

## The Need for Sustainable Tourism Development in Pha Taem Community and Sam Phan Bok Community Ubon Ratchathani

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**Abstract:** This research aims to study personal information people involved in tourist attractions Pha Taem and Sam Phanbok Ubon Ratchathani province to study the pattern of community participation in tourist attractions Pha Taem and Sam Phan Waving Ubon Ratchathani the need to develop sustainable tourism to study the relationship. Between the forms of community participation in tourist attractions Pha Taem and Sam Phan Waving Ubon Ratchathani with the need for sustainable tourism development The statistics used in the research were percentage, mean, standard deviation and R value. The research found that The personal information of most respondents is male, age 24-35 years, education is lower than the bachelor's degree level. Occupation, employees and farmers community participation model the respondents are very important in the conservation of tourism resources. The need to develop sustainable tourism respondents attaches great importance to coordination with the public sector to be recognized and appealing to the people. Relationship between community participation patterns in tourist destinations Pha Taem and Sam Phan Waving Ubon Ratchathani with the need for sustainable tourism development, found that there is a relationship.

## INTRODUCTION

Tourism is one of the human activities. Which was done to relieve tension from routine work normally, tourism means Traveling from one place to another Regardless of whether the distance is near or far and whether the trip will have overnight the United Nations at the meeting on travel and tourism in Rome in 1963 has defined tourism as a means of activities that have 3 relevant conditions: must have travel must there is a destination that wishes to visit and must have the purpose of traveling. Tourism resources Thailand is a country that is rich in natural resources which means tourism attractions and cultural activities that reflect an art fair with local characteristics. Attracting tourist's attention, tourism resources may be separated by characteristics and needs of tourists into 3 types, namely (Leiper, 1979)

Nature type is a beautiful tourist attraction that occurs naturally, the park, the national park, the sea, caves, hot springs, hot springs, animal sanctuaries national park,

national park, marine park, sand beach, rock beach, lake, Koh dam, reservoir such as Phu Kradueng, Erawan waterfall, Koh Samet, etc.

History type antiquities and religion is an important historical tourism archeology or religion including temples, ancient sites, ancient community parks, ancient religious museums, city walls monument Moat and monuments examples of this type of tourist attraction are Phra Sri Rattanasatthani temple, Sukhothai, etc.

Types of arts, culture, traditions and activities are another form of tourism resources in the manner of ceremonies, traditions, living conditions, ways of life. (Such as hill tribe villages rural life conditions) cultural center local products, farms/gardens, vegetables, fruits and mines. For example, Damnoen Saduak floating market elephant work in Surin province and Sampran garden, etc. Marketing elements in the tourism industry.

Elements or marketing mix (Marketing mix) in the tourism industry means many elements as business

operators use as tools or marketing strategies that can be controlled or developed (4Ps) and market factors that are difficult to control or uncontrollable (other than 4Ps) for a successful tourism business these elements include (Anonymous, 2017).

Products (Product) refers to all goods and services that operators offer such tours contractors (Package tour) cruises (Cruise).

Price (Price) means the price of products and services. And schedule such as the 9-day European tour price, 3 countries, 46,900 baht.

Distribution channels (place/process of delivery) refers to the process or product and service distribution channels to reach their customers quickly and conveniently as possible as distributed by the dealer (travel agent).

Promotion (Promotion) refers to a way to encourage customers want to buy products and services faster. Buy more such as advertising, sales promotion.

Physical environment 9 physical environment means the atmosphere when trading products and services. And while the customer consumes the product which can create a feeling of satisfaction or dissatisfaction immediately such as the sale of a counter tour of the sales staff and the accommodation customers in the hotel room.

Buying process (purchasing process) refers to the study of market data to understand the process of buying a vacation and choose the right product for the tourist market.

The combined products (packaging) refers to the total of goods and services to other tourist. As appropriate together to meet the business target market segments such as comprehensive travel programs.

Business cooperation (partnership/participation) means coordination of business cooperation between the buyer business and vendors in the tourism business in collaboration offering products and services that meet the needs of tourists and receive the highest satisfaction by maintaining quality, service standards and reasonable price levels.

