

## Potential Development of Personnel in Tourism and Service for Supporting the Opening ASEAN Free Trade for Upgrading the Economic and Social Development to the Sustainability of Muang District, Phayao Province

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**Abstract:** The objectives of this research were to study personnel's potential in tourism and service community participation towards the personnel's potential in tourism and service to support the opening of ASEAN Free Trade and personnel of the community supporting the opening of ASEAN Free Trade, upgrading economic and social development of Muang District, Phayao Province. A mixed methodology for collecting the data was used for this research including quantitative data collection via a questionnaire and qualitative data collection via a structured-interview form. The study showed that the entrepreneurs should encourage their personnel in language skills, tourism knowledge and explanation on natural and manmade sites. In terms of facilities, the community should have information on accommodation in the community and nearby. The waste zone should be set up markedly, including waste classification and car parking. Accessibility; the community should have various kinds of tourist information such as transportation systems, tour routes and ways of life. Tourism activities; the community should prepare media, brochures and documents. As for community participation; the people should have process solving of the issues of tourism agreements, the tourism personnel development and monitor and evaluate regularly.

**Key words:** Personnel, tourism and service, potential development, sustainability, Phayao

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### INTRODUCTION

**The world tourism organisation:** WTO has predicted that by the year 2020 there will be an increase of international travelers, over 1,600 million and income from tourism at >100 trillion Baht (Jittangwantana, 2005). Thai tourism scenario for the year 2011 towards the direction of development in the national economic and social development plan, issue 11, reflects that Thailand has faced the changing internal and external fluctuations, which are both complex and difficult to predict the impact. Within Thai society as a whole, an increased immunity, of social, economic and financial capital of natural resources and environment, people-centered development, including a balanced development in all dimensions and driven to yield practical results more clearly at all levels for the development and administration of the country, links to all dimensions of the development, integrating all social, economic, environmental and political, analyzed the "rationalist" and use of "moderation", "immune system", and "knowledge" as well as strengthen morality and conscience that "virtue", ethics of duty and live with "perseverance" which will be a good immunity and confront the changes that occur including those effective usage (NESDB, 2012).

The tourism situations in the North of Thailand; eight Upper North Provinces consisting of Chiang Mai, Lamphun, Lampang, Mae Hong Son, Chiang Rai, Phrae, Phayao, and Nan which is an area with an abundance and variety of natural resources. It is an important element that can attract tourists, both locals and foreign tourists, including Thailand lifestyle, cultural traditions, wisdom, and facilities. Such tourism activities are of an enormous value in money to the economic area in the upper North. It encourages a number of tourists to this area, overall 5,349,536 people, resulting in a revenue of 60,235.24 million Baht. In 2010, there were 61,789 local tourists and 256 Foreign tourists, totaling 62,045 travelling to Phayao Province. Overall, the average revenue is 447.32 million Baht per year (OoTD, 2010).

Thus, Baan Sang sub-district Municipality, Muang District, Phayao Province has focused on the development of the community to support the strategic plan of Phayao provincial development plans. They have studied the context and the potential of the province, according to the strategic plan and determine the vision of the province as "the city of safety and agriculture and sustainable tourism". The agricultural safety is the agricultural development of Phayao Province in the

