

Guidelines for the development of community based tourism activities in accordance with the social capital and cultural capital of Ban Nong Aor Chiang Rai province

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Abstract: This study is qualitative research. The purpose is to study social capital and cultural capital of Ban Nong Aor Chiang Rai province and propose guidelines for the development of community based tourism activities in accordance with the social capital and cultural capital of Ban Nong Aor, Chiang Rai. The research population in the study are scholars who are knowledgeable in social capital and cultural capital. The research was conducted by purposive sampling from 14 people. The data were collected using semi-structured interviews and focus group discussion. Analyzing the data with content analysis. The result showed that Ban Nong Aor has wisdom about Tung weaving, the hanging flags in Lanna arts and basketry. They believe in horoscopes, worship ancestral spirits and follow the principles of Buddhism. Having a simple way of life based on the unique of communities in the North of Thailand, cover from career, clothes, food, accommodation to culture and traditions. Moreover, Phra Sing Sam, the holy Buddha statue and Wat Nong Aor, an ancient temple which older than 100 years are also consisting in the community. These social capitals can develop to 7 tourism activities. These activities should be used to provide the tourism services of the community in order to take advantages from their own social capital and cultural capital and maximize the benefits from it. This tourism should be encouraged in marketing and public relations from the provincial tourism agency to promote to be community based tourism attraction of Chiang Rai Province

Key words: *Community based tourism activities, social capital and cultural capital, Chiang Rai Province*

INTRODUCTION

Tourism is an important industry that brings huge revenues to developing the country. Tourism also has an important role in employment and create a career. [1] had stated in The Second National Tourism Development Plan (2017 - 2021) that Thailand trend to grow in tourism continuously. The strategies focus on developing the quality of tourist attractions, tourism product, and service to achieve balance. Including building standard quality tourist attractions, tourism activities, and services. Tourism development in potential provinces and areas. Tourism development in secondary cities and rural areas. Developing unique products and services for each district and so on. These strategies proceed by promoting public knowledge and understanding of the travel and tourism management and let the community participate in the development of products and services based on their heritage and culture. In addition, tourism can also be a tool for local development by using it as conditions and opportunities for community organizations to play a

key role in planning the development for their own community. Especially in a community that tourism is likely to progress in, or want to uncover their communities to be recognized broadly to create a

learning process about planning. resource management and decentralized decision-making by emphasizing the importance of the natural environment and take tourism as equipment for community development simultaneously [2].

At the present, community based tourism has the role in local development along well with preserving the traditional, local unique identity. The model of community based tourism is the tourism that takes into account environmental sustainability, social and culture, the direction is set by the community. Managed by the community for their own community. The community has the role as an owner. Has the right to manage to ensure learning to those who visit. By working covering 5 areas of politics, economy, society, culture, and environment altogether which the community is truly owned and managed. Tourism also plays an important role in stimulating the utilization of the country's resources.

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As [3] discussed the prominent role and importance of tourism industry to the economy, social, culture, nature and environment that Thailand emphasizes great importance to the tourism industry as it is an industry that generates benefits cover from economic, social, cultural to environmental. It can be said that the tourism industry is making significant revenue to the country as a priority, especially from foreign visitors spend on the national economic system. In terms of society and culture, normally the people's ways of life in every society has evolved over time. It will be slow or fast depending on the factors from both internal and external stimulus. As well as, if society wants to transform itself from normal traditional society to a society that is open and ready to get into the tourism industry, the society will develop more rapidly and changing several times the traditional form.

Chiang Rai has many tourist attractions. Natural tourist attractions that enrich with natural beauty. The unique valuable identity that has flourished since the past, the local culture, simple way of life, the generosity of the community, these are charms that bind tourists with the community. There are a variety of local foods. The tribe currently has development in both infrastructure and transportation. The community has been supported and encouraged to be able to manage and utilize the benefit from the economic capital, Social Capital, natural resources, traditions and culture of the community to solve the problem of poverty and develop the strength of the community which is one of the important strategy in the provincial development plan. At present, the relevant authorities in tourism development are supporting and promoting tourist attractions within the province more than before to stimulate both Thai and foreign visitors. Thus, community based tourism is driving tourism to be more meaningful than leisure. It is the development of people in the community to play an important role in preserving the community to remain sustainable. Ban Nong Aor desires to develop their own village into a tourist community because the villagers want to make future generations realize the values of the social and cultural capitals that have been accumulated for a long time. Together with the community wants to publicize its unique value to the general public. Therefore, the origin of this research is to help people in the community realize the value of their social and cultural capital and to bring out the potential of the community in tourism management to made additional income and strengthening the community and local people to be able to be self-reliant while conserving natural resources and culture sustainably