In addition to the 8Ps above, there are many marketing elements in the tourism industry. Business can be difficult to control or cannot be controlled such as personnel, tourism, people, politics which is an element that affects the situation of tourism market. Increasing the number of tourists.

The importance of tourism tourism is a service industry that plays a great role. In bringing Foreign currency into the Thai economy which is an important industry and can earn first place compared to other export products tourism is important to the economy and society as follows:

- The importance of tourism to the national economy is the source of income in Foreign currency

- Help reduce the problem of international payment deficits (Ioannides, 2003)
- Help create career and employment causing income distribution causing a change in the local economic structure tourism creates a stimulation of production
- The importance of tourism to the society of the country helps raise the standard of living of local people
- Help build local social prosperity help conserve the restoration of culture and environment
- Provide educational benefits helps reduce migration problems of local communities
- Helps stimulate invention bringing excess resources that are worthless Invented as a souvenir product for sale
- Helps create peace and harmony

The government sees the importance of tourism, setting up the Thai Tourism Assessment Committee. With a policy and found that Thai tourism still has a negative image that needs to be improved including crime, safety, deception in various forms, problems from deterioration of tourist sites. This situation affects the image and confidence of tourists. As a result, tourists from major market segments shift their destinations to other regional destinations which require clear guidelines and agencies. In addition, there are factors that change that affect affecting future changes which may affect the Thai tourism industry as follows) (Globalization) Aging society) Urban society. Digital life ASEAN tourist situation of Thailand in the third quarter of 2016 part 4 country development strategy on create economic strength and compete sustainably by allowing the working group to solve problems arising from the tourism market. Has environmental problems deteriorated problems with access to tourist sites, tourist situations must be given the level of skill and knowledge to be able to compete in the market. The marketing plan of the (TAT., 2017) was created under the concept of the economic development plan. And the National Society Thailand Tourism Strategy 2015-2017 and TAT Enterprise Plan 2017-2021 combined with internal and external factors analysis. In order to obtain a useful map to the nation and with the highest efficiency.

**The heart of the marketing plan for 2017:** Aiming to become a sustainable destination by increasing tourism revenue along with creating tourism sustainability. By focusing on strengthening the country and then connecting the Thai economy to the world economy effectively with the Thai way through delivering a local experience that can add value and create value for Thai tourism which will be an important cog in creating strong economic foundation and income distribution to local. To

make the local people feel is part of tourism which is the heart of economic development and sustainable tourism.

**Target revenue overview:** In 2017, Thailand is expected to continue to maintain the number of tourist arrivals in the top 3 of Asia. By targeting the total tourism revenue by 10% which is an increase of 10% from the international market and the domestic market increased by 10%.

**International market:** The goal of promoting the international market: to increase the overall revenue target by 10% by allowing the near and medium-term markets to be the Asian and South Pacific markets. And the medium and long-term markets are Europe, America, the Middle East and Africa, growing at the same rate of 10%. The proportion of revenue from the Asian and South Pacific markets is 76% while the European, American, Middle East and African markets are 24%.

**Principles of promoting Foreign markets:** Focusing on Thailand as a tourist attraction that is a popular destination for tourists travel around the world adjust the tourist market structure to mid-top market segments and make money like sustained from the growth of expenses rather than the amount of tourists with the extension of the Thai way which is a different strength go deeper into the local experience (Unique local experience). Invite Foreign tourists who like authenticity. That maintains the original identity authenticity) to appreciate every element of being Thai both in large cities and small cities with different ways of using content marketing to present stories and experiences local Thailand on the world stage under the campaign 'Discover Amazing Stories in Amazing Thailand' operates under four main directions.

Penetrate new tourist market In the market segment to create a new customer base instead of existing customers, especially, in the main market areas such as the gap year group of students and students, new working groups, young executive groups and Muslim groups as well as penetrating the spatial market in countries where the economy continues to grow well in the global economic slowdown such as Latin America (Brazil, Argentina, Mexico) Eastern Europe (Czech, Polish, Hungarian, Romanian, CIS-Kazakhstan, Uzbekistan, Ukraine) Middle East ( Iranian Qatar) Myanmar as well as urban areas in secondary markets such as India (Lucknow, Jodhpur factors, Chan di Garda), China (including Qingdao, Suzhou, Nanjing, etc.).