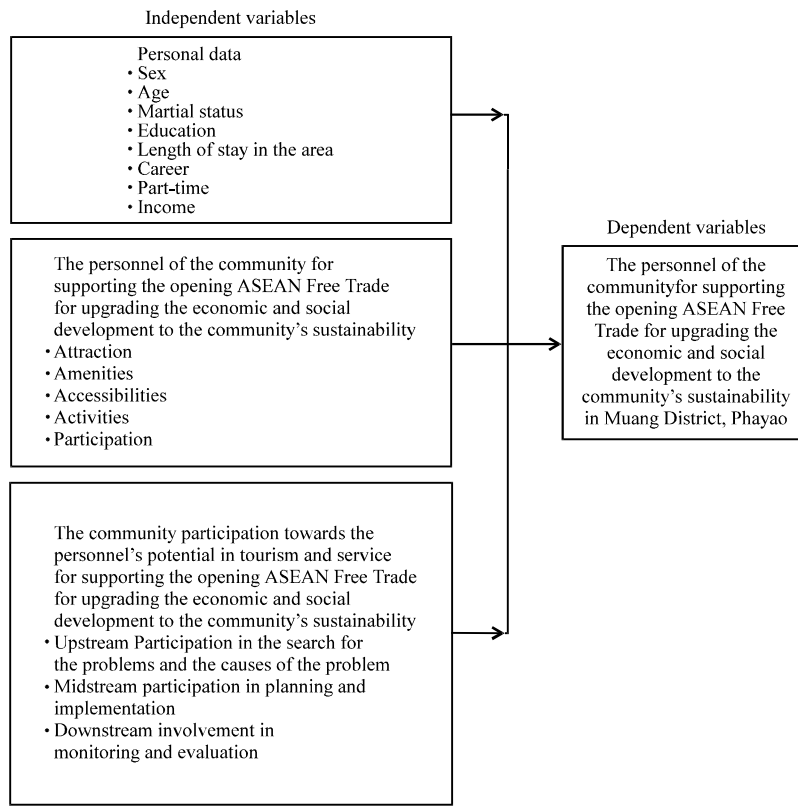


Fig. 1: Conceptual framework

manufacturing process, maintenance, reducing the use of chemicals, bringing products to the consumer sector with emphasis on safety. The quality creates income and quality of life and people's welfare as well as the potential of people and communities to be sustainable and sustainable tourism is tourism in every dimension. People have a quality of life and stability which focuses on public sector management in order to strengthen the public service's potential to meet the needs in the development of the province (Poop, 2012) which is consistent with the operation of the skill development center which has conducted vocational training courses to upgrade skilled workers in the business service field to community groups in the area of responsibility of Baan Sang sub-district municipality, Muang District, Phayao Province. Thus, if there is a research and development that brings knowledge to share lessons with locals in the community using the process of upstream, midstream and downstream, it will be expected to help resolve community issues to the point and cause the involvement of the community, sharing mutual benefits and contribution to sustainable community development. Therefore, from the above problem issues, the researcher in cooperation with Baan Sang Community, Muang District, Phayao Province

will have the research and development regarding the potential development of personnel in tourism and service for supporting the opening ASEAN Free Trade of Baan Sang Community, Muang District, Phayao Province. In the initial study, to determine the direction and development plans integrated with the community involvement, to study the community participation towards the personnel development in tourism and services to support the ASEAN Free Trade of Baan Sang Community, Muang District, Phayao Province. The study focuses on the methods and processes associated with the development plan with the issue of how to adapt to ASEAN Free Trade and the personnel development to support the ASEAN Free Trade area to raise the economic and social sustainability of Baan Sang Community, Muang District, Phayao Province. The study result on the potential of the community and the contribution of the integrated application to achieve effects of practicality, using appropriate knowledge, technical, academic and professional approach to the community shown in Fig. 1.

**The purposes of the research:**

- To study the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province

- To investigate the community participation towards the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province
- To develop the personnel of the community for supporting the opening ASEAN Free Trade for upgrading the economic and social development to the sustainability of Muang District, Phayao Province

## **MATERIALS AND METHODS**

The first purpose: to study the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province. This was Quantitative Research data by questionnaires.

### **Questionnaires**

#### **Population and samples**

**The followings details the population used in this research:** There were villagers in the responsibility area of Baan Sang Sub-district Municipality, Muang District, Phayao Province from 9 villages; Baan Sang Tai (Village Number 1), Baan Sang Nuea (Village Number 2), Baan San Wiang Mai (Village Number 3), Baan San Wiang Mai (Village Number 4), Baan San Pa Kang Baan San Wiang Mai (Village Number 5), Baan Ngiew Tai (Village Number 6), Baan Ngiew Nuea (Village Number 7), Baan San Bua Bok (Village Number 8), Baan Mon Kaew (Village Number 9) with 4,396 people in total.

#### **The followings details the samples used in this research:**

The representatives of the villagers in the responsibility area of Baan Sang sub-district Municipality, Muang District, Phayao Province which were obtained from Krejcie and Morgan table at the level of confidence of 95% with the error of 0.05. The samples were obtained from multi-stage random sampling with 354 samples.

**The research instrument:** Review of the concepts on the composition of the tourism resources divided into three areas: attraction caused by sites or events, amenities; the basic factors include infrastructure, transportation systems, communication systems, including security and the satisfaction response for the tourists at any period and accessibility; causes from the factor of transportation both by land, water, air, vehicles, terminals and the carrier (Collier and Harraway, 1997; Wimolchaijit, 2008). In addition, the concept by Henderson (2009) also has more additional elements, including 2 side; activities) and participation.

