

Potential Development of the Dvaravati Civilization-Based Tourist Attractions with Participation of Government and Private Sectors and Community

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โดยการมีส่วนร่วมระหว่างภาครัฐ เอกชน และชุมชน

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Abstract

The objective of this research is to study the potential of the Dvaravati Civilization-based tourist attraction management and seek approaches to potentially develop the Dvaravati Civilization-based tourist attractions with participation of government, private sectors and community. The researcher conducted a random survey on 18,361,221 tourists who visited the Dvaravati Civilization-based tourist attractions. The sample group consisted of 400 Thai tourists ageing 20-60 years. Statistical tools used in the data analysis included percentage, mean and standard deviation Cronbach's Alpha was used to assess the reliability of the questionnaire and that is 0.969. Multiple regression analysis was also used to test the correlation among the Variables.

The findings were that the overall opinions of tourists toward the potential of the Dvaravati Civilization-based tourist attractions were at a high level in all aspects. For each aspect, It was found that access to the tourist attractions was ranked first, followed by environment and landscape of those attractions, whereas the

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security of the attractions was ranked the lowest. As for the relationship with the Dvaravati Civilization-based tourist attraction management, It was found that the relationship was at a high level of 0.707, and the factors of the management of Dvaravati civilization-based tourist attractions affect the potential of Dvaravati civilization-based tourist attraction with a 0.05 level of significance level. As a result, the prediction of the Dvaravati civilization-based tourist attractions management was presented in the Equation: $\hat{y} = 1.363 + (0.168Cka) + (0.110Cca) + (0.117Per) + (0.282Sem)$.

Keywords: Dvaravati Civilization-Based, Potential, Participation

บทคัดย่อ

งานวิจัยมีวัตถุประสงค์เพื่อศึกษาศักยภาพการบริหารจัดการแหล่งท่องเที่ยวอารยธรรมทวารวดี และหาแนวทางพัฒนาศักยภาพแหล่งท่องเที่ยวอารยธรรมทวารวดี โดยการมีส่วนร่วมระหว่างภาครัฐ ภาคเอกชน ชุมชน และนักท่องเที่ยวที่เดินทางมาท่องเที่ยวในพื้นที่อารยธรรมทวารวดี จำนวน 18,361,221 คน ตัวอย่างคือ นักท่องเที่ยวชาวไทยที่มีอายุตั้งแต่ 20 ปี จนถึงอายุ 60 ปี จำนวน 400 คน สถิติที่ใช้ในการวิเคราะห์ข้อมูลได้แก่ ค่าร้อยละ ค่าคงແນนเฉลี่ย และค่าเบี่ยงเบนมาตรฐาน เก็บข้อมูลด้วยแบบสอบถามที่มีค่าความเชื่อมั่นเท่ากับ 0.969 และใช้การวิเคราะห์การถดถอยพหุคุณเพื่อวิเคราะห์ความสัมพันธ์ระหว่างตัวแปร

ผลการวิจัยพบว่า ความคิดเห็นของนักท่องเที่ยวต่อศักยภาพแหล่งท่องเที่ยวอารยธรรมทวารวดีในภาครวมอยู่ในระดับมากทุกด้าน เมื่อพิจารณารายด้านพบว่า ด้านการเข้าถึงแหล่งพื้นที่ได้รับการประเมินอยู่ในอันดับแรก รองลงมา คือ ด้านสภาพแวดล้อมและภูมิทัศน์ของแหล่งท่องเที่ยว ส่วนอันดับสุดท้าย คือ ด้านความปลอดภัยแหล่งท่องเที่ยวมาเป็นอันดับสุดท้าย สำหรับความสัมพันธ์กับการบริหารจัดการท่องเที่ยวอารยธรรมทวารวดี ผลการทดสอบพบความสัมพันธ์ระหว่างตัวแปร คือ .707 ซึ่งมีความสัมพันธ์ในระดับสูง และปัจจัยการบริหารจัดการแหล่งท่องเที่ยวอารยธรรมทวารวดีส่งเสริมให้ศักยภาพแหล่งท่องเที่ยวอารยธรรมทวารวดีเพิ่มขึ้นที่ระดับนัยสำคัญ 0.05 ที่สามารถทำนายพยากรณ์ได้ดังสมการ $\hat{y} = 1.363 + (0.168Cka) + (0.110Cca) + (0.117Per) + (0.282Sem)$

