บทความที่ : 8

Article :



A Model of Cultural Tourism Routes and Management Plans in Surin Province

รูปแบบเส้นทางการท่องเที่ยวเชิงวัฒนธรรมและแผนการจัดการในจังหวัดสุรินทร์

[Received: March 31, 2021; Revised: April 25, 2021; Accepted: April 26, 2021]

ประสุดา เจริญสุข* และ เค็น เทย์เลอร์*

Prasuda Charoensuk* and Ken Taylor*

*หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาการจัดการมรดกทางวัฒนธรรมและการท่องเที่ยว (หลักสูตรนานาชาติ) มหาวิทยาลัยศิลปากร [Doctoral Degree of Philosophy in Architectural Heritage Management and Tourism (International Program), Faculty of Architectural, Silpakorn University]; Corresponding author e-mail: dakandear@gmail.com

Abstract

Cultural tourism is a subsector of the tourism industry, which plays a significant role in Asia's economic systems and gains income in-country, regionally, and at local levels. It is a particular form of tourism that pursues promoting the local characteristics of the region or the local levels. Cultural tourism offering tourism offers routes to visitors to explore the cultural heritage of regions, and it is important to experience visiting places of interest. In this study, I emphasised studying the cultural heritage resources in Surin province to formulate the cultural tourism route models, which is designed based on cultural route concepts. It is a key management tool widely used to develop cultural resources and promote cultural tourism. This dissertation aims to emphasise promoting cultural tourism in Surin province through the model of cultural tourism routes, including the provision of management plans toward sustainable development. The key findings indicated that the promotion of cultural tourism in Surin, it not linked to the identities of cultural resources in the area, including a lack of effective management plans and conservation approaches. However, the local departments and communities cooperated. The promotion and marketing strategies applied in the province to increase tourism were not satisfactory to represent cultural tourism to tourists, especially tourist routes and tourist itineraries. Therefore, the recommended plan of the model of cultural tourism routes and management plans to promote this province is to setup a new vision,

a new main tourist destination in South Isan and encourage more visitor awareness of the many attractions readily available in Surin province.
Keywords: Cultural Tourism; Cultural Route; Sustainable Tourism

บทคัดย่อ

การท่องเที่ยวเชิงวัฒนธรรมเป็นส่วนหนึ่งของอุตสาหกรรมการท่องเที่ยว ซึ่งมีบทบาทสำคัญในระบบเศรษฐกิจของทวีปเอเชีย ซึ่งทำให้เกิดรายได้ภายในประเทศทั้งระดับภูมิภาคและระดับท้องถิ่น การท่องเที่ยวเชิงวัฒนธรรมเป็นการท่องเที่ยวรูปแบบหนึ่งซึ่งส่งเสริมคุณลักษณะเฉพาะของระดับภูมิภาคและระดับท้องถิ่น เป็นการนำเสนอเส้นทางการท่องเที่ยวแก่ผู้เยี่ยมชมเพื่อสำรวจมรดกทางวัฒนธรรมของภูมิภาค มีสิ่งที่สำคัญคือสามารถสัมผัสและเยี่ยมชมสถานที่ที่น่าสนใจ การศึกษาครั้งนี้มุ่งเน้นถึงการศึกษาแหล่งมรดกทางวัฒนธรรมในจังหวัดสุรินทร์ เพื่อกำหนดรูปแบบการท่องเที่ยวเชิงวัฒนธรรมโดยให้สอดคล้องกับวัฒนธรรมที่มีอยู่ในระดับภูมิภาคและระดับท้องถิ่น โดยจะเป็นเครื่องมือหลักในการพัฒนาทรัพยากรทางวัฒนธรรมและส่งเสริมการท่องเที่ยวเชิงวัฒนธรรมอีกด้วย การศึกษาในครั้งนี้มีวัตถุประสงค์เพื่อ (๑) ศึกษามรดกทางวัฒนธรรม (๒) วิเคราะห์แผนการจัดการสถานการณ์การท่องเที่ยวและสถานที่ท่องเที่ยวในปัจจุบัน (๓) กำหนดแนวทางสำหรับแผนการจัดการที่ยั่งยืนพร้อมทั้งกำหนดเส้นทางการท่องเที่ยวเชิงวัฒนธรรมสำหรับผู้เยี่ยมชมอย่างเหมาะสมเพื่อให้การบริหารจัดการการท่องเที่ยวเชิงวัฒนธรรมของจังหวัดสุรินทร์มีประสิทธิภาพและเกิดประโยชน์สูงสุด ผลการวิจัยที่สำคัญนี้ชี้ให้เห็นว่าการส่งเสริมการท่องเที่ยวเชิงวัฒนธรรมยังไม่มีความเชื่อมโยงกับอัตลักษณ์ของทรัพยากรทางวัฒนธรรมในพื้นที่จังหวัดสุรินทร์ อีกทั้งยังขาดแผนการจัดการและแนวทางในการอนุรักษ์ที่มีประสิทธิภาพ ถึงแม้ได้มีการร่วมมือระหว่างหน่วยงานในพื้นที่และชุมชน และมีกลยุทธ์

