The Potential of New Tour Repackaging for Creative Tourism Among Entrepreneurs in Nakhon Si Thammarat

Patcharee Sumethokul[a], Ataul Karim Patwary[b], Bamrung Srinuanpan[c], Chawanrat Srinuanpan[d], Poomchai Suwandee[e], Akara Thammathikul[f], Wichien Phanon[g], [a,e,f,g]Faculty of Humanities and Social Science, Nakhon Si Thammarat Rajabhat University, Thailand, [b]School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah, Malaysia, [c]Faculty of Management Science, Nakhon Si Thammarat Rajabhat University, Thailand, [d]Faculty of Science and Technology, Nakhon Si Thammarat Rajabhat University, Thailand, Email: [a]patcharee.sumethokul@gmail.com, [b]raselataul@gmail.com, [c]kunchaynoy@hotmail.com, [d]chawanrat_sri@nstru.ac.th, [e]poom_law@hotmail.com, [f]akara899@hotmail.com, [g]Wichien_pha@nstru.ac.th

This research aims to study the potential of tourism management to create a new tourism program between tourism operators in the Nakhon Si Thammarat Province of Thailand. This study used five research methods: interview, survey, questionnaire, and group discussion. The study analysed the data into three components. Firstly, to study the potential of management. Secondly, to study the old, and new styles of tourism programs, and thirdly, to study the linkage of tourism. The analysis of the data obtained from a questionnaire distributed across five communities found that 45 tourists visited the Nakhon Si Thammarat Province. The findings of the study indicated tourists' willingness and spending patterns while visiting the Nakhon Si Thammarat Province. The findings also suggest that, in terms of the homestay, the Ban Laem community gained the highest satisfaction rate among the five communities surveyed, and which was followed by the Ao Talet community, the Baan Rong Lek community, the Thung Saengduan community, and the Baan Suan Por Phiang community.

Introduction

Thailand is one of the countries in the world that accept the beauty of natural resources and culture, thus earning the country around 10 billion baht per year from both Thai and foreign tourists .It is important to establish a tourism management policy to support the tourism industry, as the resources and attractions of the southern region are crucial for the country's income because of the beauty of the unexplored section of the sea, and the beaches of the Andaman coast, and the Gulf of Thailand (Kontogeorgopoulos, 2017).

The tourism which relies on the potential of the sea, and coastal areas, as in the south, has a potential period of approximately four to fivemonths before the monsoon, and which will generate enough money for the circulation of the economy (Çenesiz, & Çakmak, 2020). This condition represents a time constraint, and the study found that during the high season, there were two new problems which emerged and caused a significant decrease in tourists. The first problem was heavy rainfall and flooding at the end and beginning of the year, which shortens the time available for travel .The other problem was disaster communication during a tsunami or earthquake nearby in Thailand ,which resulted in the cancellation of many tours .Moreover, it was found that many small entrepreneurs were impacted by this situation (Kilenthong & Rueanthip, 2018; Patwary, Roy, Hoque, & Khandakar, 2019) .In addition, when studying the context of small entrepreneurs, another problem was found. That is, the conditions of concentrated development, which generate a substantial amount of money from tourism, are not distributed equally. The potential of the Thai sea is not exploited to its maximum potential, combined with the impacts upon the sea and coastal resources from the expansion of urban communities, infamous tourist attractions, and the density of tourist activities, which are concentrated in certain sources, and cause damage and degradation .A study of the context concluded that the southern coastal economy in the tourism sector has limitations in the timing, and locations to create economic value, as the activities which are sold in the tourist market are reliant upon the weather conditions .However, most areas only receive rewards temporarily when there are issues of heavy rain, flooding or catastrophic news during the tourism season . Even though the impact is affected universally, the minorities in remote areas from famous sites will suffer more (Natural Resources and Environmental Policy and Planning Office, 2017).

Therefore, a new tourism program which attracts tourists is essential to help improve the tourism situation of Nakhon Si Thammarat to welcome the Association of Southeast Asian Nations' (ASEAN) tourists by making it both more promising, and ready for each season . Thus, the researchers are interested in studying the development of new and diverse tourism programs according to the potential of each area in Nakhon Si Thammarat, and which will lead to the utilisation of tour groups, and tour operators.