คำสำคัญ: อารยธรรมทราวดี ศักยภาพ การมีส่วนร่วม

Introduction

Office of Permanent Secretary Ministry of Commerce (2017) stated that the tourism Industry is a highly expanding activity and is important to Thailand's economic and social systems (APEC International Centre for Sustainable Tourism, 2006), especially as a source of income for foreign currency, job options and spreading progress to the region. Not only does Thailand see the importance of

the tourism industry, many countries have also realized that tourism is a factor contributing major economic incomes to Thailand Sonchaem, Phuditthanawong, Hutacharoen, and Hinjiran (2017). It is able to create growth for all parts of the country, thus resulting in all countries promoting, supporting, and competing in tourism in order for the community to be able to use existing resources and increase economic added values in selling tourism products and services,

so as to distribute sustainable incomes to people in the community (Chantaranamchoo, Rattanapongpinyo, & Ratsasanasant, 2014).

Tourism is one of the most important sectors driving the Thai economy, which can continuously generate high income for Thailand. The number of international tourist arrivals to Thailand in 2018 reached 38.12 million people, Thailand received approximately THB 2.01 trillion in revenue from the arrival of international tourists. (Kasikornbank, 2019) This results in jobs and money distribution in the local areas. In this regard Ratchaburi, Kanchanaburi,

Suphanburi and Nakhon Pathom, located on the western border of Thailand, not far away from Bangkok, with the farthest province being only 143 kilometers away, have a variety of tourist attractions which include nature, history, eco-culture, arts and sciences, as well as convenient and fast transportation. The historical evidence that were found have been developed into a variety of tourist attractions by linking with the history and important places of the Dvaravati civilization and Khmer remnants, such as PhraPrathonChedi Temple and Ban KhuBua Old City, etc.



Figure 1 PhraPrathonChedi Temple

Source: Tourism Authority of Thailand (2018)

PhraPrathonChedi Temple old city is the first historic site appearing in the cultural area restored from the influence of Indian civilization into a unique cultural style of natives in Southeast Asia. Indian civilization started around the 7th century Buddhist era, flourished until the 13-14th century Buddhist period, then began to deteriorate after the 15th century to the 18th century due to the influence of Khmer

culture instead. Assuming from the existence of the politics from written evidence, especially the evidence of the Tang Dynasty records of China around the 8th-9th centuries, some academicians believe that Dvaravati Kingdom is the name of the state or kingdom that had an Indian ruling system, In addition, a coin was discovered inscribed with words in Sanskrit: "Sri DaravatiSvaraPunya," meaning the merit of

God of Dvaravati. Archaeological evidence from Khubua, Ratchaburi and U-Thong, Suphanburi, showed that the way people dressed was influenced by Indian people, Dvaravati, including women with tall hairstyles and braided hair and curved over the forehead. People also wore earrings, bracelets, necklaces and chest pads using Dvaravati beads, which indicated a civilization and the way people dressed in those days (Khunsong, 2012). Tourists can see the beautiful Dvaravati beads at U-Thong National Museum, Suphanburi Province, and Bangkok National Museum.

