

## Cultural Tourism Management for Sustainable Tourism in Krabi Province, Thailand

### การจัดการการท่องเที่ยวเชิงวัฒนธรรมเพื่อการท่องเที่ยวอย่างยั่งยืนในจังหวัดกระบี่ ประเทศไทย

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## Abstract

The objectives of this research were 1) to investigate the attitudes of tourists towards cultural tourism in Krabi province; 2) to investigate all stakeholders to participate in determining a sustainable tourism in Krabi province; 3) to investigate the process of management for cultural tourism in Krabi province; 4) to propose the guidelines for cultural tourism management achieving sustainable tourism in Krabi province. This research employed the qualitative approach utilizing documentary research, site surveys and in-depth interview with 18 key informants consist of 3 government officials, 3 hospitality entrepreneurs, 3 cultural experts, 3 Buddhist monks, 3 local residents and 3 tourists who have an experience on cultural tourism directly and it is a suitable for this research.

The result found that a small number of tourists know about cultural tourism but they need to support the promotion of cultural tourism in Krabi province. All stakeholders have to understand much its value and what they get the benefits from cultural tourism. The processes of cultural tourism management consist of the initiating cooperation,

conservation, management and new creation should be created by the stakeholders from the early stage. The guidelines for cultural tourism management achieving sustainable tourism are concentrated on conservation that is a basic principle of sustainable tourism development relating with social values, economic activities, and local development. It can suggest the stakeholders how to manage the cultural tourism systematically and efficiently. It can develop and create new structures on an area with contemplating analysis and brainstorming of stakeholders effectively. Therefore, the guidelines can be enhanced the strength of local economies through tourism, encouraging provincial administrators, and all stakeholders to participate in determining a sustainable tourism in Krabi province.

**Keywords:** Cultural Tourism, Sustainable Tourism, Krabi Province

### บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาทัศนคติของนักท่องเที่ยวที่มีต่อการท่องเที่ยวเชิงวัฒนธรรมในจังหวัดกระบี่ 2) ศึกษาผู้มีส่วนได้ส่วนเสียต่อการเข้าร่วมกำหนดการท่องเที่ยวอย่างยั่งยืนในจังหวัดกระบี่ 3) ศึกษากระบวนการจัดการการท่องเที่ยวเชิงวัฒนธรรมในจังหวัดกระบี่ 4) นำเสนอแนวทางการจัดการการท่องเที่ยวเชิงวัฒนธรรมเพื่อการท่องเที่ยวอย่างยั่งยืนในจังหวัดกระบี่ การวิจัยนี้เป็นการวิจัยเชิงคุณภาพ โดยเริ่มจากการวิจัยเอกสาร การสำรวจภาคสนาม และสัมภาษณ์เชิงลึก ผู้ให้ข้อมูลหลักจำนวน 18 รูป/คน ประกอบด้วย บุคคลในหน่วยงานรัฐ จำนวน 3 คน ผู้ประกอบการด้านบริการ จำนวน 3 คน ผู้เชี่ยวชาญด้านวัฒนธรรม จำนวน 3 คน พระภิกษุ จำนวน 3 รูป ผู้อยู่อาศัยในท้องถิ่น จำนวน 3 คน และนักท่องเที่ยว จำนวน 3 คน ซึ่งเป็นผู้ที่มีประสบการณ์ด้านวัฒนธรรมโดยตรงและเหมาะสมกับการวิจัยในครั้งนี้

