely with agricultural lifestyle. In this connection, these networks are complex cross networks.

The second part of this study primarily concerned with formulating the Upper North Tourism Network development Master Plan which requires the analyzing of context and community tourism resources together with the result of the tourism network value assessment, Upper North Strategic Plan. Moreover, it also involved the study on the concepts and theories, namely, community network analysis, public participation, eco-tourism, community right on resources management, and civil law regarding the right for community resources management. In this connection, the scopes of this study were based on the conceptual framework as follows:

1. Upper North Tourism Network development Master Plan in congruence with the master plan of every administrative level; national, Upper North, especially, in the strategy of linking the tourism destination network for the absorption of tourism resources, Lanna culture preservation, and revitalization by remarkable local wisdom collaborating with the sustainable resource management.

Upper North Tourism Network development Master Plan formulation should consider the community participation, community right on resources management, and civil law regarding the right for community resources management both pros and cons. In this regards, community will realize the value and significant of community tourism resources. Furthermore, Tourism will be the major tool to promote, sustain, and conserve the culture and community qualities which reflected by the people's values formation within the community tourism industry.

2. Formulating appropriate and clear Upper North Tourism Network development Master Plan, the author used the Business Model and the Value chain analysis as a frame to indicate strategies, programs, and projects. These are comprised of 3 strategies, namely, a) Production development by emphasizing the Public utilities, facilities, and products which reflecting the community identity in tourism network. b) Marketing development which mainly focused on the holistic marketing communication, marketing data base, and c) marketing linkage network with domestic and international private sectors.

3. Community Tourism Strengthening and Human resources development were also considered as key success factors and indicators for sustainable tourism development.

It can be said that effective and tourism community strengthening requires a systematic linkage starting with the common understanding in grouping, implementing, and rule setting. The said activities not only lead to sustainable tourism development, but also solve any possible tourism issues. Thus, the following conceptual model can be summarized to four research propositions as follows:

1. Community tourism management participation is necessary and sufficient condition;

2. Community tourism management participation depends on the capability or strength of the community to bargain and manage tourism activities;

Potential in community tourism in terms of management and customer satisfaction are the basic prospective requirements for Household and family member who wish to participate in community tourism. Community strengthening, potential in community tourism, customer satisfaction, and prospective for community income distribution are possibly created by learning process; focus group discussion, training, on the job training, and demonstration.

development direction, but also to protect and mitigate tourism that affects concerning social, culture, and society's circumstances. Moreover, all stakeholders could take care and solve any unclear tourism aspects in their community.

However, tourism network and tourism route development setting required certain potential tourism network with regards to their identity. In the case of Tourism network in the Upper North of Thailand, it should reflect the lifestyle development and practices along the tourism route involving fine arts, handicrafts, architectures, beliefs, traits and traditions. Some communities still preserve their own mode of agricultural production. Some communities still practicing agro forestry while others had shifted to mainly mode of marketing. In this connection, existing agricultural pattern that involved both mono cropping and multi cropping and these could be developed to tourism destination related to tourist' interests and objectives.

Figure 2 illustrates the conceptual framework of the study in which, the first part of this study mainly focused on the baseline information of tourism destination for tourism value assessment. It also set the potential tourism network along the existing main road and community road linkage. These routes along main road are suited and convenience for some tourists who have not much time. At the same time, tourist destinations along community roads best fit with tourists who wish to spend much time for learning and spend the time closely with agricultural lifestyle. In this connection, these networks are complex cross networks.

The second part of this study primarily concerned with formulating the Upper North Tourism Network development Master Plan which requires the analyzing of context and community tourism resources together with the result of the tourism network value assessment, Upper North Strategic Plan. Moreover, it also involved the study on the concepts and theories, namely, community network analysis, public participation, eco-tourism, community right on resources management, and civil law regarding the right for community resources management. In this connection, the scopes of this study were based on the conceptual framework as follows:

1.   Upper North Tourism Network development Master Plan in congruence with the master plan of every administrative level; national, Upper North, especially, in the strategy of linking the tourism destination network for the absorption of tourism resources, Lanna culture preservation, and revitalization by remarkable local wisdom collaborating with the sustainable resource management.

Upper North Tourism Network development Master Plan formulation should consider the community participation, community right on resources management, and civil law regarding the right for community resources management both pros and cons. In this regards, community will realize the value and significant of community tourism resources. Furthermore, Tourism will be the major tool to promote, sustain, and conserve the culture and community qualities which reflected by the people's values formation within the community tourism industry.

2.   Formulating appropriate and clear Upper North Tourism Network development Master Plan, the author used the Business Model and the Value chain analysis as a frame to indicate strategies, programs, and projects. These are comprised of 3 strategies, namely, a) Production development by emphasizing the Public utilities, facilities, and products which reflecting the community identity in tourism network. b) Marketing development which mainly focused on the holistic marketing communication, marketing data base, and c) marketing linkage network with domestic and international private sectors.

3.   Community Tourism Strengthening and Human resources development were also considered as key success factors and indicators for sustainable tourism development.