ในการส่งเสริมกระตุ้นการขายและการตลาดภายในจังหวัดสุรินทร์เพื่อเพิ่มการท่องเที่ยวแล้วก็ตามแต่ยังไม่ประสบผลสำเร็จเท่าที่ควร และยังไม่สามารถแสดงอัตลักษณ์ให้นักท่องเที่ยวได้อย่างชัดเจน โดยเฉพาะเส้นทางท่องเที่ยวและแผนการท่องเที่ยวที่เป็นปัจจัยในการดึงนักท่องเที่ยวเข้ามาเที่ยวในจังหวัดสุรินทร์ ดังนั้นการเสนอแนะรูปแบบเส้นทางท่องเที่ยวเชิงวัฒนธรรมและแผนการจัดการที่เอื้อประโยชน์ต่อการส่งเสริมการท่องเที่ยวเชิงวัฒนธรรมในจังหวัดสุรินทร์ ถือว่าเป็นการนำเสนอวิสัยทัศน์ใหม่และเป็นแนวทางให้สุรินทร์ก้าวไปสู่ การเป็นแหล่งท่องเที่ยวหลักแห่งใหม่ในพื้นที่อีสานใต้ เพื่อกระตุ้นให้นักท่องเที่ยวตระหนักถึงสถานที่ท่องเที่ยวที่มีอยู่มากมายในจังหวัดสุรินทร์

คำสำคัญ: การท่องเที่ยวเชิงวัฒนธรรม; เส้นทางวัฒนธรรม; การท่องเที่ยวแบบยั่งยืน

Introduction

Cultural tourism is a fast- growing sector in many countries worldwide. Thailand is one of those countries that rely heavily from income in the tourism sector. Most attractions have financial support from the government and agencies, such as the historical city of Ayutthaya, Temple of the Emerald Buddha, and Doi Suthep in Chiang Mai, which have shown high potential main tourist destinations (Ministry of Tourism and Sports, January-August 2019). On the other hand, tourism attractions that are not as famous are less likely to receive financial and promotional support from the government. The local stakeholders, such as local authorities and residents, perceive their heritage' s degeneration and demolition as a standard-issue because they do not receive guidelines and acknowledgment to build their understanding of their heritage asset. The promoting processes are lacking, such as tourism routes, marketing communications, advertisement, and interpretation, critical tools for drawing tourist attention to tourism places. At this stage, the tourist attractions in low tourism areas may lose their opportunity to increase income to the area and lack the knowledge for conserving their cultural heritage Lertkulprayad, 2007, p. 2). Surin province has rich cultural heritage resources that retain cultural heritage significance and are appropriate for conservation. However, this province has a wide diversity of tourism resources and a unique way of life due to various ethnic groups who remain to live in their traditional lifestyles. Surin is a non-principal tourist