The various evidence appears to indicate that a king ruled in the name of the state of Dvaravati Kingdom. The discovered places can be developed into tourist routes in order to preserve the historical heritage to flourish again and to increase tourism activities to have a variety of cultural novelty different from other tourist destinations. Culture is a heritage of society, both tangible and intangibles, such as art, traditions lifestyle, clothes, tools, utensils, food, festivals, etc. Culture also brings together experiences, knowledge, ability, and wisdom that can help human beings in that society survive, flourish, live and grow, while maintaining natural resources, culture, traditions and community which are elements that create sustainable tourism. Naksanee (2012) also found that the success routes of sustainable tourism are to allow more community-participation activities or to enhance more interesting attractions. However, the tourism program created should be based on tourists' demand and season. Therefore, Rungmuang (2015) also found that the success of the network of Dvaravati tourism activities relied on the use of information technology for public relations

in the communities, the supports of the community administrators and public offices related to the tourism networks both inside and outside the communities. This study, therefore, attempts to find ways to develop the potential of Dvaravati civilization as an alternative for tourists who are interested in studying or visiting tourist attractions related to arts and cultures. The findings of this study will yield a positive effect on the economy in accordance with the promotion of tourism of the country, and will also help to understand the history of the community.

Research Objectives

1. To study the potential of Dvaravati civilization-based tourist attraction management.
2. To study the management of Dvaravati civilization-based tourist attractions as affecting and relating to the potential of Dvaravati civilization-based tourist attractions.

Literature Review

1. Five A's of tourism

Tourism Western Australia (2008) stated the following five A factors representing the essential requirements for successful tourism:

1. Attractions: A tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.
2. Access: Transport is needed to physically move tourists from where they live to where they are visiting. Globally, air transport dominates the movement of international visitors.
3. Accommodation: All destinations need accommodation nearby, otherwise tourists will

have nowhere to sleep. This seems basic enough but investors will only invest in accommodation infrastructure if there is sufficient economic return.

4. Activities Attractions: often supported by a range of activities.

5. Amenities: are the services that are required to meet the needs of tourists while they are away from home. They include public toilets, signage, retail shopping, restaurants and cafes, visitor centers, telecommunications and emergency services. Because many of the amenities are government services delivered by local, state and national agencies, a high degree of co-operation is needed, particularly where tourist services may be seen to be competing with the needs of local residents.

According to Segota, Kuscer, and Mihalic (2016), sustainable development is a process to meet the needs of the present without compromising the ability of future generations to meet their own needs. However, sustainable tourism development requires 'the informed participation of all relevant stakeholders and measuring of tourism impacts in the community to ensure the building of a consensus for development and the possibility of introducing preventive or corrective measures, without resident support, sustainable tourism development cannot be achieved. Moreover, Rasoolimanesh, Ringle, Jaafar, and Ramayah (2017) stated that community participation has been widely discussed in the literature under the domain of sustainable tourism, with successful tourism planning relying on the support and involvement of local residents.

2. Sustainable tourism

United Nations Environment Program (UNEP) and World Tourism Organization (UNWTO) (2005) explained sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity;
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance;
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

According to Williams (1998), tourism planning has a number of key objectives as follows:

1. The creation of a mechanism for the structured provision of tourist facilities over quite large geographic areas.
2. The coordination of the fragmented nature of tourism (particularly in relation to accommodation, transport, marketing and human resources).
3. Certain interventions to conserve resources and maximize benefits to the local community in an attempt to achieve sustainability (usually through a tourism development or management plan).

4. The redistribution of tourism benefits (the development of new tourism sites or the economic realignment of places that tourists have begun to leave).

Tourism planning is part of an integrated plan involving other human activities, gives tourism a political significance and hence provides legitimacy to an activity, which has not always been accorded to this status. Planning can also be an attempt to match supply and demand for tourism services/activities.

3. Management of Dvaravati civilization-based tourist attractions

According to Thongkaew, Raksapol, Phengkona, and Jittapraphan (2017), the tourism development plan consisted of 5 plans as follows: 1) landscape and infrastructure development plan, 2) human resources development plan, 3) environmental protection plan, 4) public relations plan, and 5) tourism looping management plan. The essential elements for success were participations among potential people, supporting organizations and tourism network development.