Draft of the questionnaire about the personnel's potential of the community in tourism and services for supporting the opening ASEAN Free Trade in Muang District, Phayao Province. The characteristic of the questionnaire is a rating scale with five levels divided into three parts as follows. Section 1: personal information question is a multiple choice (check list) part 2 information on personnel's potential of the community in tourism and services for supporting the opening ASEAN Free Trade in Muang District, Phayao Province; the question is a rating scale and part 3 suggestions/comments about the personnel's potential in the community in tourism and services for supporting the opening ASEAN Free Trade in Muang District, Phayao Province.

The draft questionnaire was proposed to experts to consider the appropriateness of the content and language and it was examined to analyse the quality of the Index of Objective Congruence: IOC which has the consistency index (IOC) of the questionnaire which ranged from 0.60-1.00 and was improved upon the recommendation of experts.

The questionnaire was revised according to the recommendations of the expert group to the non-trial samples of at least 30 people, by collecting samples in Baan Tun sub-district community area, Muang district, Phayao Province of which its community's characteristics were similar to Baan Sang sub-district community. The reliability calculated from the formula KR-20 (Kuder-Richardson-20) equaled to 0.95. The data analysis result was improved and the questionnaire was published to collect real samples.

**Data collection:** The data was collected using the following steps: 3.1 request the letter of cooperation from the University of Phayao asking for the cooperation to Baan Sang community regarding to the District Mayor of Baan Sang sub-district community for collecting the data of assessment 3.2. The researcher collected data with samples by using the questionnaire regarding the personnel's potential of the community 3.3. The assessment form was categorised, coded and decoded in a computer program 3.4 analyze and interpret data using a computer program.

**Data analysis:** To compare with the average criterion with a rating scale (Rating Scale) defining the evaluation criteria as follows (Fig. 2).

- The 4.21-5.00 means the appropriateness of the personnel's potential of community tourism and service is the highest