destination in South Isan, and most tourists will just make quick stopovers during their travels. Thus, tourism attractions that are not as famous are less likely to receive financial and promotional support from the government. Consequently, tourist attractions in low tourism areas may not be getting proper political support for conservation, promotion, and management plans (Lertkulprayad, 2007, p. 1). The promotional strategy is an additional vehicle for motivating travellers and boosting the local tourism in Surin. There are various ways and strategies of promoting to raise awareness and attraction to cultural heritage as cultural products. This study focuses on formulating a cultural tourism model as a promotional tool to represent the valuable cultural heritage all over Surin province, including presenting guidelines for management plans for sustainable tourism development and conservation to increase the number of tourists visiting Surin province and subsequently increase revenues.

Research Methodology

This study is selected qualitative and descriptive methods because it is well- suited in answering the research questions and responding to the objectives appropriately and adequately. Thus, it applied qualitative data collection techniques to study relevant information related to the objective of the study. The Documentary research was carried out first to obtain information related to the history,

cultural heritage resources, local ethnical groups and information of each tourist attraction in Surin province. The literature review about cultural tourism, cultural route concept, and conservation approach is critical to developing the cultural tourism routes and management plan model. The methodology for developing the development of the cultural tourism routes includes the step of identification, survey, and research based on the cultural routes process (see figure 1: a route development flow chart process below).

The information was gathered using a qualitative collection data process, with in- depth interviews with the target groups, document reviews and field surveys. The interviews conducted were: 1) Thirteen stakeholders, local authorities (interview duration - two hours), 2) Thirty local people and tourists were selected at random at local communities, all tourist attractions that related to the case study including both Thai and foreign tourists (interview duration – a minimum ten-fifteen minutes).

Interviews focused on tourism promotion - semi-formal and non-formal, including participant and non-participant observations during visits to each cultural tourist attraction. It was designed to obtain essential information of their tourism development perspective, including studying existing tourism routes and management plans established in the province based on the conservation approach, including limitations and obstacles. Besides analysing the weak points, strong points, threat points and opportunities of the potential of Surin in the aspect of tourism

development. These approaches led to effective results and responses to the research questions.

Findings

Cultural Heritage Identities

Based on the field surveys, documentary and focus groups discussion the main tourist attractions with the cultural heritage sense within Surin province. It can be divided into four main groups as follows: Khmer stone castles: Surin is an area with a long history during Funan, the Kingdom of Chenla and the Khmer Empire, which are evidence to represent the ancient empire had taken power in this area. Most of the Khmer stone castles are in good condition and under the fine art department supervision. However, the Khmer stone castles' locations are quite scattered over the province. Access to these destinations is a problem due to the long distances, unclear direction signage that present difficulty for the tourist to manage their trip. Khmer stone castles that are located near downtown, tourists will visit more often than the stone castles that are more distant from the downtown.

Cultural heritage tourist attractions (intangible) : Surin has diversities of the way of life, beliefs, local language and local wisdom caused by the diversities of the ethnic groups in the area such as Gui, Lao, Khmer and Thai. From the findings carried out the tourism based on the community; Surin has three main local skill villages that are quite popular

for the tourist, such as Ban Tha Swang (silk weaving skills), Khwao Sinarin Silverware Handicrafts Village and Ban Buthom Basketry village. All these are familiar with the tourist and have been promoted. The location of these three villages is close to the downtown. However, activities need to be established for the tourist in each village to draw more attention. Most local communities are quite conservative in their way of life; therefore, it is necessary to be concerned about the local people's sensitivity and conflict issues.

1. Natural tourism attractions: Surin has abundant natural resources such as Trikeeree waterfall, Tiger cave waterfall, Song Ku forest park and Pha Manao viewpoint. However, these tourist attractions are still improving and get support from the local government in the basic infrastructure such as the main road, facilities, transportation and management plan. These natural attractions are in the development stage and are still to develop into sustainability.

2. Traditional and festival events: this is a main key attraction for the tourist from everywhere for Surin province, especially the Elephant Festival, which is popular and draws tourists during these periods. However, festival events do not provide for the whole year, and tourist numbers decrease during the non-festival events periods.