Dincu (2015) stated that, in general, tourism potential can be defined as the natural, man-made, cultural, historical, economic, and social components which represent the potential tourist supply of a given territory. These factors, together with technical facilities and basic and tourism infrastructure, constitute the foundation of a tourist attraction for a given territory and help to deem the destination as either suitable or unsuitable for visiting and receiving visitors.

In this aspect, destination management should consider the capacity of nature to focus on the development of human resources in the community, and the readiness of the community by creating awareness to the tourists

in the conservation of natural resources and the environment (Kaewmanee, 2014). Likewise, Slehat (2018) findings revealed that the case study area has inadequate basic infrastructure. A major drawback to the feasibility of future tourism activities is the lack of easy access. The main access road is narrow and very winding, but it would be possible for visitors to use three existing alternative roads to access the area if they were upgraded and signposted. The lack of infrastructure is a direct result of ineffective coordination and cooperation among stakeholders, from both the public and private sectors, together with complicated regulations and laws, which has limited the extent to which the local community tourism is able to benefit from development and investment opportunities which a strong tourism industry could potentially provide.

According to Jungprawate (2017), people in the community need to develop community tourism management in terms of the involvement of the community planning by attending meetings related to the management of ecotourism and operation was conducted activities to encourage and preserve the traditional way of life. Operational techniques are marketing materials in terms of brochures, maps and booklets that are important in shaping visitor expectations. Information can be presented in a 'dry' manner, dominated by a text written in the third person and primarily concerned with the presentation of 'facts' about the history and culture associated with a place. The second technique is information and visitor centres that have an important role to play for a number of reasons, e.g. they are sources of information about a place and the natural and cultural environment of that place. Another

technique concerns footpaths associated with visitor centres that are footpaths and trails. These, too, are important parts in the mix of operational flows of visitors and enhancement of visitor satisfaction. They can take several forms, ranging from concrete or tarmac paths that permit ease of movement for those in wheelchairs to the rugged trails used by four-wheel-drive enthusiasts (Pender & Sharpley, 2015).

According to Segota et al. (2016), sustainable Tourism Management is a process that will meet the needs of the community and must be involved in providing ideas for sustainable development. However, the sustainable tourism development requires the informed participation of all relevant stakeholders. The principles for the development of sustainable follows. People in the community need to be involved in providing ideas for sustainable development.

Providing information on progress towards sustainability will require the disclosure of information, and the need to communicate effectively.

Research Hypothesis

Hypothesis 1. The management of Dvaravati civilization-based tourist attractions is related to the potential of Dvaravati civilization-based tourist attractions.

Hypothesis 2. The factors of management of Dvaravati civilization-based tourist attractions affect the potential of Dvaravati civilization-based tourist attractions.

Conceptual Framework

The researcher developed the conceptual framework based on the above literature review as following.