ผลการวิจัยพบว่า นักท่องเที่ยวจำนวนน้อยที่รู้เรื่องการท่องเที่ยวเชิงวัฒนธรรม แต่ก็ต้องการสนับสนุนให้มีการประชาสัมพันธ์การท่องเที่ยวเชิงวัฒนธรรมในจังหวัดกระบี่ ผู้มีส่วนได้เสียต้องเข้าใจในคุณค่าของมรดกทางวัฒนธรรมให้มากขึ้นและประโยชน์ที่จะได้รับการท่องเที่ยวเชิงวัฒนธรรม กระบวนการจัดการการท่องเที่ยวเชิงวัฒนธรรมอันประกอบด้วย การริเริ่มความร่วมมือ การอนุรักษ์ การจัดการและการสร้างสรรค์ใหม่ โดยผู้มีส่วนได้เสียจะต้องร่วมดำเนินการตั้งแต่ระยะเริ่มต้น แนวทางการจัดการการท่องเที่ยวเชิงวัฒนธรรมเพื่อให้เกิดการท่องเที่ยวอย่างยั่งยืนนั้น เน้นที่การอนุรักษ์ซึ่งเป็นหลักการพื้นฐานของการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่เกี่ยวข้องกับคุณค่าทางสังคม กิจกรรมทางเศรษฐกิจ และการพัฒนาท้องถิ่น ซึ่งสามารถแนะนำผู้มีส่วนได้เสียว่าจะจัดการการท่องเที่ยวเชิงวัฒนธรรมอย่างเป็นระบบและมีประสิทธิภาพได้อย่างไร สามารถพัฒนาและสร้างโครงสร้างใหม่บนพื้นที่ด้วยการวิเคราะห์ใคร่ครวญและการระดมความคิดของผู้มีส่วนได้เสียได้อย่างมีประสิทธิภาพ ดังนั้นแนวทางดังกล่าวสามารถเสริมสร้าง

ความเข้มแข็งทางเศรษฐกิจในท้องถิ่น โดยผ่านการท่องเที่ยว การส่งเสริมให้ผู้บริหารจังหวัดและผู้มีส่วนได้เสียทุกฝ่ายมีส่วนร่วมในการกำหนดการท่องเที่ยวอย่างยั่งยืนในจังหวัดกระบี่ต่อไป

**คำสำคัญ :** การท่องเที่ยวเชิงวัฒนธรรม การท่องเที่ยวอย่างยั่งยืน จังหวัดกระบี่

## Introduction

Tourism industry in Thailand has been growing phenomenally in the recent decades. At present, tourism has played a major role in economic, social and cultural change and the majority of Thailand's Growth Domestic Product (GDP) comes from tourism industry (Karnnatawe, 2015). Cultural tourism is a world mass trend and it is growing at a faster rate than any other form of tourism. In particular, cultural tourism in the long run can serve its aim much more appropriately in relation to mass and sustainable tourism (Eser, Dalgin, & Ceken, 2013). For Thailand, the cultural tourism is recognised among Thai people as they focus on the knowledge about culture, custom, life style and many interesting parts of wisdom (Khlaikaew, 2015). According to Krabi province is a top tourist destination as a result of its plentiful natural attractions (Tourism Authority of Thailand, 2016). Moreover, Krabi is a southern province on Thailand's Andaman seaboard with perhaps the country's oldest history of continued settlement. The small province located approximately 814 kilometers from Bangkok and was founded in 1872 (Krabi Provincial Hall, 2011). The province includes archeological, historical and religious sites, ethnic and lifestyles, folk wisdom, and handicrafts and is accepted cultural significance concept which helps in estimating the value of places. The places that are likely to be of significance are those which help an understanding of the past or enrich the present, and which will be of value to future generations (Australia ICOMOS, 2013). Even though, Krabi province has significant heritage and rich cultural assets. The cultural assets, provincial government agencies have never realized or contributed to the value of these for example there is no comprehensive conservation management plan to reveal heritage value, there is no communication between provincial government agencies and stakeholders, there is no cultural tourism management plan and procedure to promote in Krabi province. However, this province needs to enhance the strength of local economies through conservation, management and new creation on culture tourism, encouraging provincial administrators, and all stakeholders to participate in determining a sustainable tourism for this province in the near future.