Existing Promotion and Tourism Routes

Surin still needs to improve and carry out effective promotion strategies that can lead tourists to understand and appreciate the cultural

tourism products that are abundant in the area. Surin has emphasised promoting and highlighting destinations and traditional festival events to attract tourists. In contrast, the natural tourist attractions in Surin seems to have been abandoned, although listed as tourist destinations. The local authorities have recently urged to boost these natural attractions and have started to establish facilities and services in some areas; however, it still needs efficient management, tourism routes, and promotion of these destinations. The print media, websites, social media, guidebooks, or travel recommendation websites are not extensively available to the tourist. The existing promotion is not linked with the local identities and it cannot extract the potential of cultural identities and creates tourism products ineffectively. During the COVID-19 outbreak, the impact has extended around the world, especially the tourism sector. The Tourism Authority of Thailand (TAT) has launched many campaigns to boost tourism during the COVID situation. The findings have to change purpose to emphasise boosting local Thai people to travel within their country by providing tourism campaigns. It focuses on traditional festival events in each period, combined with presenting cultural heritage, local wisdom, ethnic groups, and historical sites through the festival events. Therefore, Surin has a good opportunity to restart and develop tourism and upgrade to be the main destination in South Isan.

The existing tourism routes have shown the whole province's tourist destination points and are not effectively linked or supportive of

local cultural heritage. A particular route or creative routes do not exist, including tour itineraries, which are not varied to draw tourist attention. Besides, the location of the tourist destinations is scattered over the province. It compels visitors to mostly select tourist destinations close to the downtown and ignores more distant destinations from the downtown area. The lack of tourism routes and tourism route guides highly affect the visitor' s decision to plan their trip and lose opportunities to increase tourist numbers and a variety of tourist types in the province. Regarding waypoints, service stations, and landmarks, these need to be improved in interpretation signages, map directions, readiness in tourism services and provide marketing promoting for each landmark along the routes inclusive of facilities.

Existing Management Plans and Role of Local Stakeholders, Local Community

There are departments and communities involved in conservation and tourism development in Surin province. They are crucial in contributing to the province's advantages and disadvantages and balancing the development and conservation of the area's authenticity. Surin province is an area in a state of development; therefore, it cannot avoid change. Therefore, these departments have the primary role in drawing up an effective plan and management, including developing the cultural heritage resources as tourism products for distributing income to the local people and communities to improve the quality of life for the local

people. In other words, the increase in the growth of cultural tourism is particularly significant for the economy by generating a value chain in various sectors, with significant implications for creating and strengthening jobs (European Commission, 2014). However, the confusion of the target may cause deterioration to the heritage sites, which is possibly the primary problem. It is necessary to concern the level of power and individual management attitude limitation, including their heritage innovation concept. The stakeholders are responsible for the conservation and development of cultural attractions in Surin the consist of (1) the Tourism Authority Thailand, Surin Branch, (2) the Local Authority, (3) the Provincial Government, (4) the Local Community Leaders, and (5) the Fine Art Department, which all these are the main element to develop the suitable development and plans for the province.

Regarding the existing management plan in Surin province, most of the management plan is focused on the province development, local community, local economy and quality of life of the local people, including agriculture and resources. In terms of tourism, the relevant management plan is emphasised to upgrade local products in communities, services, and cultural corridors to neighbouring countries and manage resources sustainably. However, the management plan for the conservation of cultural heritage in both tangible and intangible does not have clear plans yet in this province. At this point, it needs to be

concerned and should have effective guideline plans. All these plans need to support and cooperate with all provinces to reach the target effectively.

Discussion and Recommendations

This section proposes implications and suggestions on the potential approaches of the cultural recourses used for tourism products of Surin, highlighting the potential to generate cultural tourism routes and implementing management plans based on the conservation approach.