It can be said that effective and tourism community strengthening requires a systematic linkage starting with the common understanding in grouping, implementing, and rule setting. The said activities not only lead to sustainable tourism development, but also solve any possible tourism issues. Thus, the following conceptual model can be summarized to four research propositions as follows:

1.   Community tourism management participation is necessary and sufficient condition;

2.   Community tourism management participation depends on the capability or strength of the community to bargain and manage tourism activities;

Potential in community tourism in terms of management and customer satisfaction are the basic prospective requirements for Household and family member who wish to participate in community tourism. Community strengthening, potential in community tourism, customer satisfaction, and prospective for community income distribution are possibly created by learning process; focus group discussion, training, on the job training, and demonstration.

From the alternative concepts that reflected the significance of participation in which particular concept provides participatory action for community members (PruchyaVesarat, 1995:3). Moreover, previous studies revealed that participation in tourism affects to a great extent income generating to community members, realized in community tourism values (Chalermchai and the other, 2005:61).
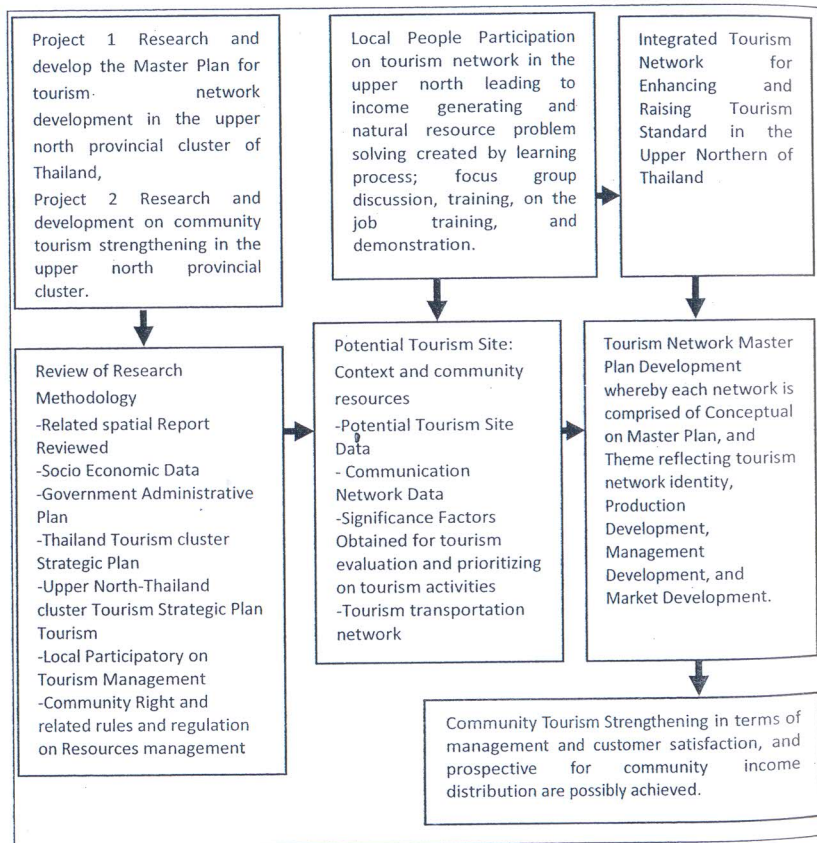
Project 1 Research and develop the Master Plan for tourism network development in the upper north provincial cluster of Thailand, Project 2 Research and development on community tourism strengthening in the upper north provincial cluster.	Local People Participation on tourism network in the upper north leading to income generating and natural resource problem solving created by learning process; focus group discussion, training, on the job training, and demonstration.	Integrated Tourism Network for Enhancing and Raising Tourism Standard in the Upper Northern of Thailand
Review of Research Methodology -Related spatial Report Reviewed -Socio Economic Data -Government Administrative Plan -Thailand Tourism cluster Strategic Plan -Upper North-Thailand cluster Tourism Strategic Plan Tourism -Local Participatory on Tourism Management -Community Right and related rules and regulation on Resources management	Potential Tourism Site: Context and community resources -Potential Tourism Site Data - Communication Network Data -Significance Factors Obtained for tourism evaluation and prioritizing on tourism activities -Tourism transportation network	Tourism Network Master Plan Development whereby each network is comprised of Conceptual on Master Plan, and Theme reflecting tourism network identity, Production Development, Management Development, and Market Development.
	Community Tourism Strengthening in terms of management and customer satisfaction, and prospective for community income distribution are possibly achieved.	

Figure 2: Conceptual Framework of the Study

Methodology

Research and Development of Integrated Tourism Network for Enhancing and Raising Tourism Standard in the Upper Northern Region of Thailand has 2 projects, namely: 1) Research and Development of the Master Plan for development of Tourism Network in the Upper Northern Region of Thailand, and 2) Research and Development of Community Capacities in Tourism Management in the Upper Northern Region of Thailand utilized the research method as follows:

Project 1 used documentary research, survey research, seminar and workshop, and participatory action research as research tools and also for community strengthening process while Project 2 employed the analytical method on need assessment of tourism development participation: need assessment, competency assessment, and Participatory Action Research (PAR) using Appreciation – Influence – Control (AIC) Technique, and Focus Group Discussion (FGD).

