Creative Tourism Pattern Development of World Heritage Site In Phra Nakhon Si Ayutthaya Province
การพัฒนารูปแบบการท่องเที่ยวเชิงสร้างสรรค์ในเขตเมืองมรดกโลก จังหวัดพระนครศรีอยุธยา

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Abstract

This research aims to develop a creative tourism pattern that is consistent with the satisfaction and demands of tourists. This study employed mixed methods research using both qualitative and quantitative approaches. Data were collected by interviewing government representatives, community leaders and experts/creative activity owners. Relevant documents were analysed and 410 people completed a questionnaire on the satisfaction and demands of Thai tourists. Results showed that creative tourism resources can be implemented as 36 activities classified into six categories including 1) Cultural heritage, 2) Crafts and folk art, 3) Lifestyle, 4) Gastronomy, 5) Health and 6) Sports and recreation. The sample group was extremely satisfied with creative tourism activities such as sightseeing. The creative tourism service model showed that most tourists preferred seeing, buying, tasting and learning at a high level. For the travel experience, most tourists preferred impressions, knowledge, the lifestyle of the community and skills at a high level. Concerning event venues, outdoor activity areas were preferred. The tourists thought that an appropriate length of time spent travelling was 1 day. The study results can be used to develop two patterns of creative tourism as follows: 1) Using creativity as a backdrop for tourism based on the story of "The Hunter of Ayothaya Bonanza" and 2) Using creativity as a tourist activity under the story of "Follow in the footsteps of Mae Mali". The development and promotion of creative tourism in Phra Nakhon Si Ayutthaya World Heritage site should proceed as

follows: 1) Create awareness of creative tourism patterns, 2) Develop a variety of creative tourism patterns, 3) Create an impressive creative tourism experience, 4) Develop a tourism route that connects tourist attractions and local communities, 5) Personnel development and 6) Build a cooperation network.

Keywords: Creative Tourism; Creative Tourism Development; Ayutthaya Tourism

บทคัดย่อ (Abstract)

การวิจัยนี้มีวัตถุประสงค์เพื่อ พัฒนารูปแบบการท่องเที่ยวเชิงสร้างสรรค์ ที่สอดคล้องกับความพึงพอใจและความต้องการของนักท่องเที่ยว เป็นการวิจัยแบบผสมผสาน ใช้วิธีวิจัยเชิงคุณภาพและการวิจัยเชิงปริมาณ รวบรวมข้อมูลจากเอกสารที่เกี่ยวข้อง การสัมภาษณ์ผู้แทนภาครัฐ ผู้นำชุมชน ผู้มีความรู้/เจ้าของภูมิปัญญาท้องถิ่น แบบสอบถามความพึงพอใจและความต้องการของนักท่องเที่ยวชาวไทย ที่มาท่องเที่ยวในเขตเมืองมรดกโลก พระนครศรีอยุธยา จำนวน 410 คน ผลการศึกษาพบว่า ทรัพยากรการท่องเที่ยวเชิงสร้างสรรค์ทางด้านมรดกวัฒนธรรมและภูมิปัญญาท้องถิ่นของจังหวัดพระนครศรีอยุธยา ที่สามารถนำมาใช้เป็นกิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ได้ 36 กิจกรรม จำแนกเป็น 6 ประเภท ได้แก่ 1) มรดกวัฒนธรรม 2) ศิลปหัตถกรรม 3) วิถีชีวิต 4) อาหาร 5) สุขภาพ 6) กีฬาและนันทนาการ กิจกรรมการท่องเที่ยวเชิงสร้างสรรค์ที่นักท่องเที่ยวพึงพอใจมากที่สุดคือ การเที่ยวชม การจัดบริการที่นักท่องเที่ยวต้องการมากตามลำดับ ได้แก่ การเยี่ยมชม การซื้อ การฝึกปฏิบัติ และการเรียนรู้ ประสบการณ์ท่องเที่ยวที่ต้องการในระดับมาก ได้แก่ ความรู้สึกประทับใจ ความรู้ วิถีชีวิตชุมชน และทักษะความสามารถ ต้องการสถานที่จัดกิจกรรมเรียนรู้ที่เป็นพื้นที่เปิด ใช้ระยะเวลาท่องเที่ยว 1 วัน นำผลการศึกษามาพัฒนารูปแบบการท่องเที่ยวเชิงสร้างสรรค์ได้ 2 รูปแบบ ได้แก่ 1) รูปแบบที่ใช้การสร้างสรรค์เป็นฉากหลัง เรื่อง "ตามล่าหาขุมทรัพย์อโยธยา" 2) รูปแบบที่ใช้การสร้างสรรค์เป็นกิจกรรม เรื่อง "ตามรอยแม่มะลิ" การพัฒนาและส่งเสริมการท่องเที่ยวเชิงสร้างสรรค์ในเมืองมรดกโลกพระนครศรีอยุธยา ควรดำเนินการดังนี้ 1) สร้างการรับรู้การท่องเที่ยวเชิงสร้างสรรค์ 2) พัฒนารูปแบบการท่องเที่ยวเชิงสร้างสรรค์ที่หลากหลาย 3) สร้างประสบการณ์ท่องเที่ยวเชิงสร้างสรรค์ที่ประทับใจ 4) การพัฒนาเส้นทางเชื่อมโยงแหล่งท่องเที่ยวกับชุมชนท้องถิ่น 5) การพัฒนาบุคลากร 6) การสร้างเครือข่ายความร่วมมือ