Model of the Cultural Tourism Routes

Key findings of cultural heritage and natural heritage in Surin province revealed that there is potential to generate cultural tourism routes. It uses the essence of integrating tourist destinations into the cultural routes concept, which connects various resources to create a story (theme) for attracting tourists. The idea is to present a travel route that connects tourist attractions with similar characteristics or history, perhaps with the same architectural style or the same source of production processes. The model of the route highlights the main destinations, including pointing out the waypoints, landmarks and service stations along these routes. All of these are marked on the three model maps of cultural tourism routes for Surin; it also ties into the theme routes with slogans and advertising words to attract visitors. The routes are generated into three main theme routes:

1. The Time Machine (History Theme)

2. Stay like Local (Society Theme)

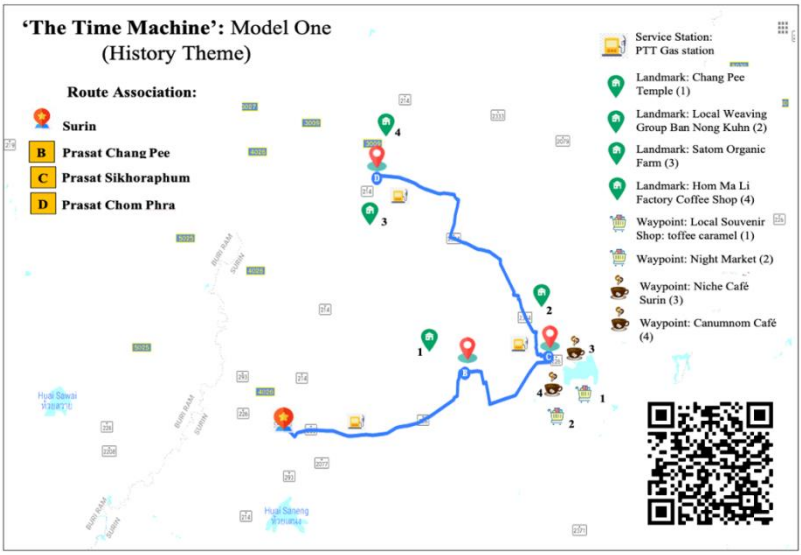
3. Closer to Yourself, Closer to Nature (Geography Theme).

These models are network routes based on the cultural route concept pattern to pin the destinations and elements of the routes. The character of the routes starts from Surin downtown to extended distances and returns to the centre. These routes are suitable for visitors that have private vehicles such as cars and motorcycles. The routes are flexible for managing time and aim to avoid tourists spending too much time in their vehicles by including landmarks, waypoints and service stations for stopovers during travelling. It also provides QR codes for each route; when the visitor scans the code, it will display the route contact information, brochures, and a list of landmark contact numbers. The three main route themes are as follows:

The Time Machine (History Theme)

The Time Machine is a themed route that invites visitors to go back and imagine ancient times during the Kingdom of Chela and Khmer Empire periods by travelling through this cultural tourism route theme. The route uses 'The Time Machine' to guide visitors to explore evidence found in the Surin area, especially the abundant Khmer stone castles that are scattered over the province. These Khmer stone castles have reflected the development of prosperity through the civilisation culture as a way of life. It happened in the past, and it remains evident in this area. to the present. Therefore, historical sites are a critical factor that contributes to

