



Received: 16 July 2022

Revised: 18 August 2022

Published: 4 January 2023

STRATEGIC MODEL OF CREATIVE TOURISM AFTER COVID ENDERMIC OF CHAINAT PROVINCIAL ADMINISTRATIVE ORGANIZATION, THAILAND

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Abstract

The goal of this research is to apply three methods of 1) sufficiency economy philosophy (hereinafter referred to as SEP) related to 2) King Rama IX's wisdom and 3) STEP skills based on transforming creative tourism after COVID-19 endemic to reap benefits at macro and micro level for response to designed a strategic model of transforming creative tourism after COVID-19 endemic to Chainat Provincial Administrative Organization, Thailand. Based on the review of related literatures and the Delphi consensus on 18 experts about to applied SEP related to three powerful working conditions of King Rama IX's wisdom. It is essential to strengthen understanding, connecting and developing, includes the value chain of STEP skills as creative tourism skills. To achieve this, the application of STEP skills is due to cognitive as creative on the supply for skills at macro level, socio-emotional or soft skills as innovation on the demand for skills, and job-relevant as creative and innovation on the supply and demand for skills at macro and micro level. The results revealed that 1) transforming understanding in creative on the supply for skills 2) transforming connecting in innovation on the demand for skills 3) transforming developing with a view to achieve sustainable development to improve the passionate tourism communities. In response to design a strategic model of transforming creative tourism after COVID-19 endemic to Chainat Provincial Administrative Organization base on the above three transforming includes new trend of creative tourism about progress with balance to passionate tourism communities such as gastronomy, city of life entrusts, immersive explorers and explorers of cultural etc.

Keywords: Strategic Model, Transforming Creative Tourism, King Rama IX's Wisdom, Sufficiency Economy Philosophy, STEP Skills, After COVID-19 Endemic

Citation Information: Senakhan, T., & Pavapanunkul, S. (2022). Strategic Model of Creative Tourism after COVID Endermic of Chainat Provincial Administrative Organization, Thailand. *Asian Political Science Review*, 6(2), 22-32. <https://doi.org/10.14456/apsr.2022.8>

Introduction

As stated, in this section aims to using to integrated King Rama IX's wisdom and the sufficiency economy philosophy (SEP) was dealing with transformation to achieve revitalizing Chainat Provincial Administrative Organization's tourism sector in the next normal means after Covid-19 endemic (hereinafter referred to as after Covid-19 endemic). These ideas will be living with the Coronavirus disease 2019 (COVID 19) pandemic, including to achieve the purpose study. Consequently, it related to identity the analysis covered creative tourism for achieving the expected results. Clearly, let the researchers briefly discussing for the sake of grounded understanding as presented in these ideas of being guidance for the reader to scope and emphasis to perceive the behind ideas of this article again.