คำสำคัญ (Keywords): การท่องเที่ยวเชิงสร้างสรรค์; การพัฒนาการท่องเที่ยวเชิงสร้างสรรค์; การท่องเที่ยวอยุธยา

Introduction

The continuous growth of tourism plays a major role in the economy of Thailand. However, tourism in Thailand lacks development in terms of new potential tourist destinations. Popular tourist destinations are limited and

overcrowding causes destination degeneration. The value of products and services should also involve income distribution to local communities. This will encourage tourism. (Ratanusuwongchai et al., 2016) The government of Thailand has begun to modify its tourism strategy by considering sustainable tourism development and tourism quality rather than just the number of tourists. The government set up the "Designated Areas for Sustainable Tourism Administration (Public Organization)". DASTA has used Creative Tourism as a way to develop tourism.

The current issue of the development plan of Phra Nakhon Si Ayutthaya (2018-2021) analysed problems concerning tourism management in the province. Results revealed that tourist site deterioration stemmed from large tourist numbers. The province lacks tourism activities to increase income for local people and local entrepreneurs. The utilisation of local wisdom as knowledge to support tourism is declining as urban development progresses. (Phra Nakhon Si Ayutthaya Provincial, Office Provincial Development Strategy and Information Division, 2018).

The situation and the problem above, the researcher has proposed using a creative tourism pattern to develop at Phra Nakhon Si Ayutthaya World Heritage sites. Creating diverse tourist destinations will reduce the problems of overcrowding and add more value by supporting the tourism expansion of Phra Nakhon Si Ayutthaya Province in the future.

Research Objectives

Four research objectives were presented:

1. Study the creative tourism resources at Phra Nakhon Si Ayutthaya World Heritage sites.

2. Study the satisfaction of tourists towards creative tourism activities.

3. Study the needs of tourists towards creative tourism services.

4. Develop creative tourism patterns for Phra Nakhon Si Ayutthaya World Heritage sites.

Research Framework

The development and design of creative tourism patterns adopted the creative tourism characteristics of DASTA (Wisudthiluck, 2015) and the creative tourism models of Richards (2010) as the main concepts. The theoretical research framework is summarised in Figure 1.
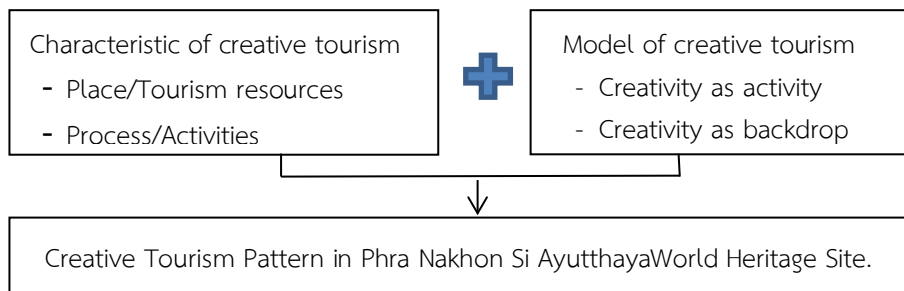
Figure 1 Theoretical framework of factors leading to creative tourism

The creative tourism pattern has a unique characteristic in terms of resources and tourism activities. Tourism resources focus on culture or nature and include the distinctive identity of intangible cultures including festivals, traditions, local plays, arts, lifestyles and functional creation. Creative tourism activities focus on participation involving learning experiences of culture and local wisdom (Wisudthiluck, 2015).