## Objectives

The research objectives are as follows:

- 1) To investigate attitudes of tourists towards cultural tourism in Krabi province
- 2) To investigate all stakeholders to participate in determining a sustainable tourism in Krabi province
- 3) To investigate the process of management for cultural tourism in Krabi province
- 4) To propose the guidelines for cultural tourism management achieving sustainable tourism in Krabi province

## Scope of Research

### 1) Scope of Areas

The geographical area of study covers the main five cultural tourism attraction routes consist of 1) Khlong Thom District Route: 1.1) Tham Sua Temple 1.2) Nuea Khlong Community 1.3) Thammawut Saranaram Temple 1.4) Khlong Thom Coffee 1.5) Khlong Thom Temple 2) Koh Lanta Island Route that it starts from Krabi town to Koh Lanta Old Town community 3) Koh Klang Community Route: 3.1) Kaew Korawaram Temple 3.2) Koh Klang Community 4) Ao Nang Route: 4.1) Sai Thai Temple 4.2) Ao Nang community 5) Ao Luek District Route: 5.1) Tham Thip Pridaram Temple 5.2) Mahathat Watchiramongkhon temple 5.3) Phi Hua To cave.



**Figure 1** Unpopular Cultural Tourism Attractions in Krabi Province

**Source:** Applied from Krabihotelvilla, 2019

## 2) Scope of Population

Population and the sample size are taken by using purposive sampling concerning with 18 key informants. The population of this research consists six groups as follows: 1) 3 government officials 2) 3 hospitality entrepreneurs 3) 3 cultural experts 4) 3 local residents 5) 3 Buddhist monks 6) 3 tourists.

## 3) Scope of Study Content

This part of contents includes: 1) the attitudes of tourists towards cultural tourism in Krabi province 2) seeking a co-operation from all stakeholders to participate in determining a sustainable tourism in Krabi province 3) the process of management for cultural tourism in Krabi province 4) the guidelines for sustainable cultural tourism in Krabi province.