Undoubtedly, King Rama IX's wisdom was the valuable approach to improve the Thai people ways of the best-area based development strategies understanding-connecting-developing. Relative to this wisdom was dealing with sufficiency economy philosophy (hereinafter referred to as SEP). SEP is one of the most highly developed alternative approaches to development and integrated values borrowed from Theravada Buddhism emphasis on the middle way, and an emphasis on the public service in the macro and micro level of public sector. This applied to conduct at the macro and micro level in the tourism sector according to achieve revitalizing Thailand's tourism sector (adapted from Surawattananon, Reancharoen, Prajongkarn, Chunananthatham, Simakorn & Gultawatvichai, 2021; Von Feigenblatt, Pardo & Cooper, 2021: 289-300; Chetchotiros, 2020). Fortunately, the implication of SEP is imbued with King Rama IX's wisdom includes three powerful working conditions and good area-based development strategies. It is also important to involved with the value chain as new strategic direction through three pillars skills in the creative tourism applied to STEP skills must be comprised of three namely: (Pierre et al., 2014) 1) cognitive skills as creative on the supply for skills applied to understanding to utilizing the five knows, know yourself, know the problem, know the resource, know how to manage, know yourself, know the problem, know the resource, know now to manage, know how to plan, to analyzed and learned from the past experience. 2) socio-emotional skills or soft skills is linked to the idea of innovation on the demand for skills, which refers to the evaluation of understanding to connecting skills actions and SEP possible consequences (adapted from Suttipun & Arwae, 2020; Von Feigenblatt, Pardo & Cooper, 2021: 289-300). 3) job-relevant skills as the combination with integrated of creative and innovation skills (cognitive and soft skills approach). It is helpful to apply developing powerful working (tourism activities or actions) conditions and good-area based (community-based tourism). Finally, the SEP and STEP skills referred to the value Chain in creative tourism capabilities need to management in these three powerful working conditions of King Rama IX's wisdom. Applying to these previous thoughts to practically, based on transforming tourism sector to reap benefits and to achieve new positioning as new attraction, from revitalizing Thailand's tourism sector to enable policy at macro level (national and provincial) and at micro level (the firm level) (adapted from Surawattananon, Reancharoen, Prajongkarn, Chunananthatham, Simakorn & Gultawatvichai, 2021). Relative to the SEP is concerned to transforming tourism sector to reap benefits, and to achieve new attraction in positioning, both at macro level according to three main components. It uses the middle way as moderation to raise social, culture, environmental awareness to support progress with balance. It uses rationality and ethical approaches that persisted in knowledge and virtue to endorsed by SEP. Respect for self-immunity as prudence, an important component in sustainable development.

However, these above components used King Rama IX's wisdom inclusive decision-making at micro level (the firm level) to identify the problems and pool resources to support at macro level referred to sustainable development together. This applied perspective was supported by

three powerful working conditions. Applying three powerful working conditions is the use of STEP skill of the value chain in creative tourism are measured. Understanding applied to cognitive as creative on the supply for skills. Connecting applied to STEP skills of socio-emotional or soft skills as innovation on the demand for skills. Developing is applied to job-relevant skills have follow suit with the integrated of creative and innovation on the supply and demand for skills.

Finally, to apply this above practically, the goals of this purpose study, 1) to apply SEP related to King Rama IX's wisdom and STEP skills based on transforming creative tourism after COVID-19 endemic to reap benefits at macro and micro level for Chainat Provincial Administrative Organization, 2) to design a strategic model of transforming creative tourism after COVID-19 endemic for Chainat Provincial Administrative Organization.

Theoretical Approaches to the Literature Review

Applying Practically of SEP, STEP Skills, Are Related to Heritage Tourism

Applying practically of SEP, STEP skills, are related to the outcome of practicing the King Rama IX's wisdom is enhanced the strategic of sustainable creative tourism according to heritage tourism.

The purpose of this section literature study is to evaluate SEP performance. This philosophy is used in measure by King Rama IX's wisdom of three powerful working conditions and good area-based sustainable development strategies (understanding-connecting-developing). These enormous good changes as transformations are utilize to the creative tourism skills in cognitive skills (creative the supply skills) applied to understanding, socio-emotional skills (innovation the demand skills) applied to connecting and job-relevant as professional skills led to blending of cognitive and socio-emotional skills (creativity and innovation the supply and demand for skills as well as applied to developing). Interest in the study of creative and innovation, including of professional skills, offering creative tourism skills relevant potential by three powerful working conditions of King Rama IX's wisdom. This study based on SEP performance as measure method to meet transforming tourism sector in the conceptualization of creative tourism, both of policy at macro level (provincial level applied to Chainat province) and policy at micro level (Chainat's firm level), according to transformation of Thailand's tourism sector to new positioning applied to this study that has been applied at the previous section (this section developed from Pierre et al., 2014: 7-10; Surawattananon, Reancharoen, Prajongkarn, Chunananthatham, Simakorn & Gultawatvichai, 2021; Korphaibool, Chatjuthamad & Treepongkaruna, 2021: 1-19; Ministry of Foreign Affairs, 2017; Von Feigenblatt, Pardo & Cooper, 2021: 289-300; Solgosoom & Pothisan, 2018; Merle, 2017: 291-325).