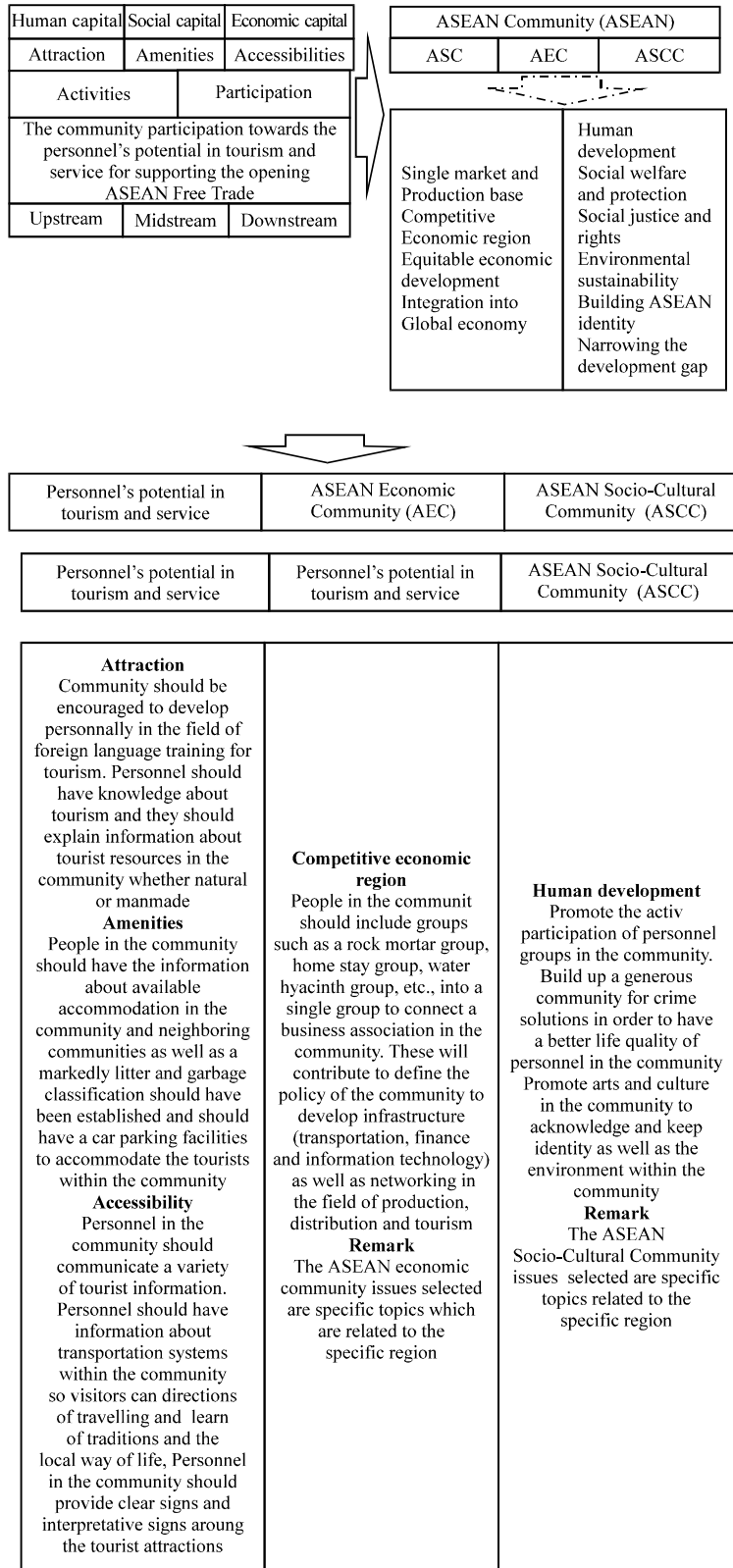


Fig. 2: Behavioural analysis of ASEAN community

- The 3.41-4.20 means the appropriateness of the personnel's potential of community tourism and service is very high
- The 2.61-3.40 means the appropriateness of the personnel's potential of community tourism and service is moderate
- The 1.81-2.60 means the appropriateness of the personnel's potential of community tourism and service is low
- The 1.00-1.80 means the appropriateness of the personnel's potential of community tourism and service is the lowest

### **Statistics used in the research**

#### **Percentage, mean and standard deviation**

**The second purpose:** To investigate the community participation towards the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province. This was qualitative research data collected through a structured interview form.

#### **A structured interview form**

**Population and samples:** The population in this research was as follows:

- The villagers in the responsibility area of Baan Sang sub-district Municipality, Muang District, Phayao Province
- Community leaders were: the Mayor, members of sub-district municipality, the village headman, the village headmans assistant, the sub-district headman, local experts and community developers
- The samples in this research were divided into two groups
- The representatives of the villagers in the responsibility area of Baan Sang sub-district Municipality, Muang District, Phayao Province, three representatives were selected from each villages (9 villages in total). The samples were obtained of at least 27 representatives
- The representatives of the community leaders were the Mayor, members of sub-district municipality, the village headman, the village headmans assistant, the sub-district headman, local experts and community developers, with 9 representatives in total

**Construction of research instruments:** The idea about the dimensions of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province.

**Reference:** Suriya Somchan figure of dimension of potential development of personnel in tourism and service for supporting the opening ASEAN Free Trade for upgrading the economic and social development to the sustainability.

Group discussion with the villagers who volunteer to join the project from 9 villages; Baan Sang Tai, Baan Sang Nuea, Baan San Wiang Mai, Baan San Wiang Mai, Baan San Pa Kang, Baan San Wiang Mai, Baan Ngiew Tai, Baan Ngiew Nuea, Baan San Bua Bok, Baan Mon Kaew and the community leaders of at least 30 people.

Brainstorm lessons learned from small group meetings to build a knowledge for sub-district community by participatory action research between community leaders and researchers to resolve empirical problems. Summarise lessons leading up to the actual practice effectively.

**Data collection:** Collect data about the context area of Baan Sang sub-district Municipality, Muang District, Phayao Province by using empirical research techniques.

Collect data during the research conduction. Arrange the meeting of the groups in the area and bring the minutes and the lessons learned to analyse the content. Summarise the content analysis categorised by issues.

**Data analysis:** The data obtained from the participatory action research was analysed, the content examined the quality of information by triangulation, including community, government sector and academicians to ensure content accuracy and appropriateness of the language was consistent with the objectives of the research.