Literature Review and Related Research
Creative Tourism

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) defined 'creative tourism' as tourism with purposes consistent to the guidelines in the development of relevant communities for sustainability in the daily life of the community Such .tourism activities are organised harmoniously and in connection with history and cultures. Furthermore, they are also blended with community lifestyles, in terms of the learning and experiment, which are constituted and obtained from existing and actual experiences in the community .Moreover, the management of creative tourism can be used by the community as a tool to maintain balances between:

1. Changes which have arisen from tourism within the community.
2. The community will obtain benefits as referred by capitalism and in terms of the sustainability of community development .

In addition, UNESCO has also defined creative tourism to include the management of activities which are emphasised upon learning experiences in connection with the community, and the participation and interactions between tourists and the community .In creative tourism purposes, the target is set that tourists are also invited as members of the community, who have an opportunity to be a citizen of the community (Wattanacharoensil & Schuckert, 2016). There are neither the dimensions of development or the creation of balance in the community by using creative tourism (Ashton, Thosuwonchinda, & Phetsome, 2019). Creative tourism is deemed as a new form of tourism when it is compared to the former definition of tourism, which was summarised as spending time for the pleasure, happiness, and enjoyment obtained from tourist attractions .Additionally, there is historical or cultural tourism, which is emphasised on the tourism of museums or archaeological sites.

Thailand is one of a few countries which is continuously deemed as a destination of international tourism due to its national prominence that includes civilised archaeological history, ethnic diversity, cultural and traditional beauty, and natural tourism attractions with interesting plants and animals. The most important element is that Thai people are kind and friendly, which has constituted a high potential of tourism development in the country, as well as many perspectives and processes for developing tourism management, and which will ultimately lead to the formation of creative tourism The .creative tourism missions and the authorities to develop a special area for sustainable tourism are at the beginning stage. The concept and management of creative tourism to the community are to constitute a prototype of guidelines in implementing tourism development to determine the form of innovative tourism management. The creation of creative tourism networks is also an evaluation of the outcome or benefits which the participating sectors will obtain. This includes income, and the intangible

benefits, such as unity, and cherishing in the community, as well as studying the pros and cons in the development of the creative tourism of communities in Thailand .In the preceding period, Thailand introduced ecological based tourism or culturally based tourism as guidelines in the management of creative tourism and used tourism itself as a tool in the environmental preservation of tourist attractions. Both actions provide an essential foundation in developing creative tourism (Wattanacharoensil & Sakdiyakorn, 2016; Azim, Tarannum, & Patwary, 2017).

When executed correctly, tourism management can be highly beneficial for conservation. It is an important process in the enhancement of a joint consciousness to maintain the balance of the ecological system in the community, and in terms of the cooperation of thinking, making, and creating a group process .If there is systematic and successful management, its results can be expanded to neighbouring areas or other areas The .tourist attractions and community will become learning sources, where learning exchange occurs between the networks and until they have become the power in the creation of a learning foundation for creative, and sustainable development .Therefore, it can be mentioned that 'Creative Tourism is based on the creative community and requires social capital to create Creative Tourism) 'Sawangphong, 2012.(

In respect to 'special interest tourism', it consists of the following :

1. Health tourism refers to tourism in natural and cultural sources. It is where one can rest and learn physical, and mental treatment methods for enjoyment and aesthetic purposes, gain knowledge in maintaining value, and good quality of life, as well as possess consciousness towards environmental preservation and local cultures by local people participating in the management of sustainable tourism .

2. Edu-meditation tourism means travelling for education, exchange, and learning religious philosophy, and searching for knowledge, including the truth of life. It requires meditation practices for additional experience, and knowledge, and having a better value, and quality of life with a consciousness towards conservation, environment, and local cultures.

3. Ethnic tourism refers to travelling tourism for learning lifestyles, and the cultures of local people or the cultures of minorities or tribes .

4. Sports tourism means travelling for the intention of playing favourite sports or based on the interests of a certain sport/s .

5. Adventure tourism refers to travelling for the purpose of tourism activities in natural attractions with special characteristics, and where tourists will gain enjoyment, excitement, thrills, adventure, memories, and new experiences .

6. Homestay and farm stay tourism refers to a group of tourists who stay closely to local families to learn the local wisdom, and local cultures, in an effort to gain new and additional life experiences .

7. Long stay tourism refers to a group of life users who mainly spend the final period of their lives after retirement overseas.