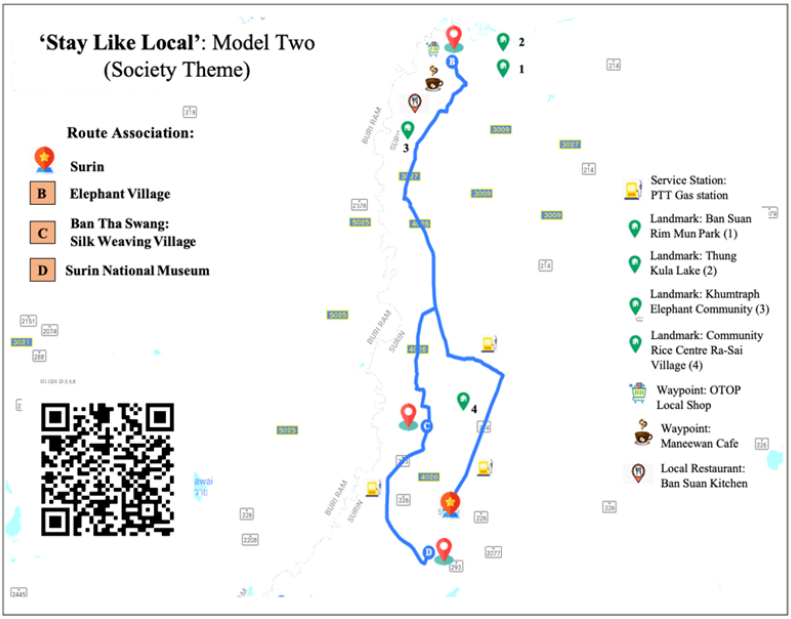
:ors
:ea.



Stay like Local (Society Theme)

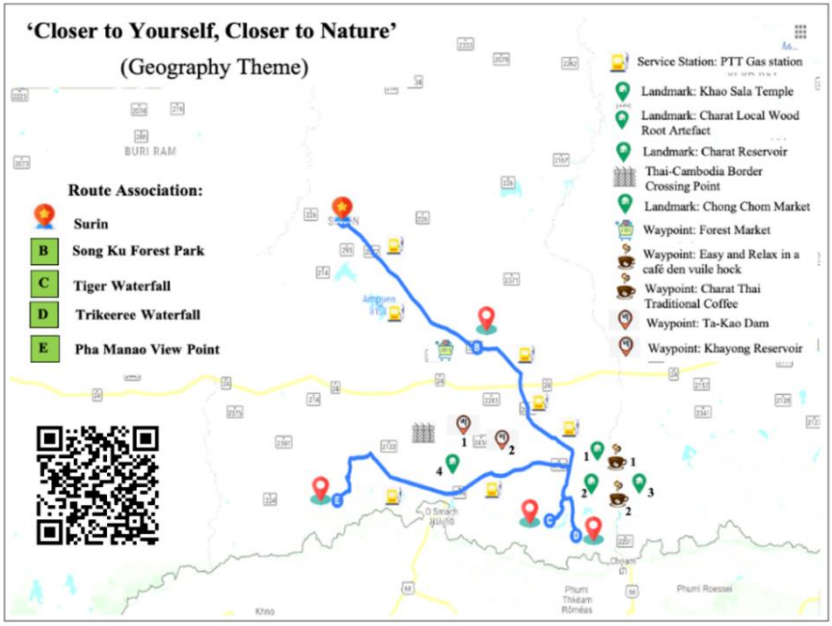
Stay Like Local is a theme route that allows visitors to see and experience local people's culture identifying their way of life. It conserves their cultural heritage combined with their daily lives. This theme route will provide valuable experiences for the tourist to get closer to the local people. It also provides enjoyable hand-on activities and shopping points in different cultural heritage villages such as silverware handicrafts, basketry, and silk weaving; all these three local skills are identities of cultural heritage resources (intangible heritage). Moreover, it will educate the visitors to understand elephant raising and experience how to live with

elephants in the Elephant Village, which is a significant symbol of Surin province. Visitors will be close to the local people and the group of elephants, including enjoyable activities such as elephant bathing, elephant handling, and elephant performances.



Closer to yourself, Closer to Nature

Closer to yourself, Closer to Nature themed route will guide visitors to Surin's abundant natural scenery usually missed by tourists. The visitors can release themselves from stress, depression and anxiety from the big city and society. Moreover, this route will guide visitors walk and discover the beautiful natural scenery with the message of responsible tourism promotion to conserve Surin natural resources. Therefore, these natural attractions bring visitors closer to nature and closer to themselves by joining with nature with the provision of camping services and trekking activities to the local waterfalls, creating a valuable experience for visitors.