Clearly, this above study sought to establish the influence of three powerful working conditions of King Rama IX's wisdom to evaluate SEP performance. Applying this perspective can support the purpose of this research study is to establish a strategic model of creative tourism. It is dealing with heritage tourism (policy at macro level) and the emerging concept of three passionate ingredients (policy at micro level) led to conceptualize the profitable area to strategic creative tourism. Concerning the successive side for Chainat's province and this research case study Chainat Provincial Administrative Organization. Therefore, this previous study has been more gained to the further conceptual framework as the pathway of results that highlighted. In previous studies SEP applied to the result of three powerful working conditions of King Rama IX's wisdom as measure method.

To meet transformation of Thailand's tourism sector related to new positioning of economy, society, culture, and environment. Drawing on definitions of creativity and innovation on the supply and demand for skills have been highlighted as heritage tourism productive ingredients for creative tourism evolved to a meeting policy at macro level Chainat provincial

tourism sector on the impact after COVID-19 endemic. Relative to policy at the Firm level specially, to use the passions. It is a new trend of heritage tourism on the impact of after COVID-19 endemic. Finally, the core concept of heritage tourism and heritage tourism in satisfaction that the convergence of conceptual framework that continues to the literature review in next section.

Applying Heritage Tourism and Heritage in Satisfaction to Meeting SEP, King Rama IX's Wisdom, STEP Skills

Applying heritage tourism and heritage in satisfaction evolved to meeting SEP, King Rama IX's wisdom, STEP skills. Applying this previous thought of heritage tourism and heritage tourism in satisfaction wanted to engage skills measures both to know and understanding and heritage tourism relationship. Looks specifically at the conceptualization of heritage and its relationship to heritage history and heritage identity, heritage natural attraction and build attraction. These heritage tourism concepts will be applied to the STEP skills and SEP together with a consideration of how regenerating areas of heritage tourism and heritage tourism events. It can contribute significantly to the tourism sector fortunes of strategic planning of creative tourism after COVID-19 endemic for Chainat Provincial Administrative Organization as following: STEP skills and SEP related to King Rama IX's wisdom will deal with both aspects of heritage tourism and heritage tourism relationship that related to (adapted from Turnbridge & Ashworth, 1996; Millar, 1999; Evans, 1999; Shaw & Karmowska, 2004).

1) Cognitive skill as creative skills to know and understanding of heritage and history (hereinafter referred to as heritage history) to engage marketing's or business's role to build attraction. This brings history and aspects of the past as heritage to the tourism consumers, such as historic townscapes, new townscapes, and worship townscapes, including museums. In relation to this skills approach to the SEP related to King Rama IX's wisdom to recognize that it linked to know and to understand heritage tourism's self in middle way from aspects of the past (heritage).

2) Socio-emotional skills as soft skills in innovative skill applied to the heritage and identity (hereinafter referred to as heritage identity). It will include a growing awareness of the connecting contribution of identity making of nostalgic or nostophobia remembering of connecting with root and origins. It linked based on the museum, natural history heritage house environmental heritage of identity areas and identity parks and gardens. Based on connecting aspects of the heritage identity (need to be understood). The ways in which the SEP and King Rama IX's wisdom of heritage roots and of heritage identity arise from meaning-making from innovative skills practices.

3) Job-relevant skills as implemented measurement in developing skills, consisted of a combination of cognitive and socio-emotional skills. Thus, applied to SEP and King Rama IX's wisdom of this skills are relationship to developing for the relationship between heritage tourism (include heritage history and heritage identity, heritage natural attraction consisted of landscape, forestscape, tribe life, and climate, and build attraction include historic townscapes, new townscapes heritage of place of worship, food and drink heritage) and heritage festivals and events.