## Conceptual Framework

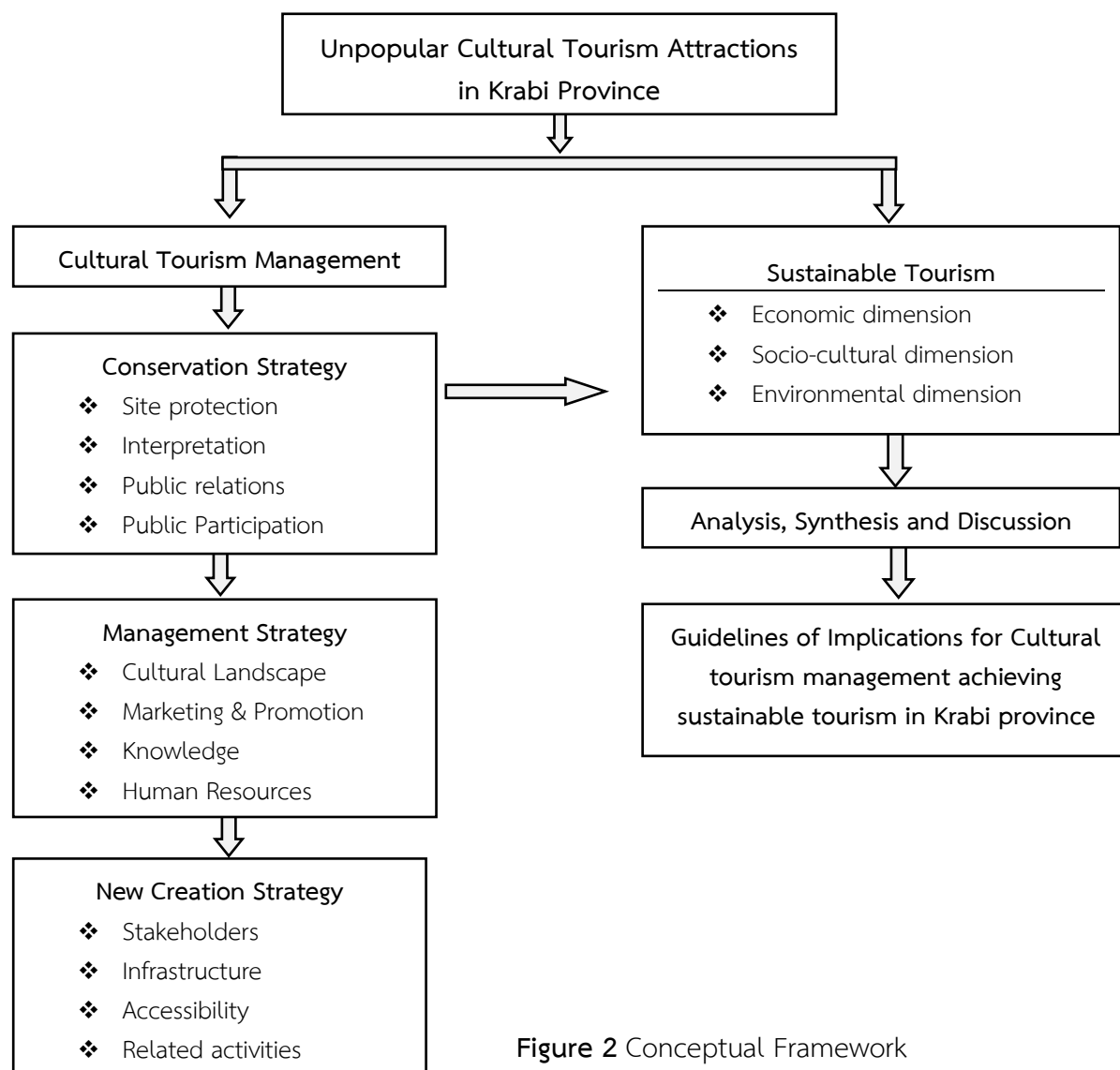


Figure 2 Conceptual Framework

## Definition of Terms

**Cultural tourism** is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religion(s), and other elements that helped shape their way of life (McKercher & Cros, 2002).

**Sustainable tourism** development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support system (World Tourism Organization (WTO), 1997

**Krabi province** is a southern province on Thailand's Andaman seaboard with perhaps the country's oldest history of continued settlement. The small province located approximately 814 kilometers from Bangkok (Krabi Provincial Hall, 2011).

## Literature Review

This research is focused on the theories relating to the concepts of cultural tourism achieving sustainable tourism as follow as the conceptual framework. In regard to cultural tourism is essentially that form of tourism that focuses on the culture, and cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions and leisure pursuits of the local population or host community (ICOMOS International Cultural Tourism Charter, 1999). According to Mason (2008), tourism management is also concerned with ways to manage the resources for tourism, the interaction of tourists with physical the interaction of tourists with physical resources and the interaction of tourists with residents of tourist areas. Therefore, cultural tourism management is ways to manage cultural resources for tourism. In this research, cultural tourism management is divided into 3 variables as following : 1) conservation strategy should be intended to stimulate a more focused approach to living resource conservation and to provide policy guidance on how this can be carried out. Conservation may also include retention of the contribution that *related places* and *related objects* make to the cultural significance of a place (Australia ICOMOS, 2013). This strategy is covered the site protection or the use of heritage in tourism, in particular in excessive or poorly managed forms of tourism, as well as the development of infrastructure related to

tourism may directly threaten the integrity of the heritage (UNESCO, 2017). Interpretation is an educational activity which aims to reveal the meanings and relationships and provocation of the viewer through use of various media. It can encourage a tourist or visitor to develop awareness, appreciation, understanding of the place he or she visits. The six active principles for interpretations are presented (Tilden, 1977). In modern social-economic context, public relations are considered to be an important factor in the process of development and growth of tourism (Ilievska, 2018). Public participation in decision-making processes is regarded as important for successful tourism planning (Marzuki, Hay, & James, 2012). 2) management strategy is very focus on how to manage the cultural tourism systematically and efficiently. The strategy is concerned about a cultural landscape is a geographic area, including both cultural and natural resources and the wildlife or domestic animal therein, associated with a historic event, activity and person or exhibiting other cultural or aesthetic values (UNESCO Bangkok, 2009). Marketing and promotion are crucial for the success of any business. While this is well understood for the tourism industry as a whole, sustainable tourism projects tend to neglect the importance of marketing or allocate insufficient funds for it (UNESCO, 2017). Knowledge management plays an important part in tourism, as well. However, tourism has been slow in adopting this approach due to not only a lack of gearing between researchers and tourism, but also lacking information in the field of environmental protection (Simkova, 2009). Human resources as important element of the organization's entire value chain driving through competitive advantage. As part of the service industry, tourism is significantly developing and is expected to continue to need many well-trained employees to offset labor shortage in the near future (Kozak & Baloglu, 2011). 3) new creation strategy is developed and created the new structures on an area. It is covered the stakeholders are all the individuals who are interested in and/or affected by tourism development and biodiversity conservation including tourism infrastructure for visitors in protected areas (e.g. trails, visitor centers, resting places, parking lots, camp grounds, viewpoints etc.) particular precaution is necessary due to the high vulnerability of the natural values (UNESCO, 2017). In tourism accessibility is a function of distance from centres of population, which constitute tourist markets and external transport, which enables a destination to be reached. It is measured in terms of distance travelled, the time taken or the cost involved (Toth & David, 2010).