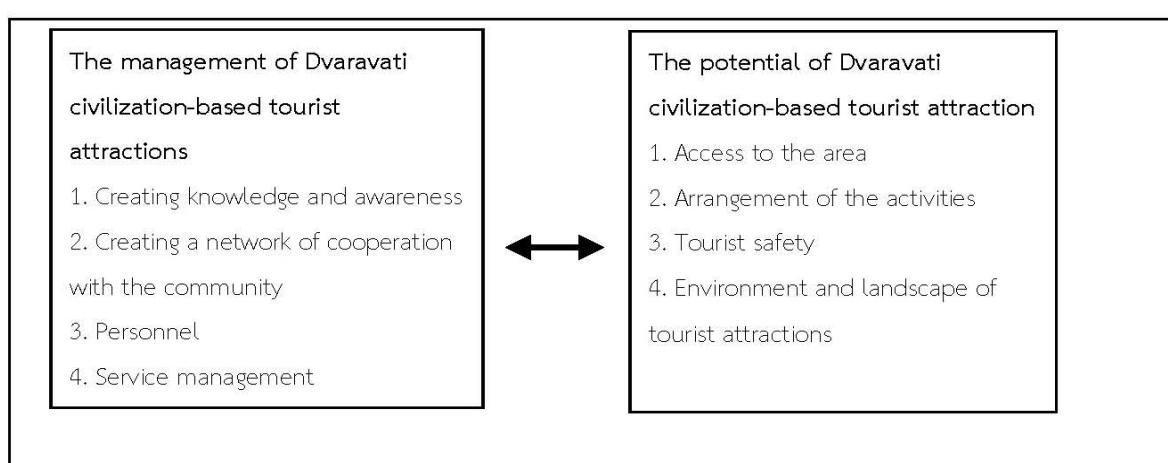


Figure 2 Conceptual framework

From Figure 2, the conceptual framework was developed from the literature reviews and related researches, and consisted of dependent and independent variables as following:

Independent variables are: the management of Dvaravati civilization-based tourist attractions: creating knowledge and awareness, creating a network of cooperation with the community, personnel and service management.

Dependent variables are: the potential of Dvaravati civilization-based tourist attractions: access to the area, arrangement of the activities, tourist safety, and environment and landscape of tourist attractions.

Research Methodology

1. Sample selection and data collection

The population used in this research consisted of 3,990,940 tourists who visited the tourist attractions of Dvaravati civilization at Nakhon Pathom: 3,280,933 people travelling to Suphanburi Province, 2,186,597 people travelling to Ratchaburi Province, and 8,902,751 people travelling to Kanchanaburi Province (domestic tourist statistics data, 2018, Ministry of Tourism and Sports, 2018), including 18,361,221 tourists traveling to the area of Dvaravati civilization.

The sample group consisted of 400 Thai tourists aged between 20 years old to 60 years old, and chosen by using convenience sampling method with specified quota sample. Data were collected using a questionnaire from tourists who came to visited tourism attractions of Dvaravati civilization each day, or the total of 200 people on weekdays and 200 people on weekends. The sample size was determined by using the formula of Yamane (1973). The confidence level was 95 percent with significance level of 0.05.

2. Reliability

Quantitative Research: Data collection toolwas a questionnaire with the reliability coefficient of 0.969 and was divided into 2 sections including:

Section 1: the management of Dvaravati civilization-based tourist attractions. The 5-point rating scale questionnaire with 31 items was implemented to measure 4 main aspects: creating knowledge and awareness, creating a network of cooperation with the community,

personnel, and service management, the reliability coefficient of this section is at 0.980

Section 2: the potential of Dvaravati civilization-based tourist attractions. The 5-point rating scale questionnaire with 22 items was implemented to measure 4 main aspects: access to the area, arrangement of the activities, tourist safety and environment, and landscape of tourist attractions, the reliability coefficient of this section is at 0.948.

3. Statistics used in data analysis

1. Arithmetic Mean including Mean and Standard Deviation

2. The analysis of correlation between the management of Dvaravati civilization-based tourist attractions and the potential for tourist attractions of Dvaravati civilization.

3. Multiple Regression Analysis, the backward methods, was used to analyze the relationship between the independent and dependent variables.

Analysis and Results

1. The management of Dvaravati civilization-based tourist attractions

Regarding the tourists visiting tourist sites in Dvaravati civilization, it was found that the tourists' opinion about the overall management of Dvaravati civilization-based tourist attractions was at a high level ($\bar{X} = 3.91$, S.D. = 0.39). When considering each aspect, it found that all four aspects were ranked at a high level, with participation in creating knowledge and awareness being ranked first a high level ($\bar{X} = 4.00$, S.D. = 0.46), followed by creating a network of cooperation with the community ($\bar{X} = 3.94$, S.D. = 0.55), service management ($\bar{X} = 3.89$, S.D. = 0.42) and personnel ($\bar{X} = 3.82$, S.D. = 0.56), respectively. The details are shown in Table 1.