Finally, heritage festivals and events are crucial to recognize the principles, processes, and practices fields will produce value that accrue around the concept of heritage. It is created developing that will be of significance point that many tangible and intangible factors why community and city, including province host festival and events, to develop social attraction cultural attraction or environmental attraction. It is a new integral of the new trend to using these passions. Specially, the passionate ingredients may include the following: (adapted from Gheorgisor, 2019; Presenza, Yucelen & Camillo, 2015; Highmore, 2009; Martin & Filgueira, 2016; Misiura, 2006)

1) The passionate upgrades to multiplex satisfaction e.g., such as attraction firm business heritage, community or tribe tradition, urban renewal or raising/reinforcing heritage cultural awareness.

2) The passionate satisfaction of a sense of heritage and history-a celebration of history or past ways of life or nostalgia, worship ethos.

3) The passionate satisfaction of a sense of heritage identity-agriculture.

Applying this previous study to influence the results of this research. Theoretically, literature review reflected in current studies may be justified due to creative tourism, value chain skills, and STEP skills related to succeed in transformations to achieve revitalizing Thailand's tourism sector in after COVID-19 endemic. Furthermore, applying to these literature studies due to SEP and King Rama IX's wisdom can develop in strategic policy of creative tourism after COVID-19 endemic at macro and micro level within Chainat Provincial Administrative Organization.

Research Methodology

This study was conducted via future research method, by using two round based on Grounded Delphi Method (GDM) that created by Von Der Gracht (2012) Howard (2018) applied from Päävärinta, Pekkola & Moe (2011) and the original two socialists were Barney G. Glaser and Anselm L. Strauss (Glaser & Strauss, 1967). The Delphi consensus was also using the method in a nutshell involves gathering information as same as the classical Delphi method. In this study, experts view of the future trends (adapted from Powers-Erkkilä & Klempová, 2020; Dalkey & Helmer, 1963; Linstone & Turoff, 1975; Luo & Chan, 2022; Käpplinger & Lichte, 2020). The technique for expert selection criteria by Urquhart, Lehmann & Myers (2010: 372) Glaser (1978) Olsen (2019) Hsu & Sandford (2007) Okoli & Pawlowski (2004) Zhong, Luo, Li, Zhang, Liu, Li & Li (2020: 1745-1752). The experts' criteria selected through purposive sampling. At least 5 years professional experience in relevance to the top executive groups of Chainat Provincial Administrative Organization, tourism entrepreneurship, and relevant field.

The sample size of the expert's selection from Macmillan's table criteria by Thomas T. Macmillan in 1971 (Table 1).

Table 1 The determination of expert selection based on error rate is acceptable

Number of Experts	Errors Level	Errors Reduced Until Constant
1-5	1.02-0.70	0.50
5-9	0.70-0.58	0.12
9-13	0.58-0.54	0.04
13-17	0.50-0.48	0.04
17-21	0.48-0.46	0.02
25-28	0.46-0.44	0.02

Source: Macmillan (1971)

Ethics, ethical approval for this study was granted by Political Science Association of Kasetsart, University. All experts' data were in accordance with Thailand's ethics of data projection regulations. The consensus process incorporate a two-round online, telephone and face-to-face method, including triangulation which took place between September 2021 and November 2022 data was analyzed by the descriptive statistic were median and Interquartile Range (IR).

Research Results

The results of this study can be summarized as follows SEP and STEP skills must continue to benefit from applying three powerful working conditions of King Rama IX's wisdom. These three methods to meet transformation of Thailand's tourism sector in the conceptualization of creative tourism both of policy at macro or supply level and at micro level or demand level revealed that

- 1) Transforming understanding in creative on the supply skills-utilizing the five knows. Application of the five knows as follows: know yourself applied to know heritage history, know heritage identity, know the problem applied to know for heritage tourism attraction, know the resource applied to natural attraction, know how to manage applied to cultural attraction, including social attraction and know how to plan applied to build attraction.
- 2) Transforming connecting in innovation on the demand skills-heritage about the tourism passion communities, specially, the passion ingredients may include the following: (1) the passionate upgrades to multiflex satisfaction (2) the passionate satisfaction of a sense of heritage and history (3) the passionate satisfaction of a sense of heritage identity.
- 3) Transforming developing with a view to achieving sustainable development to improve the tourism passion communities to make local people and tourists happy with due consideration to gastronomy lovers, city life enthusiast, immersive explorers and explores of cultural identity and roots.
- 4) In response to design a strategic model of transforming creative tourism after COVID-19 endemic to Chainat Provincial Administrative organization based on the above three transforming of SEP, STEP skills, King Rama IX's wisdom includes heritage tourism and heritage tourism relationship to the passionate satisfaction, and now trend of progress with balance creative tourism about the passionate tourism communities.