Related activities are not expected to visit it as the primary attraction but these activities are expected to remain popular in the future (CBI, 1971).

On other variables, sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future (World Tourism Organization, 1997). Sustainable tourism strikes a balance between the economic, environmental and social benefits of tourism development and the costs of such development on tourism destinations (Rasoolimanesh & Jaafar, 2016). Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (World Tourism Organization (UNWTO), 2019). While Mason (2003) stated that tourism impacts are conventionally categorized into economic, socio-cultural, and environmental impacts. Tourism impacts are generated not only negative effects but also positive development. Furthermore, Mason (2008) added that the impacts of tourism can be positive or beneficial, but also negative or detrimental. Therefore, sustainable tourism involves enhancing the positive economic, socio-cultural, and environmental impacts of cultural tourism while looking to reduce the negative impacts of tourism development on tourism destinations.

### **Research methodology**

In order to achieve the objectives of the study, the research study will employ the qualitative methods concerning a content analysis of data obtained from sites, in-depth interview, site surveys and documentary research to explore and investigate the management process and managing the cultural tourism achieving sustainable tourism in Krabi province. The researcher has used data triangulation for checking the information. A semi-structured interview design has been employed from a subjective knowledge perspective whilst exploiting an inductive approach. The researcher has utilized to create the best possible description of the situation in question. The interviews have been conducted with key informants that have specific and targeted interests and whom provide an appropriate element of context and flexibility. Consequently, the researcher has covered about personal information such as nationality, gender, age, level of education, occupation and their experience for credibility. The data has been collected directly from population and groups in Krabi province during December 20, 2019 to January 1, 2020. This research will conduct step-by-step as follows:

- 1) Documentary research relating to Krabi province concept ideas and theories of tourism management, cultural tourism management, and sustainable tourism.
- 2) Site surveys at the actual site in order to gather site information and to understand the cultural tourism in Krabi province.
- 3) Study of history, cultural assets, traditions and the way of life in Krabi province
- 4) Designing about in-depth interview form
- 5) Site surveys and in-depth interview with 18 key informants
- 6) Research findings, analysis and discussion, about the data supporting with theory
- 7) Conclusion and suggestions of information that correspond to the research objectives

## Research Results

### **1) To investigate the attitudes of tourists towards cultural tourism attractions in Krabi province**

The research data showed that tourists' attitudes towards cultural tourism is one of the most significant findings found in the current study. The survey revealed a small number of tourists know about cultural tourism in Krabi province but they need to conserve it and support the promotion of cultural tourism as secondary attractions because cultural tourism attractions in five routes are value and uniqueness, which attracts tourists and make it worth conserving to increase the value of tourism sites. It should be interpreted the sites and promoted with public participation about its value and how to conserve it through word of mouth and social media. Therefore, all tourists concerned that in the present, cultural tourism is not ready for Krabi Province. If it will be managed cultural tourism as a secondary tourist destination. All sectors must be involved the management of cultural tourism consists of conservation, management and new creation which will lead to sustainable tourism in the future.

### **2) To investigate all Stakeholders to participate in Determining a Sustainable Tourism in Krabi Province**

The current situation, all stakeholders are very important with cultural tourism management achieving sustainable tourism management in Krabi province. They should participate with it from the early stage as following:

2.1) They have to understand much about cultural heritage, significance of cultural heritage and its value, which leads to heritage carelessness and they should encourage public awareness of cultural heritage what they get the benefits of cultural tourism in Krabi province.