Implementing Management Plan in Surin Province

The findings of the existing management plan's implementation have indicated that Surin still needs an effective management plan in the tourism section. There is still a need to develop and improve its relevance to the tourism section. It should be revised to improve landscapes, facilities for the visitor, transportation, tourist information, and accessing the tourist attractions scattered outside the downtown. To increase tourist attractions, whether it is a tourist attraction or activities and attractions. The development of various facilities that may be natural places or something new to create for tourists. It also focuses on learning skills and gains enrichment and has been identified by Trend watching as a core global trend in travel which links to broader macro trends in consumer needs (Childs, 2020). It is also described as a culture of space and place that satisfies tourists and cultural needs and desire through learning and facilitating travel experience (European Commissions, 2016). From accessing cultural heritage significance, it has indicated that the value of cultural heritage in Surin is classified into three types of values: historical value, social value, and spiritual value, which should be sustainably conserved. From the results, cultural tourism in Surin province should be more concerned with conservation and management of the cultural heritage resources and turn into a sustainable development stage for preserving the authenticity of the area. The management plan toward to

sustainable development will be a guide and cover all the issues that need to be improved are divided into four main topics:

1. Conservation and Organization of Travel Program

Organisation of activities for tourists: The environment in the area of Surin is considered as distinctive and is available for the organisation of activities for tourists. With regard to the activities, it is recommended to organise the activities that allow the tourists to participate and learn the way of life of native people. Moreover, the activities should be held in accordance with various significant days of people. This is considered as a way to disseminate the indigenous culture as well as to allow people to continue to maintain aesthetic identity to be passed on for future generations further.

Interpretation Management: Surin should make signs conveying the meaning with details of tourist attractions within the province so that the tourists are aware of information related to the importance and value of such tourist sites. Furthermore, should make maps in tourism routes and its natural areas in order that the tourists can see and fully admire tourist locations in the community.

Publicity: should prepare travel guides related to tourist attractions so as to allow the tourists to get information both before traveling and during their stay. Aside from taking advantage of the convenient and basic information of Surin, the tourists can also keep such travel guides of tourist locations as souvenirs. Additionally, Surin should

take part in different activities and exhibitions to publicise and promote the community to tourists, including various media that attend the events.

2. Planning for Tourism Activities and Facilities

A Service Centre for Tourists should be created: Surin should establish a Service Centre for Tourists as the focal point and facility for tourists for inquiries and contact information about travel programs in the province.

Access to such tourist attractions: It is recommended to ameliorate journey routes and install wayside lights, so that the tourists can enjoy the convenience as well as the safety of access to tourist attractions.

Establishment of home stay: It should be created in the community because these establishments are useful for tourists who can learn the indigenous culture that is different from their own as well as share experiences with people in the community. This also generates income for people in the community. Moreover, some revenue from home stay related activities can be brought for the preservation of major tourist attractions in the community.

3. Conservation and Rehabilitation of the Community

Surin has various architectural heritages. In this connection, Surin should take into account the conservation that needs to be done to restore it and maintain it in good condition as it was in the past. It is required to conserve the original parts to be complete as much as

possible. The modified sections or new additions can be made only partially in accordance with the requirements. But that must not change the original structure of the building, such as the scale of the building, roof lines and shapes, painting the building, and strict control of street signs and advertising.

For example, the building painting must be in harmony with the neighbouring environment and buildings so that the surrounding landscape can still retain its beauty and maintain the original uniqueness. This should be advised by experts. Additionally, the community should set the rules for the care and conservation, rehabilitation of the community as follows:

1) Use of materials and equipment that must be appropriate and arranged in a harmonious way.

2) Relevant agencies should provide support in terms of the budget.

3) There should be plan for collecting information related to the community and people in the community should be educated to recognise the value and importance of the community.

4) The Department of Fine Arts and the experts should take a look and give advice to people in the community.

There should be the care and conservation of the community continuously as well as preparation of plans for the conservation and rehabilitation of the community.

4. Participation

The participation of people is regarded as important because the preparation of the plan or operation in the field of tourism cannot be done by just one person or one agency. The stakeholders for participation in Surin should be:

Municipality in Surin which needs to care about amenities, conservation of tourist attractions as well as publicity about tourist locations.