Conclusion and Discussion

The synthesize of discussion would be presented a strategic model based on the above research results (adapted from Surawattananon et al., 2021). Transforming heritage tourism effort needed to make in three main aspects applied to new amakection as new positioning, the Chainat province and Chainat Administrative Organization Provincial must acting on these concept on the following:

- 1) Transforming Chainat's tourism sector based on transforming tourism sector of strategic policy at macro level (national and provincial) and policy at micro level, the firm level.
 - 1.1) Strategic policy at macro level (national and provincial) consisted of
 - 1.1.1) Heritage attraction-from old legacy to new legacy presents new skill of creative tourism value chain. Enhancing existing the crisis edge of the Coronavirus Disease 2019 (COVID-19) to creating new skills as new attraction, including new positioning of policy. According to result revealed that SEP, STEP skills and their powerful working conditions of King Rama IX's wisdom used to gain profitable of knowledge for analyzed the factors of heritage attraction in the middle way. By using the focus on (1) heritage history, including
 - 1.1.2) Heritage identity approach to recognize socio-emotional skills as soft skills. It link to repositioned in response to the cognitive skills on the demand for skills applied to creative skills to better understanding and to build history of the past (heritage) to benefits of historic townscapes warship, townscapes, and museums, landscape, forestscape, tribe, life, climate, and build attraction. Furthermore, including food and drink heritage led to gastronomy tourism.
 - 1.1.3) Heritage development to recognize of developing skills to blending of creative (cognitive skills) and innovation (socio-emotional skills) as well as related implementation of new trend of creative tourism about the passionate tourism communities (European Travel Commission, 2018). All factors led to conceptualize the profitable area to ensure sustainable

development to succeed in community, city or provincial attraction of festivals and events, cultural such as attraction and eco-system, including environmental attraction (adapted from Bassey & Tapang, 2012; Shamim, Cang, Yu & Li, 2016; Misiura, 2006).

1.2) Strategic policy at micro level (the firm level), meet the need of the new trends of self-economy tourism sector, including industry and business. Using passionate satisfaction to study examines the link between strategic policy at macro level (national and provincial) related to micro level, the firm level. Undoubtedly, these emerging concept of progress with balance about the passionate tourism community consisted of three powerful passionate ingredients affecting to provides insight on three heritage tourism include the following (adapted from Presenza, Yucelen & Camillo, 2015: 1-15; European Travel Commission, 2018; Von Feigenblatt, Pardo & Cooper, 2021: 289-300; Von Feigenblatt, 2021: 137-146).

1.2.1) The passionate upgrade to multiplex satisfaction e.g., such as explores of positioned to attract each of the passion groups of people that travel with the primary idea of strategic policy at macro level (national and provincial). The main was considered to be at the core of firm business heritage, community or tribe tradition, urban renewal or raising/reinforcing heritage cultural awareness.

1.2.2) The passionate satisfaction of a sense of heritage history-a celebration of history or past way of life or nostalgia, warship ethos.

1.2.3) The passionate satisfaction of a sense of heritage identity.

Ultimately, looking at implementation to further research would lead to establish a strategic model of creative tourism after COVID-19 endemic of Chainat Provincial Administrative Organization. The researchers would like to suggest using this model to adapt monitoring and assessment of progress with balance about the passionate tourism community as shown in Figure 1.