8. Incentive travel means tourism which is provided for a group of customers of a company who are successful in selling a product/s, and the company will be responsible for paying all participant expenses pertaining to travel, hotel accommodation, and food .

9. Conference tourism refers to tourism which is provided for the customers of a conference organiser, and where a pre-tour, and post-tour have been prepared The . preparation of tourism is made in various forms, all across the country to provide a tourism service to the participants directly or the dependents of participants .It may be a one-day trip or overnight stay trip by calculating a lump sum price, which includes food, and tourism service costs.

10. Combined tourism is another form where a tour operator will select the tourism activities in the preparation of tours for tourists, who will receive a different sort of tourism experience by visiting only for a short period of time.

Nonthaphut) 2002(emphasised the learning process in the community by managing eco-tourism, introducing the case study of the Khao Hua Chang Forest community, Tamot Sub-district, Tamot District, Phatthalung Province. It was found that the learning of members in the community was derived from three respective conditions, as listed below:

1. Community capital consists of an ecological system, human capital, social and cultural capital, and intellectual and money capital.

2. The dynamics of external factors which affect the changing of community capital and the learning of members in the community .

3. The development of the learning process in the management of ecological based tourism to members of the community.

The community learning, as mentioned above, can be divided into two types, such as the learning of members of the community, which is developed from the existing capital, and in connection with the ecologically based tourism The .learning of the members in the Tamode community is comprised of three groups, as follows :committees of eco-tourism, committees of the Khao Hua Chang Forest community, and members in the community, respectively .

Tipthara et al) .2004: 98–99 (studied the guidelines in the management of cultural-based tourism with community participation in the Wat Pa Lilai, Mueang District, Phatthalung Province. The study found that guidelines in the management of cultural-based tourism of Lumpa Community as Wat Pa Lilai is considered as the central point. The community considers that it is appropriate for Wat Pa Lilai to be at the centre of the management of tourism activities. Furthermore, by considering the opinions from other tourists have become the

highest motivation for tourists to travel in Wat Pa Lilai. Therefore, tourism management may be undertaken in terms of ecologically-based tourism, rather than cultural-based tourism.

Klinmuenwai)2018 (studied the potential for community tourism, and the creation of a community tourism route and local tour guides in the Nakrua Municipal Sub-district, Mae Tha District, Lampang Province. The study found potential in the management of community tourism, and in accordance with the six tourism elements of tourism attractions, accessible ability, facilities, accommodation, tourism activities, and additional services. Many agree that the Nakrua Municipal Sub-district community has important historical resources, cultures, traditions, and an interesting community lifestyle, as well as convenient transportation, which can be selected in various forms, particularly for tourists from other areas or foreign tourists. Furthermore, the route provided in the management of the community tourism which is a 'Route of Sacred Pagodas Worship', supported by the learning lifestyle of a wood carving community, and the organisation of training, and creating local tour guides.

Research Objectives

1. Study the competency in tourism management of the community.
2. Study the tourism programs in the original and current ways to create new and alternative tourism programs.

Conceptual Framework
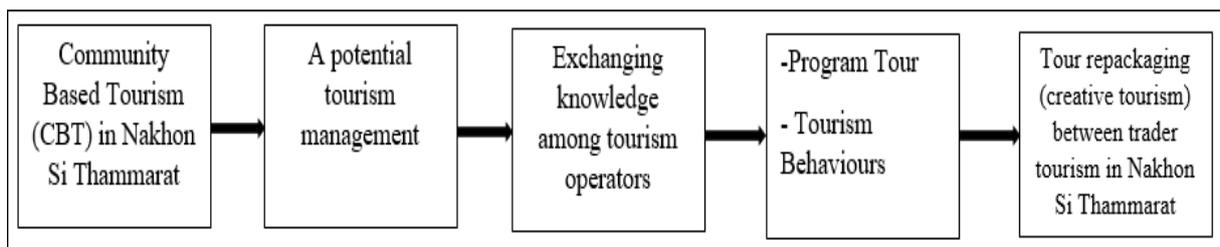
Research methodology
Population and Samples

This study is entitled: "The Potential in Tourism Management for New Tour Repackaging between Tourism Entrepreneurs in Nakhon Si Thammarat" .This research is participatory research which focusses on the role of the community as a researcher by granting an opportunity for the community to participate in thinking of problems and issues .The research, objectives, data collection, and data analysis underwent a detailed process, which is outlined as follows .