## **RESULTS**

**The first purpose:** To study the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province

From Table 1, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by sex found that the potential of males and females in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

From Table 2, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by age found that age and the potential in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

Table 1: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of muang district, phayao province categorized by sex

List	Male (n = 203)		Female (n = 151)		t-values	p-values
	$\bar{x}$	SD	$\bar{x}$	SD		
Attraction	3.37	0.64	3.41	0.63	-0.621	0.535
Amenities	3.35	0.65	3.39	0.73	-0.647	0.518
Accessibilities	3.25	0.77	3.36	0.81	-1.260	0.208
Activities	3.41	0.69	3.48	0.75	-0.849	-0.397
Participation	3.04	3.04	3.10	0.82	-0.669	0.504
Overall	3.29	0.61	3.35	0.62	-0.968	0.334

Table 2: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorized by age

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	1.458	4	0.365	0.897	0.466
Within groups	141.814	349	0.406		
Total	143.273	353			
<b>Amenities</b>					
Between groups	2.488	4	0.622	1.318	0.263
Within groups	164.732	349	0.472		
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	1.976	4	0.494	0.787	0.534
Within groups	219.081	349	0.628		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	2.333	4	0.583	1.120	0.347
Within groups	181.778	349			
Total	184.112	353			
<b>Participation</b>					
Between groups	2.092	4	0.230	0.738	0.537
Within groups	233.101	349	0.668		
Total	233.101	349	0.668		
<b>Overall</b>					
Between groups	1.244	4	0.311	0.810	0.520
Within groups	134.041	349	0.384		
Total	135.285	353			

From Table 3, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by marital status found that marital status and the potential in tourism and service for supporting the opening ASEAN Free Trade made different overall.

From Table 4, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by education found that the education of the personnel and the potential in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

From Table 5, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by career found

Table 3: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by marital status

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	3.361	2	1.680	4.215	0.016*
Within groups	139.912	351	0.399		
Total	143.273	353			
<b>Amenities</b>					
Between groups	1.167	2	0.583	1.233	0.293
Within groups	166.053	351	0.473		
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	2.831	2	1.416	2.277	0.104
Within groups	218.226	351	0.622		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	3.250	2	1.625	3.154	0.044*
Within groups	180.862	351	0.515		
Total	184.112	353			
<b>Participation</b>					
Between groups	3.595	2	1.980	3.008	0.051
Within groups	231.234	351	0.659		
Total	235.193	353			
<b>Overall</b>					
Between groups	2.517	2	1.259	3.327	0.037*
Within groups	132.767	351			
Total	135.285	353			

\*p<0.05

Table 4: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by education

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	2.170	6	0.362	0.889	0.503
Within groups	141.103	347	0.407		
Total	143.273	353			
<b>Amenities</b>					
Between groups	5.164	6	0.861	1.843	0.090
Within groups	162.056	347	0.467		
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	4.782	6	0.797	1.279	0.266
Within groups	216.275	347	0.623		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	5.851	6	0.975	1.898	0.080
Within groups	178.261	347	0.514		
Total	184.112	353			
<b>Participation</b>					
Between groups	10.497	6	1.749	2.702	0.014*
Within groups	224.696	347	0.648		
Total	235.193	353			
<b>Overall</b>					
Between groups	4.545	6	0.758	2.011	0.064
Within groups	130.739	347	0.377	2.011	0.064
Total	135.285	353			

that career and the potential in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

From Table 6, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by part-time job

Table 5: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by career

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	3.597	5	0.719	1.793	0.114
Within groups	139.675	348	0.401		
Total	143.273	353			
<b>Amenities</b>					
Between groups	2.187	5	0.437	0.922	0.474
Within groups	165.033	348	0.467		
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	0.996	5	0.199	0.315	0.904
Within groups	220.061	348	0.632		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	4.192	5	0.838	1.622	0.153
Within groups	179.920	348	0.517		
Total	184.112	353			
<b>Participation</b>					
Between groups	6.602	5	1.320	2.010	0.077
Within groups	228.590	348	0.657		
Total	235.193	353			
<b>Overall</b>					
Between groups	2.713	5	0.543	1.424	0.215
Within groups	132.571	348	0.381		
Total	135.285	353			

Table 6: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by part-time job

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	2.619	6	0.437	1.077	0.376
Within groups	140.654	347	0.405		
Total	143.273	353			
<b>Amenities</b>					
Between groups	3.444	6	0.574	1.216	0.297
Within groups	163.776	347			
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	12.349	6	2.058	3.422	0.003*
Within groups	208.709	347	0.601		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	2.256	6	0.376	0.717	0.636
Within groups	181.856	347	0.524		
Total	184.112	353			
<b>Participation</b>					
Between groups	2.443	6	0.407	0.607	0.725
Within groups	232.750	347	0.671		
Total	235.193	353			
<b>Overall</b>					
Between groups	2.162	6	0.360	0.939	0.467
Within groups	133.123	347	0.384		
Total	135.285	353			

found that part-time job and the potential in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