Expand the market base with the potential to spend in the general tourist market segment with middle-to-income (income per person ranging from 20,000 USD per person per year or more) which is a market segment that has continued expansion trend, especially, in major markets such as China, India, Russia, the United States, United Kingdom, etc., by offering products and services travel

and ear mold or above expectations (Luxury) also aims to expand its market segments. Special interest tourists that tend to spend 4 main groups from 2016 including honeymoon groups and weddings, health and beauty groups, tourist groups that are interested in the way of life and the environment (Green tourism) which enjoys eco-tourism. Soft adventure and community tourism and sports tourism groups by focusing on popular sports and having a large market base such as marathon bikes, Thai boxing, triathlon.

Stimulate spending and maintain the existing market base, especially in the middle market segment and above, namely women which are the major labor markets of the high-growth world have the power to decide to buy and have high spending tendency including family groups and older groups (Baby boomers) by offering quality products and special activities that correspond to needs of each market segment such as shopping fabric Thailand spa massage Thailand food Thailand amusement parks, etc., activities include traditional festivals that reflect the uniqueness of the missile Thailand and activities that allow tourists to join (the creative the Tourism) experience. And create valuable memories for tourists such as tourism, communities, etc., to attract repeat travel and encourage shops pay more.

Promote tourism to connect with countries in the AEC by pulling ASEAN people traveling in ASEAN. Especially, the CLMV group as well as collaborating with ASEAN partners to pull tourists from Europe and America into Thailand. Linked in the AEC connectivity.

**Domestic market:** The goal of promoting the domestic market: targeting the income from tourism of the whole Thai population by 10% with the central region which is the country's tourism center will generate revenue of 48% of the country, followed by the region. South, North, East and North East, respectively.

**Direction of promoting the domestic market in 2017:** Strengthen internal (strength the form within) to tourism as a tool. Makes Thai people see Thai values until the love and pride in the country create a sense of ownership (Sense of belonging) that will jointly protect the environment. Maintain Thai identity and a good host which will be the strong point of Thai tourism which TAT will encourage Thai tourists to open a new perspective on tourism from touch and participate in unique experiences in each locality in Thailand under the selling point value of each region (North-North dream Million inspiration Northeast-Northeast, Saen Nua, Central Region-Suk Klang Jai Close to reach East-Eastern colors and South-South Pinning, stop time) in order to pass on experiences, knowledge and impressions from travel to others (user-generated content) in the form of viral marketing under the marketing communication campaign 'Travel the Thai way, chic, profound style'. It will operate under the 5 main directions including.

Increase the number of mainstream tourists by using the new generation of tourists (Gen Y), the current point of travel in the country under the 'Declaration of challenges for cross-Region'.

Stimulate travel on weekdays aimed at encouraging people to work out to travel on weekdays to spark new ideas in working under the concept of 'travel to work'.

Increased costs from the middle class up to the potential costs, especially, for the elderly (Plating Silver age,) 'campaign seasoned lifter gang's flight' and women's groups with the campaign 'a surf trip...'

Promote the distribution of tourists deputy to the area through the '12 Forbidden city ... Missed' and pushed Khon Kaen. Is the main tourist city (Thailand with tourists-Foreigners more than 5 million people) under the new biz connect emphasize the city for meetings, seminars, special events (the Event) for tourist to Thailand. And Foreign tourists from CLMV.

Distribute tourism opportunities to Thai people with lower household income of 30,000 baht per month, aiming for tourism as a tool for improving the quality of life. As well as encouraging Thai tourists to travel more environmentally conscious under the 7 greens concept to strengthen society and the environment.

In order for the promotion of the overall tourism market to achieve its goals, TAT will integrate the value chain with both the public and private sectors as a whole. To enhance tourism innovation as well as strengthening the community and networks to be able to bring local strengths to create interest and value for Thai tourism according to inclusive tourism and Thailand 4.0 guidelines.