LITERATURE REVIEWS

1. The concept of Community Based Tourism.

Community based Tourism is a form of tourism in in which community participates in the management of tourism in their area. The CBT has helped to stimulate the local economy by creating jobs, distribute income in the community, conserve and promote the traditions of the community which makes the community unique. In contrast, The CBT would impact negatively on the economy, society, culture and the environment as well. Through changing lifestyles and values, causing social problems, causing pollution problems on local communities and so on. Local residents should be allowed to participate in the management of their own community tourism by exchange and learning between the community and tourists. Taking part in the management and development of economic opportunities thoroughly with regard to the various impacts and eventually meet the needs and satisfaction of tourists. Make the community been told to other tourist and make them come back repeatedly. Community Based Tourism (CBT) has expanded rapidly in the past two decades and is expected to be potential tourism since it is tourism that creates participation for the community, supports natural resources and environmental conservation, generates income to the community economy as well. In marketing, this type of tourism is still a specific group (Niche Market) that would like to learn with the community in the form of tourism [4]. [5] has given the meaning of tourism by the community that it is tourism which people in the community have an ownership and conduct the management to make the tourism benefit the community both directly and indirectly in the economic, social and cultural. and the environment with learning is the core of the tourism management to let the tourists truly understand local way [6]. The Office of Tourism Development. Ministry of Tourism and Sports has given meaning to the Community-Based Tourism as a tourist destination with a community. The basic priority is the engagement of the community in the management of tourism in their area. The CBT has helped to stimulate the local economy by creating jobs and income distribution. While also helping to preserve the culture and traditions of the community, which has its own unique identity[7]. CBT is the way of promoting mutual learning in the local community and visitors. Including the preservation of

community resources. Community Based Tourism is a development tool to create sustainable communities from the participation of all sectors of the community for the benefit of the community [2]; [8]. The CBT as a tool for the conservation of natural resources and local ways of life. By balancing tourism management, its result will be various benefits from tourism will return to the community and local [9]. The CBT is tourism that community defines the direction and form of their own tour. All the villagers have ownership in tourism resources and interests arising from tourism. Tourism organized by the community has a variety of selling points, natural, history, culture, lifestyle, conservation. Including the development of a model to create sustainability for future generations and truly benefit the local [10]. It is therefore concluded that the CBT is the tourism which considers the sustainability of environment, social and culture. Directed and managed by the community for the community. The community has a role as the owner has the right to manage and take care to create learning to those who visit. The Community should determine the guideline for the development of sustainable tourism with the understanding of the needs of tourists and protect the environment. Create events that show the uniqueness that is different from other communities and build a network of cooperation between communities in all dimensions.

2 . The concept of social capital and cultural capital.

[11] said that social capital is a social force in solving the crisis of society by given the meaning of social capital that is The people come together. Combined goodness and knowledge together to solve social problems. In accordance with [12] mentioned that social capital is community resources to solve the problem. Significant resources are wisdom and generosity towards each other. These are the social capital, in this term social capital is considered as a dimension form of community resources which include the values, generosity towards each other the intelligence exists in the community that deserves to be applied with social development. Moreover, [13] has defined social capital in two way of meaning. The first was the broadest Sense. Social capital is a social relationship that helps people in society live together and act together more effectively than individuals who aloof to act alone. In this sense, refers to a form of social organization with the basis of Trust,

Mutuality, and Reciprocity. For the narrow sense, it considered a beneficial behavior of mutual cooperation. The basic element of social capital is from participation in social networks. The participation of the members of the network causing access to the resources of social capital in the form of an Obligation of Reciprocity, which grows from the relation of trust. Then cause the exchange of information within the network. As well as [14] has given the meaning that the concept of social capital is about Relationships Matter by creating and maintaining relationships that operate continuously. The relationship between the member causes Common Values that will generate power to achieve the desired goal that the only person could not be conducted or difficult to operate to be a success. In addition to [15] defines social capital as the means of the power available in the community and society as a result of the merger of the group of people. In order to live together on the basis of trust bond ties and good culture of Thai society through 3 capital components, human capital, institutional capital, intellectual and cultural capital all components are linked together. If we can bring the power in the form of these capital to supporting each other it will become a way of survival from globalization. Finally, [16] stated that social capital is already existed in Thai society and are used in various dimensions. Which are both extensive dimensions covering concrete things are natural resources and abstract dimension that are knowledge, intellectual and psychological. Social capital may be thought of in the dimensions of the thinking system and the process of practice. Social capital can be divided into several categories as follows [17].