From Table 7, the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by income found

Table 7: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by income

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	3.307	4	0.827	2.062	0.085
Within groups	139.965	349	0.401		
Total	143.273	353			
<b>Amenities</b>					
Between groups	0.237	4	0.059	0.124	0.974
Within groups	166.983	349	0.478		
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	2.601	4	0.650	1.039	0.387
Within groups	218.457	349	0.626		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	0.700	4	0.175	0.333	0.856
Within groups	183.412	349	0.526		
Total	184.112	353			
<b>Participation</b>					
Between groups	1.221	4	0.305	0.455	0.768
Within groups	233.971	349	0.670		
Total	235.193	353			
<b>Overall</b>					
Between groups	0.197	4	0.049	0.127	0.972
Within groups	135.087	349	0.387		
Total	135.285	353			

Table 8: Comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by expenses

List/source	SS	DF	MS	F-values	p-values
<b>Attraction</b>					
Between groups	0.238	4	0.59	0.145	0.965
Within groups	143.035	349	0.410		
Total	143.273	353			
<b>Amenities</b>					
Between groups	2.517	4	0.629	1.333	0.257
Within groups	164.703	349	0.472		
Total	167.220	353			
<b>Accessibilities</b>					
Between groups	7.883	4	1.971	3.227	0.013*
Within groups	213.174	349	0.611		
Total	221.057	353			
<b>Accessibilities</b>					
Between groups	2.720	4	0.680	1.308	0.266
Within groups	181.392	349	0.520		
Total	184.112	353			
<b>Participation</b>					
Between groups	7.692	4	1.923	2.950	0.020*
Within groups	227.501	349	0.652		
Total	235.193	353			
<b>Overall</b>					
Between groups	2.707	4	0.677	1.781	0.132
Within groups	132.578	349	0.380		
Total	135.285	353			

that income and the potential in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

From Table 8 the result of the comparison of the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province categorised by expenses found

that expenses and the potential in tourism and service for supporting the opening ASEAN Free Trade made no difference overall.

**The second purpose:** To investigate the community participation towards the personnel's potential in tourism and service for supporting the opening ASEAN Free Trade of Muang District, Phayao Province

#### **Upstream**

**Participation in seeking problems and causes:** People in the community saw the potential of the community and to promote the personnel development or themselves together, by organising meetings in the community or monthly meetings of the community. Everyone in the community acknowledged problems were happening and the causes and brought them to discuss in a monthly meeting or community meeting. In the meeting, everyone could offer their views openly to give suggestions for the development of the community. As for the community and its leaders, they played a very important role as a connector between the parties such as academicians and government organisations to come together in developing the personnel's potential of the community to support the opening of the ASEAN community. The people within the community are eager to enter the ASEAN countries due to the Phayao area being adjacent to Laos PDR. Chiang Khong also opened the fourth bridge to support investment and tourism. Therefore, community leaders as well as government sectors are involved in developing the personnel's potential in Baan Sang community such as the Labor Skills Development Center. They provide basic English language training to the community leaders and representatives of enterprises in the community to prepare for ASEAN community, etc.

#### **Midstream**

**Participation in planning and implementation:** Baan Sang sub-district community has strong leaders as well as the personnel in the community who respect and accept the community leaders. As a result, the operation or implementation of activities run smoothly. People in the community are ready to jointly develop the community and the community leaders are in coordination with other organisations for offering the knowledge of tourism development and community service and personnel development, such as the Office of Phayao Community Development, the University of Phayao, the Phayao labor skill development Center and Baan Sang sub-district Municipality, etc. In the community, there are also enterprises groups such as the Water Hyacinth Products, the Rock Mortar, the Artificial Flowers and the Plants

Sufficiency Group. Each group is planning activities for tourists who come to visit the group but at the community level or community development plan level, they do not put the tourism development plan into their own community development plan.

#### **Downstream**

**Participation in Monitoring and Evaluating Project:** Baan Sang Community including the personnel in Baan Sang Sub-district Community and the personnel in community enterprise groups has unity. They monitor and evaluate together with the established committee for the community development in terms of tourism and services, including issues such as community infrastructure, quality of life of people in the community, monitoring the enterprise groups' problems and operation so they have very little conflict among themselves due to good planning systems and trust. Besides, they use a kinship system in implementation and monitoring. However, if the problem does not end at the group level, the problems are put into the community board at the monthly meeting of the community to discuss within the community.