Community: Local community leaders and people in the community should be responsible for tourism in the community and be involved in educating the tourists to understand the importance of the community.

The cultural centre of the community, the temple, should be responsible for cultural tourism.

Schools should be encouraged and made aware of conserving the culture and cultural tourist sites in the community. As a central place for storage of academic documents that are associated with the community.

For the implementation of a sustainable management plan to be effective and conserve the value of the authenticity of the province or not. It needs all the involved sectors to cooperate and reach an agreement on turning the cultural tourism of Surin to be in a sustainable development stage.

Conclusion

Although Surin has a unique cultural heritage, way of life, belief and rich cultural resources, it remains a low tourism area and a second-choice destination for tourists. As a result, from the key findings indicated the many variables that may make Surin a non-principal destination in the South Isan area. Lack of variety of tourism routes, route association with the cultural heritage of province, and ineffective management plans are significant issues that affect the cultural tourism sector in Surin. Therefore, the researcher has identified the opportunities to present models of the cultural routes and suitable management plan implementation; these models can support and refocus Surin province to become the main tourist destination for south Isan. However, this strongly depends on the cooperation of the local communities and support from all the local governments in financial input, marketing, management plans and conservation approaches.

Based on the research, Surin has a great potential to be upgraded as the main tourist destination with extensive and long-lasting support from all relevant departments within tourism sectors, both local and national in Thailand. Surin has more opportunity to get proper support from the relevant department, especially TAT. It has changed the target group from the inbound tourists to the Thai tourist due to the covid-19 pandemic, and it has provided more marketing plan and promote domestic tourism. At this stage, it builds up the opportunity to other low

tourism areas or the non-principal tourist destinations, and Surin is well known to the tourists and gain income to their area. However, it has to combined sustainable development and stays conserve and balance the authenticity and sustainability of the place during the world change and social life.

Recommendations for Further Research

1. The development of tourism routes should focus on developing facilities, boosting landmarks, activities, and stopovers needed to support visiting tourists.

2. It is implementing an effective sustainable management plan to conserve the value of the authenticity of the province. It will require cooperation between government departments, community officials and leaders, and local stakeholders to reach an agreement on turning the cultural tourism of Surin into a sustainable development stage.

3. Comparing the current tourism routes of neighbouring provinces with similar problems will be essential to evaluating a suitable tourism performance in Surin province.

4. Suitable conservation approaches and policies should be established at the development stage with a strategy to educate local communities to enable an understanding of how to conserve their cultural heritage in Surin province.

References

Aymonier, E. (200AD). **Isan Travels Northeast Thailand's Economic in 1883-1884**. Translated by W.E . J Tips. White Lotus.

Avrami, E.C. and Getty Conservation Institute (2019). **Values in heritage management: emerging approaches and research directions**. Los Angeles, California: The Getty Conservation Institute.

Council of Europe and Institut Européen Des Itinéraires Culturels (2015). **Cultural routes management: from theory to practice: a step-by-step guide to the Council of Europe Cultural Routes**. Strasbourg: Council of Europe Publishing.

Cultural Routes of the Council of Europe programme (Council of Europe), https://www.coe.int/en/web/cultural-routes/about

De, M. and Getty Conservation Institute (2002). **Assessing the values of cultural heritage: research report**. Los Angeles, Calif.: Getty Conservation Institute.

Guidelines for planners of cultural routes. (n.d.). [online]. Available at: https://lrkm.lrv.lt/uploads/lrkm/documents/files/Cultural_routes.pdf [Accessed Nov. 2020].

Ismail, R. (2008). **Development of a normative model for cultural tourism on the Cape Flat** (Master's dissertation, Cape Peninsula University of Technology).

Krug, G.(2009). **The future of cultural tourism towards a sustainable model**. Presented in 16th PLENARY SESSION CPR (16)4REP.

Meyer, D. (2004). **TOURISM ROUTES and GATEWAYS: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism**.