1. Bonding social capital –Social capital that connects people who have economic, political, social or other characteristics in common.

2. Bridging social capital - Social capital that connects people which characteristics above are different (connects between groups in horizontal)

- 3 . Human capital with quality, knowledge, intelligence and moral skills, discipline and responsibility. Have a positive attitude to work and benefit the public

- 4 Institutional capital includes family institutions, educational institutions, religious institutions, political institutions as well as established organizations such as NGOs, community organizations, professional associations, etc.

5. Cultural and Intellectual Capital. Including values such as integrity, discipline, culture, public awareness, Thai culture, and local wisdom, etc.

For social capital what should be extra careful is the Process of transform into products which is capitalism way of thinking. It is always trying to change everything, even wisdom and culture to become the cultural goods to be exchanged and distributed. Do not become that we invest with social capital to be a product of tourism. Especially, the product of a development project that was snap from various development agencies to reinforce their state authority, power or righteousness through the set of discourses, told or played with new words rather than taking into account the actual results that will lead to strengthening the community [18]. The clustering of society, people are educated, cultured, honest, having a collective responsibility and working efficiency [19]. These social capital were not new things that emerge in Thailand, but original values that already be a part of Thai society. The values which are social capital of Thailand has been existing abundantly for a long period of time such as

1. The value system, Ideal, the belief that are based on respect, humility towards nature or define yourself as part of nature has the foundation from Buddhism

2. Local wisdom and learning process that the community created and accumulated for living such as agricultural wisdom, folk medicine, living, etc. these are living knowledge. There is also epistemology which it differs from the Western pursuits. It is a knowledge that is filtered from a subtle experience and inseparable with nature.

3. The relationship system of the community with the characteristics of a family relative leniency. The structure of the social relationship is in a horizontal plane to facilitates mutual support such as ask the help of friends and neighbors for special work is a normal system across the country.

4. Local unique rule, tradition, and custom. That shaped from the experiences of one generation pass down to another is a collective consciousness of people in the community that aim to create a system to control the community to live according to the value system.

5. ownership and common management systems such as community rights to manage the rights to operate and maintain the assets of the community and public benefit.

6. Cultural Diversity as a source of wisdom. Different ways of thinking according to the

ecosystem and Important economic and political conditions

7. The intellectual leader of the community or scholars whose living wisdom in various areas, including elders, monks, folk doctors, farmer leaders and so on.

8. The organization that conducts activities in civil society such as local organizations, public network, NGOs, professional groups, academician who carry out activities to strengthen the community in various issues. Iam Thongdee said that social capital is a factor that is applied to be the basis of community features creating process in economic, social, cultural, resources and environment [20]. [21] said the social capital probably is the nature that humans know and use generously, belief, idea, notion, an invention of both physical and abstract that encourages human and nature and also human and human live together to support each other. Consistent with the statement that social capital is the traditional value and wisdom of Thailand whether the knowledge of agriculture. Medical treatment, family relationships and kinship ties within the community, etc. [22].

3. The concept of tourism development

Tourism development, a concept that is Multi-dimensional Concept consist of the use of resources sustainably, agriculture, sustainable energy. Social and economic. Therefore, tourism becomes a part of the sustainable development that led the management of resources in both economic, social and aesthetic. While maintaining the integrity of necessary ecological processes at the same time. Biodiversity and systems that are conducive to life to achieve sustainability in the tourism industry. From these, the concept of sustainable tourism has been very popular and used broadly. [23] said that sustainable tourism development has 8 important considerations

1. Sustainability should take into account the needs of the community in managing tourism. Consider the real desire of people in the community that they want to turn their community into a tourist attraction or not. Otherwise, there will be a quarrel among the people in the community. Which will make the image of the community worse. If the community agree to open it as a tourist community they must prepare all aspects since tourist attraction management, tourists service, as well as conservation in the community for sustainability.