2.2) They must have the initiating cooperation and a sense of ownership for any cultural heritage conservation in Krabi province.

2.3) They should make sure that the visitor experience will be worthwhile, satisfying and enjoyable and visitors can get the quality information.

2.4) They should respect the needs and wishes of some communities or indigenous people to restrict or manage physical, spiritual or intellectual access to certain cultural practices, knowledge beliefs, activities, artefacts or sites.

2.5) They should encourage the training and employment of guides and site interpreters from host community to enhance the skills of local people in the presentation and interpretation of their culture values.

2.6) They should enhance the strength of local economies through tourism, encouraging provincial administrators, and all stakeholders to participate in determining a sustainable tourism model for this province.

### **3) To investigate the process of management for cultural tourism in Krabi province**

In summary of findings, the data showed that the process of management for cultural tourism in Krabi province as following:

3.1) Cultural heritage sites must be conserved or protected because it is one of the most important elements that drives cultural tourism in Krabi province.

3.2) Interpretation can help and protect cultural tourism sites. It should be increased and improved it on cultural tourism attractions in five routes.

3.3) Public relations should be improved with promoting in many ways such as social media, television and radio, books and journals, and word of mouth.

3.4) Public participation in all sectors consist of local people, Krabi Provincial Cultural Council, local government sector and private sector. They have to participate in cultural tourism management from the beginning process.

3.5) Cultural landscape management plan should be served cultural tourism Krabi province.

3.6) Marketing and promotion should be developed local products, local activities, culture show and encouraging tourists to participate in the activities.

3.7) Knowledge should be developed because it is a powerful resource to help governments, private firms and the communities prevent, plan for, and recover from various types of disasters and crises.

3.8) Human resources are important element of cultural tourism in Krabi province but they should have the management plan to serve cultural tourism.

3.9) Stakeholders are all sectors such as local people or local communities, educational institutions, government sectors from local to provincial administration, and private sectors (entrepreneurs and tourism providers) have to participate in cultural tourism management in Krabi province.

3.10) Infrastructure should be improved about road, electricity and water supply for supporting the cultural tourism.

3.11) Accessibility of cultural tourism in Krabi province could be developed accessible tourism roads and the tourists' information.

3.12) Related activities are the most significant and it is particular with community. All sectors should be supported the related activities for cultural tourism Krabi province.

#### **4) To propose the guidelines for cultural tourism management achieving sustainable tourism in Krabi province**

The guidelines for cultural tourism management achieving sustainable tourism are designed to enhance the strength of local economies through tourism, encouraging provincial administrators, and all stakeholders to participate in determining a sustainable tourism for this province. Economy of cultural tourism management is sustainable when the economic needs of local community are met with economic possibilities of cultural tourists. Social dimension of cultural tourism management achieving sustainable tourism should ensure benefits for both local community and local culture. Environmental dimension of cultural tourism management achieving sustainable tourism can be achieved by respecting capacity of ecosystem. According to conservation strategy, it is one of the most important elements that drives cultural tourism achieving sustainable tourism in Krabi

province because conservation can be maintained ecological integrity and biodiversity and conservation is a basic principle of sustainable tourism development. For management strategy, this is the ways to manage the resources for tourism, the interaction of tourists with physical resources and the interaction of tourists with residents of tourist areas. The overall management process used to develop facilities and services as tourism products, identify potential travelers and their needs and wants, price their products, communicate their appeal to target markets, and deliver them to their customers' satisfaction. Tourists have an impression on it and then they will tell all tourists to visit cultural tourism in Krabi province through word of mouth and social media. The new creation strategy requires contemplating analysis and brainstorming. However, in Krabi province, there are so many development and new creation which impacts on the environment. The concept of sustainable development is thus urged and aimed. In addition, all sectors should be the creative ways to create new tourism activities, construct, change and improve the cultural tourism in Krabi province. It must be done usefully for today and the near future in order to have the sustainable cultural tourism.