Table 1 Opinions regarding the management of Dvaravati civilization-based tourist attractions

Dvaravati civilization tourist attraction management	Average (\bar{X})	Standard deviation (S.D.)	Priority Rank
1. Creating knowledge and awareness	4.00	0.46	1
2. Creating a network of cooperation with the community	3.94	0.55	2
3. Service management	3.89	0.42	3
4. Personnel	3.82	0.56	4
Total	3.91	0.39	

2. The potential of Dvaravati civilization-based tourist attractions

The opinions of tourists towards the overall potential of Dvaravati civilization-based tourist attractions were at a high level ($\bar{X} = 4.01$, S.D. = 0.36). When considering each aspect, it was found that the access to the area was

ranked first at a high level ($\bar{X} = 4.20$, S.D. = 0.44), followed by the environment and landscape of the tourist attractions ($\bar{X} = 4.04$, S.D. = 0.47), arrangement of activities ($\bar{X} = 4.01$, S.D. = 0.57) and tourist safety ($\bar{X} = 3.79$, S.D. = 0.52), respectively. The details are shown in Table 2.

Table 2 Opinions regarding the potential of Dvaravati civilization-based tourist attractions

The potential of Dvaravati civilization-based tourist attractions	Average (\bar{X})	Standard deviation (S.D.)	Priority Rank
1. Access to the area	4.20	0.44	1
2. Environment and landscape of tourist attractions	4.04	0.47	2
3. Arrangement of activities	4.01	0.57	3
4. Tourist safety	3.79	0.52	4
Total	4.01	0.36	

3. Hypothesis analysis

Hypothesis 1: The management of Dvaravati civilization-based tourist attractions is related to the potential of Dvaravati civilization-based attractions.

Correlation analysis was conducted to test hypothesis 1 and it revealed a high and positive relationship between the management

of Dvaravati civilization-based tourist attractions and the potential of Dvaravati civilization-based tourist attractions (Table 3).

Table 3 Analysis of the relationship between the management of Dvaravati civilization-based tourist attractions and the potential of Dvaravati civilization-based tourist attractions

Variables	The potential of Dvaravati civilization-based tourist attractions
The management of Dvaravati civilization-based tourist attractions	0.707 (**)

** Statistical significance at the level of 0.05

Hypothesis 2: The factors of the management of Dvaravati civilization-based tourist attractions affect the potential of Dvaravati civilization-based tourist attractions.

The Regression Analysis, backward method, was conducted to investigate the effect of the management of Dvaravati civilization-based tourist attractions on the potential of Dvaravati

civilization-based tourist attractions. It was found that the factor of the management of Dvaravati civilization-based tourist attractions. significantly the potential of Dvaravati civilization-based tourist attractions ($F = 104.119, p < .05$) (Table 4), accounting for the variance of 50.8% of the said dependent variables, with a deviation of 25.60% (Table 5).

Table 4 Regression model testing the effects of the factors of the management of Dvaravati civilization-based tourist attractions on the potential of Dvaravati civilization-based tourist attractions

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.362	4	6.840	104.119	.000
Residual	26.056	395	.066		
Total	53.313	399			

a. Predictors: (Constant), Cka, Ccc, Per, Sem

b. Dependent Variable: \hat{y} (the potential of Dvaravati civilization-based tourist attractions)

Table 5 Variance of the potential of Dvaravati civilization-based tourist attractions as accounted for by the management of Dvaravati civilization-based tourist attractions affects

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.716	0.513	0.508	0.256

a. Predictors: (Constant), Cka, Ccc, Per, Sem

When considering the beta coefficients of the regression analysis, it was found that each factor of the management of Dvaravati civilization-based tourist attractions positively and significantly contributes to the potential of Dvaravati civilization-based tourist attractions, with service management contributing the

most ($B = 0.282, p < .001$) followed by creating knowledge and awareness ($B = 0.168, p < .001$), personnel ($B = 0.117, p < .001$) and creating a network of cooperation with the community ($B = 0.110, p < .001$), respectively. The details are shown in Table 6.