2. the development of sustainable tourism should take into account the needs of their visitors. These will be the direction to provide readiness to meet the satisfaction of most tourists. To build Satisfying the tourists This will lead to attracting tourists to visit the attraction more and those communities can earn income from tourism as well.

3 . The development of sustainable tourism should be reckoned with the facilities in its attraction that if it is already available for the tourist or not. Consider the demanding and sufficiency of them. If it not sufficient yet so how much quantity that must be added. These questions should be taken as a guide to considering the provision of adequate facilities for the number of tourists effectively.

4. The development of sustainable tourism should take into account environmental and cultural values in their attraction that will it be affected or destroyed or not. This will be considered guidelines to take care of the natural environment and preserve the local culture and traditions.

5 . The development of sustainable tourism should take into account the capacity of communities to undertake tourism. Consider the appropriate quantity of the tourist. This will be a guideline to consider the amount and the standard of tourism facilities and appropriate activities include the measures to limit the visiting of the tourists to as well.

6 . The development of sustainable tourism should take into account the participation of people in tourist attraction management which will give the benefits from tourism to the community and improve their quality of lives.

7 . The development of sustainable tourism should consider the building on the attractions that it is in harmony with the environment of communities or not. Consider if the community focus on management cleanliness convenience according to international standards or not. It can reflect the success that encourages local unique charm with international standards.

8. The development of sustainable tourism should take into account how other similar tourist attractions both domestic and foreign manage and develop to become successful in manage the destination to be more sustainable.

In addition, [8] also proposed the development of sustainable tourism. The criteria are as follows:

1. The participation of the community.
2. The collaboration of various groups involved.

3. Quality employment
4. sharing the benefits of tourism.
5. The use of resources to creates the most benefits.
6. Long-Term Planning
7. The balance between social, economic, environmental and cultural objectives
8. The consistency between the tourism plan and other development plans.
9. The cooperation between policymakers and practitioners.
10. The cooperation between tourist attractions and entrepreneurs.
11. The assessment of impact from tourism.
12. The establishment of criteria for the impact assessment.
13. Focusing on the community benefits, natural and cultural environment values
14. The development of education and courses.
15. Enhancing features and identities of the community.
16. The consideration of capacities.
17. The maintenance of cultural heritage and natural resources for sustainable tourism.

RESEARCH OBJECTIVES

1. To study the social and cultural capitals of Ban Nong Aor, Chiang Rai province
2. To propose guidelines for the development of tourism activities by the community in accordance with the social and cultural capitals of Ban Nong Aor Chiang Rai province

METHODOLOGY

This research is qualitative research. The researchers used the purposive sampling methods with 14 local scholars who are knowledgeable about social capital and cultural capital of Ban Nong Aor. Data were collected using semi-structured interviews and focus group discussions during February - December 2018 and analyzed by content analysis.

RESULT ANALYSES AND DISCUSSIONS

1. The social and cultural capitals of Ban Nong Aor, Chiang Rai province

1.1 Wisdom

The wisdom of the people in Ban Nong Aor divided into 2 types which are Tung weaving, the hanging flags in Lanna arts and basketry. There are 12 households in Ban Nong Aor that weaving for

living. There are 4 patterns in woven Tung, including 12 Zodiac, elephant, Dharma hall each pattern has the same meaning that is prosperity The difference is only the opportunities to use Tung. Most are done by elderly women. For basketry, there are 8 households that basketry for living. The popular basketry are daily life appliances such as baskets, square dip net, bamboo fish trap, chicken coop. at the professional basketry, most are done by elderly male.

1.2 Belief

Ban Nong Aor have faith in the predictive horoscope, worship ancestral spirits and follow the principles of Buddhism. There are faithful scholars who specialize in horoscopes, heal illness and enhance fortune that people in the community respect. For ancestral spirits worship, The community will have the ceremony to pay respect to the spirit of grandmother and grandfather annually. They beg the spirits of ancestors who have passed away to protect the children to live an untroubled normal life. All of the residents have a very strong belief in Buddhism and participate in important Buddhist ceremony regularly.

1.3 Way of life

Most villagers have similar lifestyles. They make livings from farmers, Tung weaving, basketry, general employee, furniture making. The most popular are farmers, Tung weaving and basketry

Food, villagers cook typical local Lanna food such as Nam Prik Aong, Thai Northern style pork and tomato, Nam Prik Num Thai Northern green chili dip, blanched vegetables, pork cracklings as well as people in other communities of the North.