## Discussion

From the research findings, it should be more developed and promoted about cultural tourism because it can increase the new interesting tourist attractions and the number of tourists including Krabi province can get more profit in the near future. In conservation strategy, the site protection of cultural tourism attractions in five routes are value and uniqueness, which attracts tourists and make it worth conserving to increase the value of tourism sites. Considering protection and making use of tourism development as a means of conservation is a basic principle of sustainable tourism development. The site protection is relationship with social values, economic activities, local development, international exchanges, is made or become clear. It constitutes an essential engine for economic development and the major measurable of economic impacts of heritage conservation are: jobs and household income; center city revitalization; heritage tourism; property values and small business incubation in Krabi province. With it must contribute or educate the general understanding of its value and how to conserve Krabi province for sustainable tourism. Then all sectors consist of local communities, educational institutions, government sector and private sector seek a cooperation for finding a budget from the

government for managing the cultural tourism sites including law enforcement is used with the sites. For interpretation, it can help and protect cultural tourism sites, but interpretation and information of each site is not the same and clear now. It should be increased and improved on cultural tourism attractions in five routes. It must set the information center for tourists easily can find out the same and clear information by walking in and using social media such as facebook, youtube, twitter, line, linkedin, whatsapp and blogs etc. Furthermore, they are more than tools for interpretation, given their social and economic benefits including their role in sustainable tourism and importance in the visitor lifecycle. Public relations are very important with cultural tourism in Krabi province and they have to promote in many ways such as word of mouth, television, radio, books, journals and social media which is consistent with theory according to Ilievska (2018) mentioned that in modern social-economic context, public relations are considered to be an important factor in the process of development and growth of tourism. Moreover, In the tourist sector, public relations are more than a necessity. In the present, Public relations activities have been started to be used efficiently in the area of word of mouth, television and radio, books, and journals, and social media. Public participation is all sectors consist of local people, Krabi Provincial Cultural Council, local government sector and private sector. They have to participate with cultural tourism in Krabi province because the public participation perspective for tourism is crucial to an investigation of current tourism problems, because tourism activities are created by outsiders and tourists are brought into a community as if they are abject of tourism consumption.

In regard to management strategy, cultural landscape should be improved on cleanness, toilet, safety and facilities of each site. All sites have no cleanness enough so that it must improve it very fast. In the present, the toilets are not enough or they have no public toilets for tourists who come to visit the sites. Safety must improve and increase on the sites in order to assure the tourists of their safety and satisfaction. Safety measures should be enforced to include road and waterway accidents, crimes, overcharging on merchandise for tourists. Currently, tourism facilities should be developed every sites especially parking area. For marketing and promotion should be developed local products, local activities, culture show and encouraging tourists to participate in the activities according to Freeman & Glazer (2012) mentioned that marketing is, should be, an integral

part of the overall management process used to develop facilities and services as tourism products, identify potential travelers and their needs and wants, price their products, communicate their appeal to target markets, and deliver them to their customers' satisfaction. In the development of local products and activities on cultural tourism attraction in five routes whole Krabi province, all sectors (e.g. local authorities, non-governmental organizations, private enterprises and local residents) have to participate in the decision- making process especially Krabi province is a melting pot of Buddhists, Thai-Chinese, Muslims and even sea gypsies so that the participation of marketing and promotion is very important thing. After the development of local products and activities on cultural tourism attractions in five routes and one thing also is very important thing that is tourists can participate in all products and activities on the sites. Moreover, using of social media provides visibility and awareness for the brand; this is the awareness that is essential to convert potential customers to loyal customers eventually. The secret is to create a thematic content that can lead to an effective marketing campaign (Nilanjan, Dillip, & Raj, 2018). For Knowledge should be shared about history, the way of life, local wisdom including entertainment both local people and visitors. they will know and learn Krabi's rich history, the way of life, local wisdom including enjoying with local culture. Whenever, tourists have learned the history of Krabi province and they have involved in local products and activities. tourists have an impression on it and then they will tell all tourists to visit cultural tourism in Krabi province through word of mouth and social media according to Ruhanen & Cooper (2015) mentioned that the encouragement of people to share knowledge and ideas to create value-adding products and services. Knowledge is a powerful resource to help governments, private firms and the communities prevent, plan for, and recover from various types of disasters and crises. Absolutely, it effects on cultural tourism in Krabi province is very famous around the world. Human resources are not ready for cultural tourism in Krabi province so that they should have a training on local people and setting a cultural tourism learning center. Initially, it should have to motivate local people to train on cultural tourism according to Sharma (2014) mentioned that mostly in hospitality business, it is human product equipped with pleasant smile, everlasting is an added advantage in this process; it's not a barrier at any point of time for hospitality business. So, one should be motivating and human towards others. Creating value and culture at work