Table 6 Beta of regression model

The management of Dvaravati civilization-based tourist attractions	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta (β)	t	P-value
	1.363	0.136		10.049	0.000
1. Creating knowledge and awareness	0.168	0.030	0.252	5.677	0.000
2. Creating a network of cooperation with the community	0.110	0.033	0.141	3.396	0.001
3. Personnel	0.117	0.029	0.182	4.046	0.000
4. Service management	0.282	0.039	0.329	7.251	0.000

** Statistical significance at the level of 0.05

The regression equation of the regression analysis can be defined as below, while cka

$(\beta) = 0.168$, cca $(\beta) = 0.110$, per $(\beta) = 0.117$ and Sem $(\beta) = 0.282$.

$$\hat{y} = 1.363 + (0.168Cka) + (0.110Cca) + (0.117Per) + (0.282Sem)$$

Therefore, to summarize, based on the hypothesis testing, the researchers accepted the hypotheses that the factors of the management of Dvaravati civilization-based tourist attractions affect the potential of Dvaravati civilization-based tourist attractions with statistical significance of 0.05.

Discussion

The management of Dvaravati civilization-based tourist attractions is related to the

potential of Dvaravati civilization-based tourist attractions with statistical significance of .05, where the coefficient of correlation (r) is equal to .508 with a high level of positive correlation, and the relationship is in the same direction. That is, if the management of tourist attractions of Dvaravati civilization is effective, it will increase the potential of the said tourist attractions. Based on the tourists' opinions, the factor of access to the area was perceived at a high level (an average of 4.20), followed by

the activity management factor (an average of 4.01), tourist safety factor (an average of 3.79), and the environmental and landscape factor of the tourism attractions (an average of 4.04). This shows that the tourist's overall opinions are at a high level, and if the significant agencies involved in tourism attraction management are efficient, the potential of the tourism attractions may be better.

As for the management of Dvaravati civilization-based tourist attractions: The results showed a positive effect of each aspect of the potential of Dvaravati civilization-based tourist attractions that create a network of cooperation with the community, personnel, and service management. When the management of the said attractions increases by 1 unit, their potentials will increase to 2.04 unit ($1.363 + (0.168) + (0.110) + (0.117) + (0.282)$). When analyzing the service management within the management of Dvaravati civilization-based tourist attractions, the opinions are at a high level (an average of 3.89), which can be further developed in accordance with the suggestion and the quality and standard of services should be developed for the potential of Dvaravati civilization-based tourist attractions in accordance with the suggestion of Chaithawat Siribowonphitak (2016). That is, restoration development should focus on restoring ancient remains and support the participation of communities and local administrative organizations in the development of tourism in order to reach a high quality and standard of development to increase the value of tourism.

Suggestions

1. Implementing for governance organization

The government may consider creating a network of cooperation between the government, the community and the private sector by reducing waste in the area and using them as a discount with shops or communities that participate in the policy support program from the government, which can maintain the environment of the tourism attractions.

2. Implementation for private sector

The tourism entrepreneur should cooperate with the government, the private sector, and the community in setting up tourism policies that respond to the travel routes for distributing tourists to other tourist attractions that have not yet been publicized so as to distribute income to communities in the tourism area, and to create awareness of sustaining nature and the culture around the tourism area, regardless of the benefits that can only be obtained from tourism.

3. Implementation for community

The community may consider creating a Dvaravati tourism story and linking it from one place to another place to allow the tourists to understand the existing tourist attractions in the tourist areas of Dvaravati civilization-based tourist attractions for Thai and foreign tourists, as well as creating good consciousness with tourists.

Suggestions for further research

1. The future research should study the behavior and expectations of tourists towards tourism management.

2. Demands for eco-tourism activities of tourists should be further explored in order to use the information to improve and develop activities to meet the needs of tourists.

3. Secondary destinations that have tourism routes and linked to the community should also be studied in the future research.

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