The creative tourism design used the Richards models of creative tourism (Richards, 2010) to create a pattern using creativity as an activity and backdrop for tourism, focusing on tourist participation through four main activities as Learning, Tasting, Seeing and Buying.

The conceptual research framework was used to determine the study variables, as shown in Figure 2.
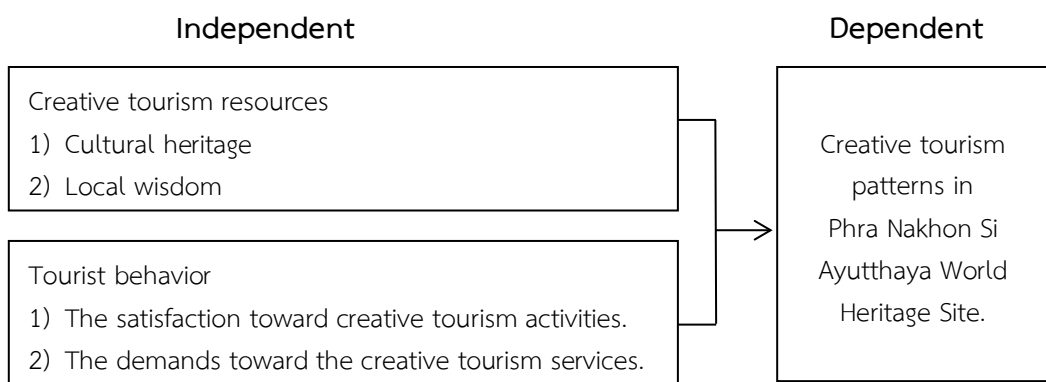

Figure 2 Study variables

Research Methods

This descriptive research was conducted as follows: 1) Studied creative tourism resources in terms of cultural heritage and local wisdom with a unique identity in the communities located around the World Heritage sites in Phra Nakhon Si Ayutthaya. Creative tourism activities were presented as options for tourists to select. 2) Studied satisfaction and demands of tourists toward creative tourism activities and services. And 3) Results obtained from the creative tourism activities matched the tourists' satisfaction and demonstrated the need to develop a creative tourism pattern. A mixed methods research approach was adopted using both qualitative and quantitative data sources.

Population and sampling

The study population was selected by purposive snowball sampling from government agencies and included 1) Head of Group Community Development Strategy 1 person, Ayutthaya Community Development Provincial Office 1 person and a Community Leader 1 person, 2) Experts/creative activity owners 3 people and 3) 410 Thai tourists who visited Phra Nakhon Si Ayutthaya World Heritage sites. The sample size was determined based on the calculation formula of W.G. Cochran. (1977) And non-probability sampling method through accidental sampling was employed.

Research Instrument

The qualitative research comprised 1) **Semi-structured interviews** with government representatives as a tool to collect information on creative tourism resources in terms of cultural heritage and local wisdom and 2) **In-depth interviews** to collect creative activity information/procedures of the local experts/creative activity owners, while the quantitative research approach included The researcher has constructed the interview questions based on the concept of creative tourism in terms of scope, characteristics, resources, and the development and potential creative tourism.

The quantitative research instrument includes 3) **A questionnaire** with a closed-ended and open-ended questionnaire to collect data on the satisfaction towards creative tourism activities and the demands of Thai tourists towards creative tourism services. The researcher has formed the questions based on the concepts and theories related to behavior and the preferred service model. The results of the creative tourism activities and organizing were used to define a question on a 5-rating scale according to the Likert s Scale pattern. Then, the questionnaire was administered to test the confidence that has been proven with reliability will be used for collecting data.

Collection and statistical treatment of data

1.Creative tourism resources were studied to collect information including cultural heritage and local wisdom, together with relevant secondary data from travel guide documents, brochures and databases from various websites. Primary data were also collected by interviewing government representatives and experts/creative activity owners. Content analysis involved categorising, analysing and synthesising the data according to the given issues, as detailed below.