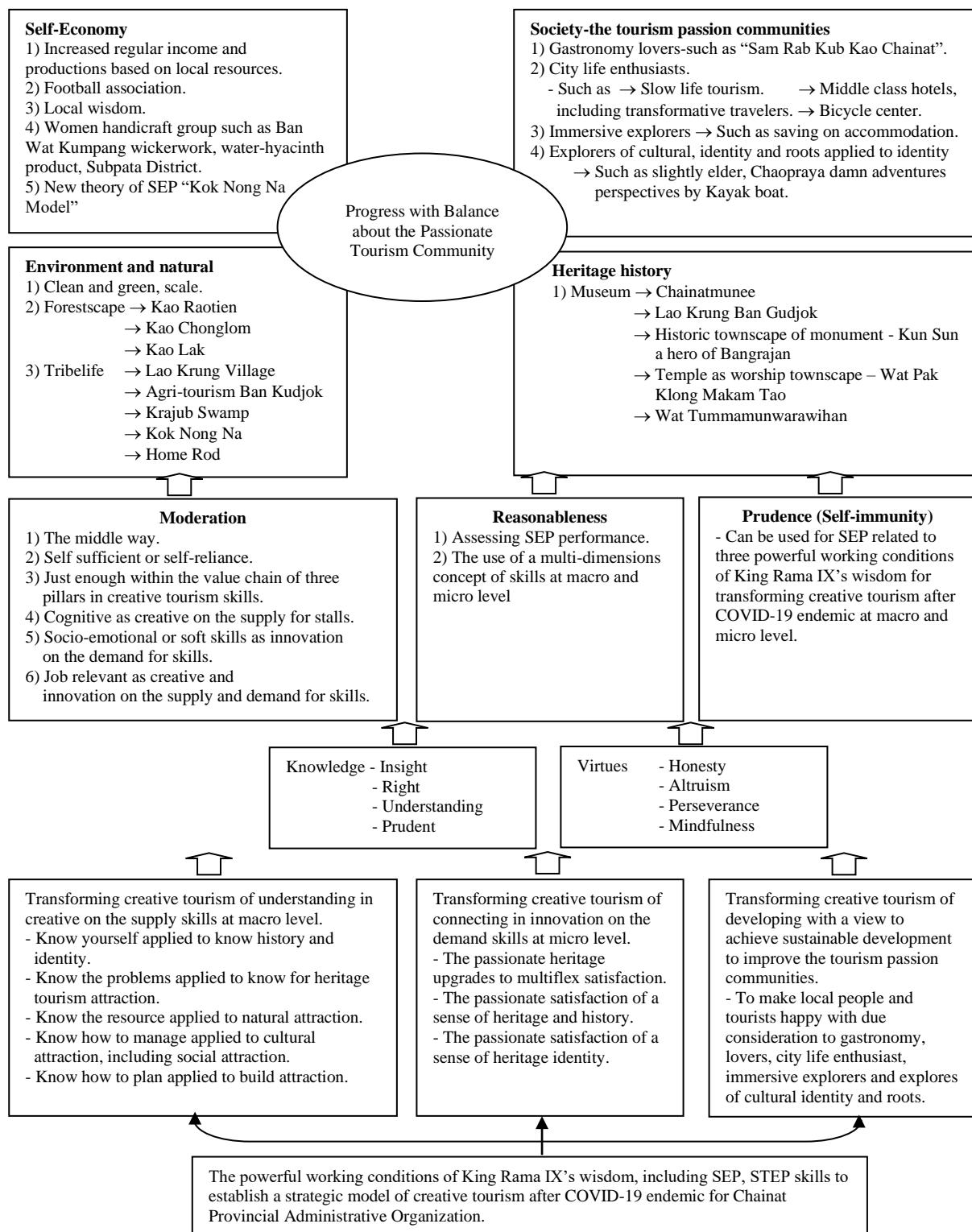


Figure 1 A strategic model of creative tourism after COVID-19 endemic according to SEP and King Rama IX's wisdom for progress with balance about the passionate tourism community that created for Chainat Provincial Administrative Organization

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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