Findings of the Study

The results of the study of the first project were as follows:

1) Database exploration and tourism network in upper north are diversified; natural tourism place, architectures, Buddhist temples and community tourism destinations. Even though, almost tourism places were accessed, but still these places were not yet developed to be tourism networks due to lack of network administrative management, and marketing promotion.

2) The result of tourism network analysis found that Chiang Mai and Chiang Rai provinces have good tourism networks due to regular, proper, and well sustained preservation. Other small provinces nearby in the same cluster were not coped to be in good status due to limited annual budget allotted for tourism development and also fewer tourists passed by. In this connection, there is a need to develop seven Tourism Networks in which, Chiang Mai acts as a leading Tourism Node.

3) Tourism Network Master Plan Development was set and formulated by using the Business Model and the Value Chain as a frame to develop the strategies, strategic issues, plans, and projects. Each network is comprised of Conceptual on Master Plan, and Theme reflecting tourism network identity, Production Development, Management Development, and Market

Development. Recommendation from plan transformation to implementation required provincial cluster strategic management as policy guidelines, together with participatory learning process, and integration of marketing commutation as development process.

The results of the study of the second project were as follows:

1) Community participatory development needs are caused by deficiency in terms of (a) knowledge, skills and attitude in coordination, (b) knowledge and skills in tourism planning, (c) knowledge and cognition in implementing several activities without affecting the environment and the community's welfare, and (d) skills of tourism local guide.

2) Need for capacity development are collaboration and management, community tourism development, implementation, and tourism services.

3) Training for curriculum development is guided by the community as follows: (a) Introductory to Tourism Industry and alternative tourism (b) Community tourism administration (c) tourism resources, environment, and local guide, and (d) tourism labor skill development.

4) Assessment results found that trainees gained increasing of knowledge, attitude, and skills in tourism services were highly significant. Curriculum stimulated community tourism strengthening management.

5) Integrating the 4 activities which are required in community tourism strengthening are the following: (a) Tourism site and tourism resources (b) Accommodation and Services development (c) Tourism market, and (d) Integrated management.

6) Results of community strengthening and skills showed the increasing of "Much" in all aspects.

Recommendation

1) Ministry of Tourism and Sports should regulate some policy and budgets dissemination to support all potential communities and readily for tourism activities. In this regards, it is supported by several alternative tourism activities for tourists and at the same time, it is also promoted for community strengthening to implement their tourism activities. In the long run, it can also eradicate the migration problems, and most importantly, the preservation and conservation of the ecosystem with the right usage of natural resources in the community.

2) Participatory strategy approach should be flexible and conform to economic, social, community, and cultural context for an effective tourism

services. Research and Development site should not be implemented nationwide. It should start gradually from some potential communities and then later expanded to other communities, and the active participation of all stakeholders is considered necessary.

3) Intra and Inter-Network Collaboration are needed to support community strengthening on tourism bargaining and system arrangement. Thus, appropriate management of tourism networks to enhance community capacities in tourism reinforced positive impacts while alleviating negative ones. Local participation as the capacity of local communities in the Upper Region of Thailand has influenced the outcome of tourism development projects that have impact on them. Participatory approach in tourism planning in this study thus creates increase knowledge, insights and capabilities among the different stakeholders with the potential of sharing ideas among them resulting in a richer understanding of issues possibly more innovative strategies and practices.

Acknowledgment

References

Boo, Elizsbeth. (1991). Making Ecotourism Sustainable: Recommendations for Planning, Development, and Management. In *Nature Tourism Managing for the Environment. Island Press*, Washington, D.C.

Boonlert, Jitwattana. (2548). *Tourism Industry: Never Die Business*. Bangkok: C.P. Book Standard.

Jaruwan Daengbubpha. (1994). Thailand Tourism Industry. *Bangkok Bank Ltd. Economics Journal*.

Mingson. (1993*). Revision Project on National Tourism Development. Bangkok*. Thailand Development Research Institute.

Mingson Kaosaaad et al. (1997). *Project Study on National Tourism Development*. Bangkok. Thailand Development Research Institute.

Panyadee, Chalermchai; Payomyong, Methee et al. (1996). *Chiang Mai Tribal and Agricultural Tourism Strategic Plan*. Designated Areas for Sustainable Tourism Administration(Public Organization).

Pussatee, Arkmanont et al. (1992). *Trekking Tourism : Environmental and Community People Impact*. Bangkok, Thailand.

Thailand Development Research Institute. (1993). *The revision study on National Tourism Development*. Bangkok. Tourism Authority of Thailand.

Wiwat, Kayithammaphant (Ed.). (1993). *Community Right and Resource Management Decentralization*. Bangkok. Local Community Development Institute.

NEW TOURISM RESEARCH

Chapter 2

New Tourism