Creative tourism resource information obtained from a series of semi-structured interviews was categorised into four groups as 1) cultural heritage, 2) local wisdom, 3) creative activities and 4) services and facilities. Data were analysed to select resources as creative tourism activities using the concepts of Wisudthiluck (2015). They identified resources with a unique and distinctive identity, authenticity, imagination, inspiration, knowledge, inventiveness from local wisdom and intellectual assets. They analysed resources to select creative activities that best satisfied the demands of the tourists.

Data from the in-depth interviews with experts/creative activity owners were used to assess the readiness to organise activities. The data were categorised into five groups as 1) History, 2) Uniqueness and identity, 3) Procedures/organisation of activities, 4) Target of tourists and 5) Problems, obstacles and suggestions. Data were analysed according to the concept/suggestion of academic research from the

literature review. Organising activities should be unique, with variety and differences to meet the demands of tourists after a short time to practice. The organising staff involved should also be knowledgeable and friendly, while the activities should have good facilities and surroundings.

2.Tourist satisfaction and service requirements towards creative tourism activities were collected by administering a rating scale questionnaire. The questionnaires were distributed to Thai tourists who traveled in Phra Nakhon Si Ayutthaya, including temples, historical sites, restaurants, souvenir shops, hotels, etc. The questionnaire attracted 410 respondents. Descriptive statistics were analysed by frequency distribution, with results showing percentage, frequency, mean and standard deviation. The results, which showed satisfaction and needs at the extremely satisfied and very satisfying levels, were taken to design and develop the creative tourism patterns.

Research Results

Objective 1: Results of the study on creative tourism resources.

Cultural heritage in Phra Nakhon Si Ayutthaya Province has a unique and distinctive identity as history, archaeology and architecture. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has included Phra Nakhon Si Ayutthaya as a World Heritage Site with a large diversity of cultures, ethnicities, religions and local traditions. This old community has stories about people's ways of life connected to the river, agriculture and rice cultivation. Most of the tourist attractions are ancient sites comprising 1) Historical Parks and Royal Palace, 3 places, 2) Ancient sites including 78 temples, 22 mosques, 5 churches and 204 abandoned temples, 3) 5 monuments, 4) 2 learning sources, 5) 11 cultural sites and 6) 5 recreation sources and 12 annual festivals.

Local wisdom The project "OTOP Nawat Withi Tourism Community" has registered 222 items in the Phra Nakhon Si Ayutthaya district, These items were analysed based on the proposed conceptual framework and characteristics of

creative tourism activities of DASTA by Wisudthiluck (2015). They were divided into 36 activities and classified into 6 categories as 1) 6 activities of cultural heritage, 2) 6 activities of lifestyles, 3) 4 activities of health, 4) 3 activities of sports and recreation, 5) 3 activities of gastronomy and 6) 14 activities of crafts and folk arts.

Objective 2: Results of the study on the satisfaction of tourists towards creative tourism activities.

Demographic information of the 410 sample tourists showed that most were females (64.39%), aged between 21 and 30 years (39.76%) with a bachelor degree (55.85%). Occupations included private employees (26.59%), with monthly income between 10,001 and 20,000 baht (52.93%). Tourists visited Ayutthaya all year round. Most chose to travel at the end of the year and the middle of the year (4th quarter, 2nd quarter) as October-December and April-June (37.56%, 35.12%). The tourists were mainly from the central part of Thailand (79.27%).

Satisfaction results towards creative tourism in all 36 activities showed that most of the sample group are satisfied and extremely satisfied. The highest level of extremely satisfied are 1) Festival trips, 2) Tasting local food, and 3) Sightseeing tours of temples and Buddha images. Activities that revealed a moderately satisfied level were Learning/ Practicing meditation and Learning/Practicing herbal ball.

Objective 3: Results of the study on the demands of tourists towards creative tourism services revealed that tourists specified a high level of satisfaction in all aspects of seeing, buying, tasting and learning. In terms of travel experience, the tourists chose a high level in every aspect including impressions, knowledge, lifestyle of the community and skills respectively. For the creative roles, the highest level of demand fell on audiences, followed by participants, creators and co-thinkers respectively. In terms of the time spent on travelling, most preferred 1 day. For event venues, most desired an outdoor activity area.

The open-ended questionnaire results indicated that the sample tourists required many facilities. They suggested improving the traffic system to be more

convenient and safer. There should be ample parking areas and shuttle bus services to tourist attractions and around the city. The event venues should provide sufficient facilities.