In order to achieve concrete and sustainable integration, therefore, selected Chiang Rai province as a model for sustainable tourism development which in 2017 will begin to build the foundation from Chiang Saen district and expanded to other areas in the province at the end of the year 2021, Chiang Rai province will become a sustainable tourism area based on the balance of economy, society and environment (Green growth). In addition also select 5 areas from all over the country as a model for the development of creative tourism which include Chiang Rai, Buriram, Ang Thong, Trat and Phang Nga.

The dimensions and enhance their ability to compete Center TAT academy of TAT. Training will provide knowledge about the Latta identity and local knowledge of modern marketing to entrepreneurs. And a guide that is the medium of marketing promotion with content marketing according to the guidelines TAT focuses on including the center. The TAT Intelligence Center will provide tourist information, research and travel articles via the website [www.tourismthail](http://www.tourismthail) and/tactic as a guiding compass. Business direction for entrepreneurs.

In addition, the campaign aims to raise awareness of being a good host for Thai people which is considered an

important value chain in the tourism sector. That will impress visitors again and repeat the strengths of Thai people who welcome tourists with hospitality warm and generous which is a unique Thai way that competitors cannot copy. Compiled: TAT marketing strategy division.

From studies on sustainable tourism management and the government wishes to have a sustainable tourism management until the policy and have a strategy as a system for success the cliff is the gateway to the scorer and third wave of the year. The Lao Chong Mek in the Lao PDR. Maybe even more tourists.

## **MATERIALS AND METHODS**

### **Research objectives:**

- To study the personal information involved in tourism Pha Taem and Sam Phan Waving Ubon Ratchathani
- To study patterns of community involvement in tourism Pha Taem and Sam Phan Waving Ubon Ratchathani
- To study the need to develop sustainable tourism
- To study relationships between the forms of community participation in tourist attractions Pha Taem and Sam Phan Waving Ubon Ratchathani with the need for sustainable tourism development

**Scope of research:** Area research areas include public and those involved in community Pha Tam and community three R's in Ubon Ratchathani. The period of time is 12 months from January 256 1 -January 256 2. The scope of the research and the agencies that support tourism and the National Tourism Ty's office Brer capital. Sub-district administration organization and private tourism operators in both communities as well as people living in both communities.

According to the National Bureau of Statistics to be 25-60 found that Chiang Krai district are home to a population of 11 911 after 46 492 23 574 men and 22 918 women, the school district is home to 10,577 people after a total of 137,742 men. About 19,117 people, 18,595 women.

**Benefits from research:** The unique characteristics of community tourism in the national park North East (Pha Taem and Sam Phan Bok). The community can use this research to make use of the area as a sustainable tourist destination. The community can use this research to determine the activities of tourism of other communities to be successful. Know the needs of the people to develop tourist attraction for sustainability allowing people to wish to participate in solving problems of sustainable tourism.

Te variable component consists of early variables include personal information public and those involved in

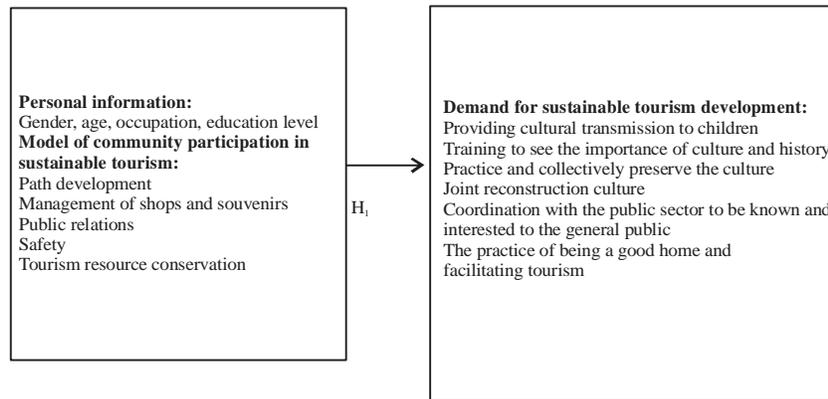


Fig. 1: Conceptual framework

community Pha Tam and community three R's of the include gender, age, occupation, education. And the model of community participation in sustainable tourism, consisting of development of routes for managing shops and souvenirs public relations safety in the conservation of tourist resources.