**The third purpose:** To develop the personnel of the community for supporting the opening ASEAN Free Trade for upgrading the economic and social development to the sustainability of Muang District, Phayao Province.

The development of the community personnel for supporting the opening of ASEAN Free Trade for upgrading the economic and social development to the sustainability by using human capital, social capital and economic capital integrated with community development tourism components which are divided into five aspects: attraction, amenities, the access accessibilities, activities and participation, including the involvement of the community towards the development of community tourism, and services to support the launch of the ASEAN Free Trade for upgrading the economic and social development to the sustainability of the community, upstream: participation in seeking for problems and causes, midstream: participation in planning and implementation, downstream: participation in monitoring and evaluating projects. The development of the community personnel also bring the concepts of ASEAN Economic Community for developing the personnel in tourism community by applying the concepts related to research on two issues: the ASEAN Economic Community (AEC) and ASEAN Socio-Cultural Community (ASCC).

With regard to the potential development of personnel in tourism and service, it indicated that: attraction community should be encouraged their personnel of the community should be encourage in the



field of foreign language training for tourism. Personnel should have knowledge about tourism and they should explain information about tourist resources in the community whether natural or manmade, amenities people in the community should have information about accommodation in the community and neighboring communities as well as a marked litter and garbage classification should have been established and should have car parking facilities to accommodate the tourists within the community, accessibility personnel in the community should communicate for a variety of tourist information. Personnel should have information about transportation system within the community so the visitors can get directions of travelling, learn traditions and local ways of life and personnel in the community should provide clear signs and interpretative signs around the tourist attractions, activity personnel in the community should be provided with media, brochures or documents recommended tourist attractions and activities within the tourist attractions, participation people in the community should have a process for resolution of issues and agreements. Personnel should be involved in determining the approach to tourism development and personnel should monitor and evaluate the tourism regularly. The community personnel's potential in tourism and services are in accordance with the two concepts of ASEAN community; the issue on competitive economic region: people in the community should include groups such as the rock mortar group, the home stay group, the water hyacinth group, etc., into a single group to connect business associates in the community. These will contribute to define the policy of the community to develop infrastructure (transportation, finance and information technology) as well as networking in the field of production, distribution and tourism and the issue on human development: promote the active participation of personnel groups in the community, build up a generous community for crime solution to encourage a better quality of life and personnel in the community and promote arts and culture in community to acknowledge and keep identity as well as the environment within the community.

## **DISCUSSION**

**Attraction:** Personnel in the community were hospitable and cheerful, dressing in local traditional costume regularly with communication skills in foreign languages, including English. The study was in accordance with the study by Hussapak (2002) entitled "Factors Attracting Foreign Tourists to Visit Chiang Mai Province". There were six factors in the study; tradition,

culture and history natural scenery hospitality and services of Chiang Mai people safety low expenses and other factors. The top three factors attracting foreign tourists to visit Chiang Mai Province were hospitality and services of Chiang Mai people, tradition, culture and history and natural scenery.

**Amenities:** People in the community maintained and managed infrastructure systems within the community efficiently such as electricity, water supply, communication systems, etc. They also participated in caring for public places such as market, public and official places, etc. People in the community had good management of and sufficient bathrooms and regular maintained cleaning. The study was in accordance with the study by Chankiew (2012) entitled "Preparation of Tourism Businesses in Chiang Mai Province for the ASEAN Economic Community 2015". There were three objectives in this study; examine entrepreneurs' understanding of the ASEAN Economic Community integration study the effects of the ASEAN Economic Community on the tourism business in Chiang Mai and the preparation of tourism businesses in Chiang Mai Province for the ASEAN Economic Community. The study also indicated that the top three priorities for preparation of tourism businesses in Chiang Mai Province for the ASEAN Economic Community 2015 were: the preparation for the government to make in view of the private enterprises to government, infrastructure and utilities and public relations.

**Accessibilities:** People in the community have organised security systems for the tourists within the community, including village board, alarm systems, drugs surveillance and others. The personnel in the community had communication in tourism information in a variety of channels such as web sites, newspapers and travel magazines. People in the community have organised tourism routes about culture, traditions and the local way of life that was attractive to the tourists. The study was in accordance with Henderson (2009) and Collier and Harraway (1997) which was referred to in the study by Wimonchaichit (2008). The study mentioned about five elements of tourist resources; attraction sites or events amenities such as infrastructure, transportation systems, communication systems, including security and tourists satisfaction at any time and Accessibility which cause by factors of all transport system such as by land, by water and by air and consists of; the way, the vehicle, the terminal and the carrier activities and tourism administration.