that will last long should be the main motive. Money is helpful for motivating people for some time, but it's not all. Moreover, it should be set up as a cultural tourism learning center so that people can learn more about cultural tourism in Krabi province. Overall, it has to start from local communities to all sectors have to collaborate to develop about training in the province according to Kozak & Baloglu (2011) described that it is widely known and accepted that tourism is an industry which requires intense face-to-face contact between hosts (local people and staff) and guests(tourists). Attitudes of local people toward tourists, approaches to tourism development and the development of programs to train both personnel and local people will indicate the position of a destination in the competitiveness set. As a result, human resources are very important thing but all sectors have to collaborate to create about training and set a cultural tourism learning center.

For new creation strategy, all sectors such as local people or local communities, educational institutions, government sectors from local to provincial administration, and private sectors (entrepreneurs and tourism providers) have to participate in cultural tourism management in Krabi province according to UNESCO (2017) explained that stakeholders in sustainable tourism planning are all the individuals who are interested in and/or affected by tourism development and biodiversity conservation. They should participate in the planning process from the early stage. Therefore, in effect, local people should be at the heart of the process: this means all sectors and group within a community and must also embrace cultural tourism in Krabi province to achieve their aims. Effective planning of sustainable tourism seeks to maximize the local benefits of tourism and minimize the local cost, while still remaining economically feasible. About infrastructure is not ready for cultural tourism in Krabi province. There are many problems as follow as disconnected road, narrow road, unclear direction sign, unclear traffic light, insecurity and lack of water supply. Therefore, it should be improved the disconnected road, narrow road, unclear direction sign, unclear traffic light, insecurity and lack of water supply, particularly in the less developed destinations outside the main highway areas of Krabi province, as well as the basic destination infrastructure (including small-scale community-based infrastructure such as visitor information centers) necessary to support sustainable and inclusive growth. The provision of these infrastructure support facilities will also enable the engagement or participation of local communities in the tourism value chain along the cultural tourism

route in Krabi province. Accessibility of cultural tourism in Krabi province could be developed not only accessible tourism road which consulting with the Department of Rural Roads about clear sign, signpost and street lighting for visitors but also the tourists' information about improving and setting about information center and using information through social media such as facebook, youtube, twitter, line and google including empowering travel agency to add it into their itinerary planning because, the location of the province is easily accessible for tourists to visit the natural tourist attractions but it is hard to approach to the cultural tourist attractions. The related activities are particular with cultural tourism especially the day, night and floating market or cultural show relating to the community. All sectors are consist of community, local government, hospitality entrepreneur, authorized person, Krabi Provincial Cultural Council, Ministry of Culture, Tourism Authority of Thailand and Ministry of Tourism and Sports able to support the related activities of cultural tourism in Krabi because the most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. Therefore, all sectors are important in the related activities development of cultural tourism in Krabi province whether in operation and budget.

## **Recommendations**

### **1) Suggestions for Usage**

1.1) Public awareness should be encouraged of cultural heritage, its value and how to conserve it for cultural tourism attractions in Krabi province.

1.2) Cooperation between stakeholders should be prepared for cultural tourism management achieving sustainable tourism in Krabi province.

1.3) Cultural tourism attractions should be developed as the secondary attractions in Krabi province.

### **2) Suggestions for Further Research**

2.1) Cultural tourism attractions and the plentiful natural attractions should be promoted on the same route for visitors' choice.

2.2) Sustainable cultural tourism model should be applied for developing in other destination in Krabi province, Thailand and around the world.

2.3) This research will be useful for education in the study of cultural heritage values and how to conserve it for sustainable cultural tourism in Krabi province.

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