The dependent variable is the need for sustainable tourism development, consisting of providing cultural transmission to the offspring. Training to see the importance of culture and history practice and share culture sharing culture coordination with the government to be known and interested in the general public. The practice of being a good home and facilitating tourism.

**Conceptual framework for research:** From the study of theoretical concepts and related research papers can define the concept of research as follows variable, variable based variable (Fig. 1).

### Research tools

**Tools used for data collection:** Tools used for data collection including questionnaires has the following characteristics.

Part 1 personal information of respondents is a reply part 2 information about model of community participation in sustainable tourism is a 5-level gauge model that is the most, very, moderate, least minimal.

Part 3 information about demand for sustainable tourism development is a 5-level gauge model that is the most, very, moderate, least minimal.

Finding quality tools for examining content validity by offering 3 experts to verify the content validity of the questionnaire. Including checking the correctness and appropriateness of the language used of questions and objectives of research with the consistency index of all questions between 0.67-1.00.

Data collection the researcher conducted data collection by creating a questionnaire. The researcher

created himself from the study of relevant research textbooks. To be a conceptual framework for creating questionnaires. The data were collected during the month of March 2561 and collected data inquiry number 400 and then verify the accuracy of the information that will lead to further statistical analysis (Gupta, 1995).

Data analysis descriptive statistics by personal data wer used to analyze the frequency, percentage, community participation pattern, analyzed by finding the mean and standard deviation. For tourism development needs use value standard deviation and relationships analysis by finding the coefficient of correlation  $r$ .

## RESULTS AND DISCUSSION

Research on the need for sustainable tourism development in Pha Taem community and Sam Phan Bok community Ubon Ratchathani province has the following research results (Hohl and Tisdell, 1995).

The personal information of most respondents is male, age 24-35 years, education is lower than the bachelor's degree level. Occupation, employees and farmers forms part of the community respondents focused more on conservation of tourism to the development of sustainable tourism respondents to focus more on coordination with the government and known. Interested to the general public, the relationship between community participation patterns in tourist destinations Pha Taem and Sam Phan Waving Ubon Ratchathani with the need for sustainable tourism development, found that there is a relationship.

**Discussion of research results:** Research on the need for sustainable tourism development in Pha Taem community and Sam Phan Bok community Ubon Ratchathani the researcher would like to discuss the following key points.

Personal information of in Pha Taem community and Sam Phan Bok community Ubon Ratchathani mostly male

which is consistent with the research results of Suchitra Chantana research on the guidelines for sustainable tourism development of Pha Taem community and Sam Phan Bok community the research found that personal information of in Pha Taem community and Sam Phan Bok community Ubon Ratchathani mostly male probably because the two communities are primarily farming people, therefore, only male males community participation model. The respondents are very important to the conservation of tourist resources. Which is consistent with the research results of Piyaporn Thaveekul 2011 research on the participation of people in sustainable tourism destinations, Ko Kha district, Lampang province. Participation patterns include conservation of tourist resources. May be because the community has learned and is a member of the community, therefore, created love and cherished in the tourist attractions of the community and can increase the economy of the community as well relationship between community participation patterns in tourist destinations Pha Taem and Sam Phan waving Ubon Ratchathani with the need for sustainable tourism development, found that there is a relationship shows that the community participation model has an influence on development needs sustainable tourism.

### **CONCLUSION**

The research found that the personal information of most respondents is male, age 24-35 years, education is lower than the bachelor's degree level. Occupation, employees and farmers community participation model. The respondents are very important in the conservation of tourism resources. The need to develop sustainable tourism respondents attaches great importance to coordination with the public sector and appealing to the people relationship between community participation patterns in tourist destinations Pha Taem and Sam Phan Waving Ubon Ratchathani with the need for there is a relationship.

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### **SUGGESTIONS**

Research on the need for sustainable tourism development and community participation patterns. In other areas in the province to be compared and viewed as a successful model.

There should be a training seminar with community members in the area of Ubon Ratchathani province and nearby. In order to further improve and develop the tourist attractions of the community.

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