**Activities:** Personnel in the community could inform and describe nearby tourist sites and could speak a foreign language at basic level. The study was in accordance with the study by Chankiew (2012) entitled “Preparation of Tourism Businesses in Chiang Mai Province for the ASEAN Economic Community 2015”. It mentioned that the competitiveness of potential (entrepreneurial skills, language training for labor, etc.), the community should reflect mutual needs in changing to comply with their own objectives and should reflect the decisions to achieve that objective. They should have mutual cooperation and responsibility for developing activities that benefit society. The procedure of activities operation, they should have a group or community organisation supporting people with cognitive development and perceived ability to think critically and decide to define their own lifestyle. People in the community prepared media, brochures or documents recommending the tourist places in the community. People in the community could suggest the view point and the exhibition zone that represents the identity of the community clearly. The personnel in the community arranged the activities for visitors to study and learn, including the Artificial Flowers group, the Pickled Fish, the Water Hyacinth, the Rock Mortar and the Thai Massage Group, Thailand, etc. These events could attract tourists and increase income into the community. The study was also in accordance with the study of Kittitas Thechaverakorn. The study entitled “Business Linkage to Culture Tourism and Health Tourism in Chiang Mai Province” the purpose of this research was to study tourists’ attitudes toward culture and health tourism. It mentioned that all media, community identity and community activities affected to the tourists’ making decision. Besides, the study also found that the estimated income of business linkage to tourism; for the accommodation business per year would generate approximately, 2,533 million Baht, souvenirs business 789 million Baht, transportation business 4,845 million Baht and spa business 357 million Baht, respectively making a total of 8,524 million Baht. This would be accounted for 16.37% of Chiang Mai’s gross provincial product.

**Participation:** People in the community participated in seeking tourism problems and causes. They acknowledged current problems and helped each other to find out the causes of the problems as well as the solution. They could also coordinate with the government and private sectors for providing knowledge for tourism development. They have set up the tourism committee in the community and monitored and evaluated the tourism regularly. The study was also in accordance with the study by Chanthawara (2002) entitled “Community

Participation in Activities of Sub-district Council”. It indicated that involvement in seeking for the problem, involvement in the planning and implementation of activities and participation in the evaluation were important in community development in every aspects such as personnel’s awareness of tourism issues in the community, people in the community help find the cause of the problems and work together to find solutions, personnel in the community have the process for resolution of the issues and agreements and involvement in tourism planning and implementation. All the matters mentioned above were important as follows: the personnel in the community could coordinate with the government sector and private sector for providing knowledge of tourism development. The personnel in the community have established the tourism committee in their community. Besides, they have participated in determining the development of personnel in tourism. Moreover, they have also been involved in operation and joined the community activities as well as monitoring and evaluation in tourism which was important; the personnel monitored and evaluated the tourism regularly and they followed-up and evaluated the tourism activities in the community. The research also corresponded to the study by Phumphu (2007) entitled “Participation of Community Enterprise Members in Agricultural Production and Processing in Lampang Province”.

## CONCLUSION

It showed that participation in planning and operation of the enterprise members was at a fair level and the participation in benefits and evaluation was also at a fair level.

## SUGGESTIONS

**General suggestions:** Local leaders should take the result of the development of personnel’s potential in the tourism and service to exchange ideas with the executives in the area accompanied for strategic plan for consideration at a local level and provincial level.

Professional group leaders should focus on building professional networks and links between occupational groups to develop joint activities to be concrete such as foreign language development activities to support the ASEAN Economic Community, develop products to offer a variety of product development and quality, do training groups and networks for developing further cooperation and understanding in driving tourism activities by the community, including knowledge and understanding of the members in the group as well as the allocation and distribution of income fairly.

**Suggestions for further study:** There should be a study in other dimensions and in-depth in every aspects to lead to utilisation of the spatial and the development of personnel's potential in the tourism and services such as dimension of tradition, culture and lifestyle, dimension of environment, dimension of human resources, dimension of education and learning and so on.

There should have a study on the impact in both positive and negative on the study area and the area near the study area to do a strategic planning for supporting the tourism properly.

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