Objective 4: **Findings of the development of creative tourism patterns.** The development of creative tourism patterns using the concept of Richards (2010), while the design of tourism routes used the concepts of the United Nations (2000) and the Tourism Authority of Thailand [TAT] (2017). Two themes of creative tourism patterns were developed as follows:

Pattern 1 Creative tourism route based on the story of "The Hunter of Ayothaya Bonanza". This tourism route pattern used creativity as a backdrop for the tourism experience. It involved visiting the Phra Nakhon Si Ayutthaya Historical Park archaeological site and learning about the history of Thailand during the Ayutthaya period as well as appreciating the architecture, mural art paintings, arts and crafts and antique gold ornaments. The 11 cultural sites included 1) Ayutthaya tourist center, 2) Wihan Paramongkhon Bophit, 3) Wat Phra Si Sanphet, 4) Ayutthaya Royal Palace, 5) Wat Na Phramen, 6) Wat Thammikarat, 7) Wat Ratchaburana, 8) Wat Mahathat, 9) Chao Sam Phraya National Museum, 10) Institute of Ayutthaya Studies and 11) "Krung Sri" retro markets. Buying a souvenir and tasting and practicing one activity of arts and crafts were suitable activities for the theme, such as learning/practicing "Hua Khon" (mini model), learning/practicing fish mobile and taking it back home as a souvenir. A tourist tram was used to travel on this route as a one day trip (Figure 3).
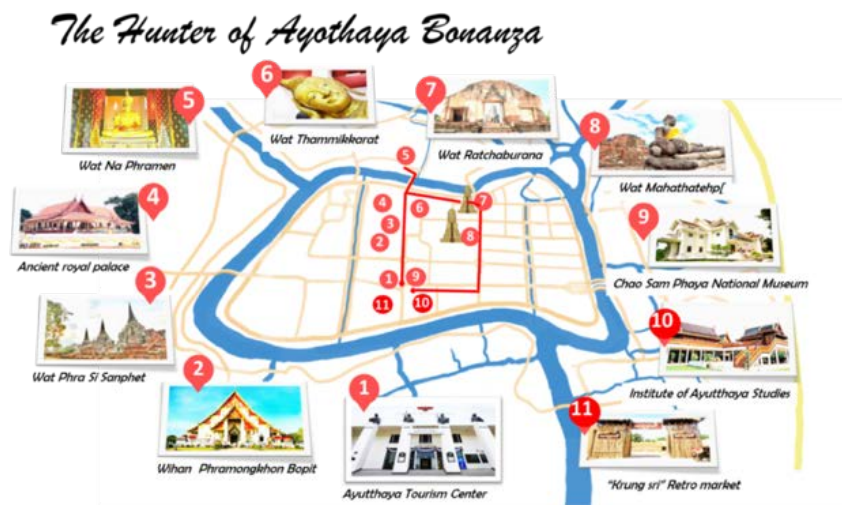
Figure 3 Route Map "The Hunter of Ayothaya Bonanza"

 Pattern 2 Creative tourism route under the story of "Follow in the footsteps of Mae Mali". The tourism pattern in this route focused on using creativity as a tourist activity for tourist experiences. This creative tourism route involved learning, tasting, seeing, buying and focusing on learning/practicing traditional Thai desserts" Thong Yip, Thong and Foi Thong", sightseeing waterfront lifestyles around the city island of Phra Nakhon Si Ayutthaya by a boat tour, visiting an ancient site related to "Mae Mali," who was a famous figure in cooking Thai desserts in the Ayutthaya period, visiting seven historical sites and learning about the history of ancient significant places including 1) Ko Rian community, 2) Chantharakasem National Museum, 3) Wat Chaiwatthanaram, 4) St. Joseph's Cathedral, 5) Wat Phutthaisawan, 6) Portuguese Settlement Ayutthaya and 7) Japanese Village. This route comprised a one day trip (Figure 4).

Figure 4 Route Map "Follow in the footsteps of Mae Mali"

Discussion

The study results demonstrated that Phra Nakhon Si Ayutthaya World Heritage site has unique resources in terms of cultural heritage, history, art, architecture and local wisdom resources. Tourists were highly satisfied and mostly demanded sightseeing activities followed by buying, tasting and learning respectively. This result was consistent with research by TAT & NSO (2017), which reported that tourists who travelled to Phra Nakhon Si Ayutthaya World Heritage Site mostly joined sightseeing tours of temples, Buddha images, tasting local food and shopping for products and souvenirs.