Samples

The population used in this research includes those who reside in Nakhon Si Thammarat, a tour operator in Nakhon Si Thammarat and all categories of tour guides and travel agencies. In addition, stakeholders in the creation of a new alternative tourism program, which seeks to create a tourism network in the cooperation area of the tourism network of Satun, Langkawi Island or within the area of Malaysia.

A selection of the samples is necessary, since collecting the data from every population unit may result in the consumption of time, and expenses and several topics are time-sensitive. Thus, selecting a particular group to study is necessary (Patwary, Omar & Tahir, 2020). The research team selected purposive sampling as a sampling technique to obtain information from the participants. The characteristics of the selected group follow the research objectives The . selection of specific samples requires the subject knowledge, expertise, and experience of the researchers .This sample selection is also referred to as 'judgment sampling' .The sample group was selected mainly from the ratio of the citizens from each small, and micro-community enterprise, as well as from the members of associations in Malaysia, near the border of Thailand. To be the most useful community for tourism, it must be aligned with the research objectives .The researchers selected a sample group to achieve the results .The size of this sample group used the criteria determined by Krejcie and Morgan (1970 :608609–) .The five sample groups selected were:

1. Ton Nam Klaay eco-tourism small and micro-community enterprise, Nopphitam District)health tourism (
2. Baan Suan Porpiang agrotourism small and micro-community enterprise, Hua Sai District)agrotourism (
3. Thung Saeng Dueng tourism small and micro-community enterprise, Mueang District)rapid tourist attraction(
4. Ao Taled eco-tourism small and micro-community enterprise, Khanom District)natural tourist attraction (
5. Baan Leam Homestay mangrove protection group small and micro-community enterprise)eco-tourism(

The five samples from the area and community of the Songkhla and Satun network included :

1. Buddhism way tourism small and micro-community enterprise)Klong Dan(, Ranot District, Songkhla Province)cultural tourism(
2. Bann Tan Yong Po eco-tourism small and micro-community enterprise, Mueang District, Satun Province)island tourism(

3. Baan Bo Jed Luk eco-tourism small and micro-community enterprise, La-Ngu District, Satun Province)island tourism(
4. Baan Bagun Yai eco-tourism small and micro-community enterprise, Satun Province)island tourism (
5. Baan Kanea agrotourism, Mueang District, Satun Province)agrotourism (

The samples 'qualification was confirmed by the following:

1. Is tourism potential for the community?
2. Is it an enterprise registered community?
3. Possesses tourism knowledge but was never exposed as a tourist attraction.
4. As a network member, he/she must be able to provide advice and be a mentor for the new community.
5. Has potential knowledge in tourism development
6. Has strong enterprise management.
7. Is ready for the research procedure.

In some areas, this community selection includes foreigners, especially Malaysians, which are considered as the main group of tourists visiting Nakhon Si Thammarat .Several of the samples visited this area from online media, which they had discovered by themselvesTherefore ., the community which is open to tourists in the future needs to learn about the behaviours of the local tourists, so the community can organise a new type of travel program to connect the travel network in the futureThus ., the selection of this sample group is achieved by an exchange of knowledge between the networks, testing the readiness in the area by using tour tests to welcome Malaysian tourists, who are Thailand's ASEAN neighbours .The exchange of learning in the research process requires research which has a testing process that step-by-step reflects the readiness of being a good host, and demonstrates spatial potential, and community management .In this test, it is necessary that the research process utilises the Malaysian sample who voluntarily participated in the research, and travelled to Thailand by themselves . Moreover, the sample from Malaysia was selected from the 'House of Joy Association', as it is a qualified sample, as follows:

1. Is a non-profit organisation or operates a tourism business.
2. Is knowledgeable in the Thai lifestyle, and culture.
3. Voluntarily participates in the community activities.

This sample group is an association which is interested in travel programs that target helping the community and understanding the community context, including helping the poor, without expecting anything in return .The researchers learned about the background of this association after its members had travelled to Nakhon Si Thammarat to gift donations last year following

a flood event .From understanding the community context, the researchers invited the association to join a sample group to test the tour, according to the program .After the development of tourist routes with designated by locals, tourism objectives emerged and can promote tourism in Nakhon Si Thammarat under the pilot program or other programs created by the community.