Clothes, The locals are dressed normally, as well as residents in other communities.

Traditional and cultural, the villagers attend to the cultural and traditional ceremony as well as other communities such as the Buddhist Lent Day ceremony, Songkran festival and so on.

The accommodation, the villagers build a wooden house with 2 levels or half wooden half cement. They usually use natural materials available locally. Consistency with their ways of life. The space under the house is raised. The roof is in gable shape. Some of the traditional houses will decorate the top of the roof with carved wooden cross called "Galae".

1.4 The good things that people in the past have done

In Ban Nong Aor, there are archaeological site and antiquities that are Wat Nong Aor, an ancient

temple with the age more than 100 years and an ancient statue of Buddha, Phra Sing Sam which is considered as the important statue of the North, last more than 100 years as well. There also the main shrine that becomes the spiritual anchor of the villagers

2. The guideline for developing the tourism activities by the community in accordance with social capital and cultural capital of Ban Nong Aor, Mae Chan District, Chiang Rai Province.

The researchers had conducted the focus groups discussion with the tourism development leader group of Ban Nong Aor to jointly design activities by the community that is consistent with the context of social and cultural capitals of the community. The conclusion of The guideline to develop the tourism activities by the community in accordance with social capital and cultural capital of Ban Nong Aor, Mae Chan District, Chiang Rai Province are the following

2.1. So happy to meet you here event, an welcoming event for tourists. The locals welcome tourists with Lanna folk dance and music, then hand out jasmine flower garlands to the neck of tourists in order to make them feel the warm welcome, courtesy and friendly.

2.2 Phra Sing Sam worship Activity, for the prosperity of life. Community leaders or community representatives take visitors to pay homage to Phra Sing Sam. An ancient Buddha statue, which is older than 100 years and visits the chapel of Wat Nong Aor temple. Pay homage to the statue of Buddha and pray for the prosperity to life.

2.3 Lanna Tung woven learning activities. Wisdom of the north. Watch the demonstrations of weaving Lanna Tung. The wisdom of the locals of Ban Nong Aor. Learn about the pattern, the meaning, and occasions to be used on a various important day.

2.4 Tasting local food events. Watch demonstrations of cooking authentic local North cuisine of the villagers in Ban Nong Aor. Taste the authentic local food such as Nam Prik Aong, Thai Northern style pork and tomato, Nam Prik Num Thai Northern green chili dip, blanched vegetables, red curry chicken soup and so on.

2.5 Local wisdom preserving activities. Basketry like locals. Learn and demonstration bamboo basketry from the villagers. Try wicker small baskets and bring them back as souvenirs. The product has been woven not only a utensil but also the thing that reflects the culture, creativity, and wisdom of the people in Ban Nong Aor too.

2.6 Local lifestyle activity with Northerner's homestay. Visit villager's homestay in Ban Nong Aor community. The homestay is managed, bedrooms are clean, the room is divided properly and clean. The cuisine, the housewife group prepare the food. The security, every household has prepared about first aid. The village also has a security system to ensure security in the community. Within the village, people who stay overnight will have a chance to join other activities, such as demonstrations of weaving, basketry and collect safflower to make tea.

2.7 Agriculture in the path of Father learning activities, Learn agriculture in the way of move forward with self-sufficiency, follow in His Majesty's footsteps. Visit safflower field of Ban Nong Aor. During April the flowers bloom ready to be visited and harvested. Then visit layer chicken farm and vegetable garden in sufficient economy way of the villagers.

CONCLUSIONS

Community based activities focused on the interaction between local people and tourists to exchange and learn the ways of living, the different cultures. This research also developed the tourism activities that are consistent with their lifestyle, local culture and traditions of Ban Nong Aor to strengthen and enhance the learning experience of the visit of tourists. In addition, to make activities carried out successfully requires the cooperation and participation of the local people, government agencies and private related organizations to powered Ban Nong Aor by the community based tourism with concrete results. The community should have an assessment of 7 tourism services and activities to improve performance further. The community can also create a new activity from their available social and cultural capital. It is to preserve the value of social and cultural capital while simultaneously utilizing the existing resources sustainably. In addition, local state agencies are Pasang Subdistrict-Municipal Office, Tourism Authority of Thailand Chiang Rai province, The Office of Tourism and Sports Chiang Rai province should provide support in marketing and public relations to be recognized even more. Also, support the quality of the management standards of service and facilities that are necessary for visiting.

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