The concept of developing creative tourism patterns was consistent with the satisfaction and demands of tourists in areas with cultural identities. Using creativity as a backdrop for tourists to gain experience from sightseeing in cultural heritage sites as the main activity and learn/practice local wisdom as secondary activities will attract and motivate tourists to participate in creative tourism activities.

Recommendations for the development and promotion of creative tourism in Phra Nakhon Si Ayutthaya World Heritage site in terms of service

management to reduce the problem of deterioration of tourist sites and generate income for the local community are suggested as follows:

1.**Create awareness of creative tourism patterns.** The study results showed that most tourists were extremely satisfied and wanted sightseeing activities, which are the main activities of cultural tourism. This might be because the creative tourism image in Phra Nakhon Si Ayutthaya is not clear. Creative tourism should be explained to tourists by promoting creative tourism activities via social media on the internet.

2.**Develop a variety of creative tourism patterns.** Tourism patterns suitable for tourist target groups should focus on using the outstanding identity of local wisdom and allow the local community to participate in creative tourism activities, thereby generating income. The study results suggested that local wisdom in Phra Nakhon Si Ayutthaya Province with characteristics of creative tourism activities satisfied tourists at a high level including gastronomy, crafts and folk arts, sports and recreation and health.

3.**Create an impressive creative tourism experience.** The study results showed that most tourists wanted impressive and satisfying activities involving knowledgeable and friendly people with good facilities in pleasant surroundings. Government agencies should support facilities and utilities available for tourists and encourage the local community to participate in preserving the environment.

4.**Development of tourism routes.** Tourism routes should connect with popular tourist attractions and local communities. Readily available means of travel, with signs and parking and especially the arrangement of tour buses to reduce the problem of the deterioration of tourist sites, will allow tourists to learn about the ways of life in the community.

5.**Personnel development for community tourism**. Creative tourism personnel who conduct workshops/study trips in other tourist destinations have the knowledge and ability to manage and organise activities. The transfer of knowledge and experiences to tourists is important and improves tourism satisfaction.

6.**Building a tourism cooperation network**. Tourism strategies, budgets, personnel development and knowledge of creative tourism will be enhanced through sustainable community tourism management development by the government, tour operators and local communities. Creative tourism focuses on sharing and exchanging knowledge linked to tourist attractions in different places. This involves working together as a network both inside and outside the community. The government should support building a network to provide a local learning/experimental facility to benefit the community.

The study results suggested that the concept of developing a creative tourism pattern in Phra Nakhon Si Ayutthaya World Heritage site should involve cultural heritage. Local wisdom resources are incentives for tourists to go sightseeing and create learning/practicing activities consistent with satisfaction and demand while allowing the local community to participate. Government agencies should establish a network of cooperation and involve the community in planning operations. Local personnel should be encouraged to gain knowledge and expertise in organising activities and developing various creative tourism patterns. This will increase tourism awareness within the community by developing utilities and facilities, and enhance creative learning and public relations. Tourists will enjoy creative tourism and interact with the local community to reduce the deterioration of tourist sites and increase the income of the local people. Developing a creative tourism pattern is an approach that creates value and enhances tourism according to the government's tourism promotion policy.

Recommendations

1.Government agencies and related tourism sectors in the Phra Nakhon Si Ayutthaya World Heritage Site should act as leaders to develop creative tourism patterns that publicise, raise awareness and motivate tourists through more travelling options.

2.Government agencies should fully support and develop tourist attractions. Tourist facilities should include traffic systems, parking facilities, road signs for basic utilities, accommodation and restaurants as well as other additional services such as banks, hospitals and communication.

3.Tourist attractions with learning resources, such as museums, should be organized with rotating exhibitions using appropriate local wisdom content to be a learning activity for tourists to attend and practice. Local invited speakers should be experts in specific content, such as learning and practicing "Hua Khon" (mini model), fish mobile, etc. Tourists should be allowed to take the created objects back home as souvenirs.

4.Phra Nakhon Si Ayutthaya Province has many types of potential local wisdom. These can be used to conduct research in more specific areas of creative tourism such as food tourism, sports/recreational tourism and health tourism.

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