The influences of participation and potentiality of community on the development of sustainable cultural tourism

Sarathip Hasoontree
Graduate School
Suan Sunandha Rajabhat University, Bangkok, Thailand

Keywords
Participation, Potentiality, Community, Sustainability, Cultural Tourism

Abstract
The objectives of this research were to study the level of participation and potentiality of community to the sustainable cultural tourism, and to the influences of participation and potentiality of community to the sustainable cultural tourism which comprised of the context of community, potentiality of community, participation of community, and potentiality of tourist destination. A questionnaire was designed specifically to be research tool. The purposive selection method was utilized to obtain 400 samples from the population of the island of Phanakorn Sraithaya. A mixed method of research was utilized. The quantitative method was conducted to collect data by using a five Likert Scales, whereas the qualitative method was conducted to collect data by using an in-depth interview from five informants who could provide a detail of tourism. Statistical analysis included percentage, mean, and standard deviation. Hypothesis testing and path analysis were also included.

1. Introduction
There are about 29.55 million tourists visiting Thailand during 2015, increasing about 20.44 percent from last year. The total expenses from domestic tourists and international tourists are 2.23 million millions baht and expected to increase to 2.3 million millions baht in the near future. Because of the explanation of low cost airlines, there are a significant increase in international tourists from China, Malaysia, South Korea, and Laos as well as many countries from Europe Unions, and from ASEAN countries (Thansertakit, 2016). Certainly, there are many benefits from tourism industry such as increase the national income, local distribution of income, develop skill labor and quality, and create value added to the tourism of Thailand. Therefore, it is imperative to enhance the tourist destinations in Thailand, develop the service quality, to increase the infrastructure of tourism industry to increase the level of domestic and international tourists’ satisfaction (Kasikorn Research Institute, 2016). Moreover, it is also important to create the national conscious to preserve the national environment, national culture, and national tradition in order to use all the national resources to benefit local tourist destination in a sustainable way (Ministry of Tourism and Sports, 2016).

Potentiality of community is the level of readiness of the community to handle or to manage natural environment and resources, distribution of jobs and income for local community, the conscious and awareness of the maintaining the local art and culture. Phanakorn Sraithaya is an important tourist destination that the research aimed to study more in detail. It is one of the five important tourist destinations certified by UNESSCO to be world heritages. It is an old capital of Thailand and it is a 417 years old city. Every year, there are many of both domestic and international tourists with a ratio of 70:30 to visit the city. Therefore, it is important to study how to preserve the city as cultural tourism (National Statistics Bureau, 2016).

2. Research Methodology
The author of this research is interested to study how to sustainable preserve the cultural tourism of Phanakorn Sraithaya. The objectives of this research paper were to examine the level of...
participation and potentiality of community to the sustainable cultural tourism of Phanakorn Sriauthaya, and to investigate the influences of participation and potentiality of community to the sustainable cultural tourism which comprised of the context of community, potentiality of community, participation of community, and potentiality of tourist destination of Phanakorn Sriauthaya. The period of study started from March to October of 2017. A questionnaire was designed specifically to be research tool. Taro Yamane technique was utilized to calculate the proper sample group. The purposive selection method was utilized to obtain 400 samples from the population of the island of Phanakorn Sriauthaya. A mixed method of research was utilized. The quantitative method was conducted to collect data by using a five Likert Scales, whereas the qualitative method was conducted to collect data by using an in-depth interview from five informants who could provide a detail of cultural tourism in terms of its participation and potentiality of community such as director of local tourism or director of local art and culture institute. The questionnaire had two parts. The first part was about demographic information of the respondents such as gender, age, level of education, level of income, which was a close-end questions and the second part was about the context of community, potentiality of community, participation of community, and potentiality of tourist destination. Statistical analysis included percentage, mean, and standard deviation. Hypothesis testing and path analysis were also included. A pilot study of 30 sample would be used to tested for reliability and validity the questionnaire in order to have the Cronbach Alpha value of at least 7.0

3. Results

From the literature review, cultural tourism is increasing important as a new alternative choice of tourist destination and ways to preserve the tourist destination to be in the long run. Cultural tourism often has the main objective to create the level of awareness for tourists to appreciate and understand the local culture and tradition by way of visiting, learning, and communicating. In terms of cultural tourism, it is important to look at local way of life in terms of humanity and sociology such as visiting the ancient city and historical sites and gain knowledge and special experience. In other words, cultural tourism is the way tourists visit the new tourist destination to seek new experience, new ideas, new knowledge, and learn about local culture and tradition. Then, the term sustainable cultural tourism means to promote and support the use of natural resources and environment of tourist destination effectively and efficiently to make sure that it will last for the next generation to see as well as to make sure that the local community have gain benefit from the sustainable cultural tourism by actively participating in the activity.

From the literature review of Global Conference in Vancouver, Canada, it can be concluded that there are ten basic rules for the sustainable cultural tourism. First is the use of resources sustainable. In other words, it must use the national resources and natural environment only when it is necessary and focus on the preservation for the future use. Second is to reduce the over-consumption and waste. This means to use national resources and natural environment effectively and efficiency and set up measure to reduce waste as much as possible. Third is to maintain diversity of the national resources and natural environment. It is important to preserve different local culture, tradition, and way of life for the next generation to appreciate it. Fourth is to integrate cultural tourism into both national and local planning and have a yearly environment impact assessment in order to be able to expand the tourist destination potential in the long run. Fifth is to support local economies. It is important to support and enhance the local economy such as service jobs from tourism and spin over jobs to distribute income earning opportunity to a variety of local people and community. Sixth is the participation of local communities. It is very important to invite or plan to have the high level of participation from the local communities. The more involvement from the local community, the more like to success in the long term for local tourism. Seventh, there must be a collaboration and consulting among stakeholders and the public. It is important to collaborate
among public sector, private sector, and local community as well as all stakeholders to discuss about pros and cons of the plan to enhance the local cultural tourism. Eighth is about having proper training staff. A regular training should be provide to local people who serve in the local tourist destination to ensure of standard service quality and how to enhance tourists’ level of satisfaction. Ninth is to have marketing tourism responsibility. It is important to understand how to use modern marketing effectively to promote local cultural tourism and distribute the news and information to create mutual understanding of local community and tourists in the areas. Finally, the last one is to undertaking research. It is the way to focus on survey the level of satisfaction from tourists and how to enhance the service quality to make them happy and want to revisit the same tourist destination in the near future. In addition, in order for the tourist destination to be attractive to lure the tourists, there are three important factors which called triple A. The first A is attraction such as natural beauty attraction- beaches, mountains, gardens, temples, monuments, and many other cultural sites. This is an important site that is a reason for tourist to visit a particular tourist destination. Second A is amenities. The important amenities include all the convenient things for tourists such as restaurants, transportation, tour agency, information service, and souvenir stores. The third A is accessibility which means the easiness of entering and exiting the place of tourist destination. The easiness of access implies the level of tourist visiting the particular tourist destination.

4. Suggestions
The suggestion from this paper is to make certain that there is a need to do more public relation to distribute information about preservation of natural beauty and natural environment to general public and tourists and it is important to encourage the high level of participation from local community in almost year round activities. It is important to set up small group of committee to survey for the needs and wants from local community in order to plan to meet their requests. Finally, it is important to promote and encouragement of the enhancement of standard quality in service areas as well in adding values and folklores story in the production of local handicraft and local products to sell to tourists.

5. Acknowledgement
The author would like to thank Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand for their encouragement and support. Also, the researcher would like to thank Assistant Professor Dr. Kevin Wongleeedee, Director of Institute of Lifelong Learning Promotion and Creativity for proof reading this research paper.

References