The policy of the country after entering the ASEAN community; the central focus on research that can truly benefit the community, and the creation of a "network "by the creation of relationships between individuals, groups, organisations, institutions with shared goals, objectives, and certain needs .Besides, some research activities also focus on the learning process between communities, and the sample groups to develop into shared planning, which can create a travel network.

Research Instruments

The research instruments used in this study included interviews, a survey, a questionnaire, focus groups, and a discussion segregated from the community-based program.

Interview

The interview included questions about the context of the Nakhon Si Thammarat Province, including the current conditions, and needs of the people in the community The interview was .
 conducted by an enumerator who isthe President of the enterprise community, and have a direct understanding of contextual areas, name list as follows:

1. Miss Sirirat Phoomduang
2. Miss Ubonrat Thongrattanathong
3. Mr Mitree Jitrasopha
4. Mr Thaksin Minmun
5. Miss Sutharnthip Somphongsakul
6. Mr Somkiat Nooniam

Survey
A survey of the tourism route in Nakhon Si Thammarat Province was conducted to check the potential of the target tourism community agencies for tourism management .

Questionnaire

A questionnaire was distributed to assess Thai tourists' behaviours.

Focus Group

The meeting participants were grouped into ten to create a focus group of local people in the Nakhon Si Thammarat ProvinceThis included .:

1. Ton Nam Klaay eco-tourism small and micro-community enterprise, Nopphitam District *(*health tourism*)*
2. Baan Suan Porpiang agrotourism small and micro-community enterprise, Hua Sai District *(*agrotourism*)*
3. Thung Saeng Dueng tourism small and micro-community enterprise, Mueang District *(*rapid tourist attraction*)*
4. Ao Taled eco-tourism small and micro-community enterprise, Khanom District *(*natural tourist attraction*)*
5. Baan Leam Homestay eco-tourism small and micro-community enterprise, Tha Sala District *(*eco-tourism*)*

The samples included from the area, and community of the Songkhla and Satun network were :

1. Buddhism way tourism small and micro-community enterprise (Klong Dan), Ranot District, Songkhla Province *(*cultural tourism*)*
2. Bann Tan Yong Po eco-tourism small and micro-community enterprise, Mueang District, Satun Province *(*island tourism*)*
3. Baan Bo Jed Luk eco-tourism small and micro-community enterprise, La-ngu District, Satun Province *(*island tourism*)*
4. Baan Bagun Yai eco-tourism small and micro-community enterprise, Satun Province *(*island tourism*)*
5. Baan Kanea agrotourism, Mueang District, Satun Province *(*agrotourism*)*

Discussion based on community programs

Adiscussion session exploring the lessons which had been learned was held and attended by local tourism network representatives, tour operators and guides, and private sector tourism agencies. Moreover, a focus of the discussion included new tour repackaging in the Nakhon Si Thammarat Province .

Data Analysis

Interview data analysis: an analysis of the interviews of the target community, which were conducted with the respective Presidents of the enterprise group to seek an initial potential to select the communities of this research.

Survey data analysis: evaluated the survey potential of the tourist attraction/s in the sample communities.

Questionnaire data analysis: an analysis of the questionnaire results of the samples after the tour program pilot was delivered .

Focus group data analysis: analysed the discussion between the knowledge network community in the Nakhon Si Thammarat Province, Songkhla Province, Satun Province, and Malaysia .

Research Activity

The research activity commenced with a survey of the local area to determine the selection of the study area, and target organisation, and to define the work method, mean, and procedure, and to review the basic information The .surveyance and selection of the community should include the involvement of a minimum of four main participant communities and two networking communities .Subsequently, setting the criteria for selection by considering the strength and readiness of the enterprise groups, and the readiness of the communities to join the research, supported by the following procedure :

1. Conduct a community survey and gather information on the participant community by studying the documentation of related agencies, and the previous research obtained in phases one, and two.
2. Assess the condition by surveying the community, which participated in this research, on the following topics:
    1. Tourist attraction potential
    2. Tour route
    3. The profession of community members
    4. Community readiness
    5. Community tourism requirement
    6. Facility readiness for tourism training

Research orientation set up and select community for research as well as prepare researchers to align their understanding for survey and data collection by arranging a meeting between researchers and assistant from the community to set the framework and explain research methodology .Training community researcher and evaluate knowledge and skill of community researcher, develop tool or skill in community level by using on the job training to create Participatory Learning Process)PLP (in the Nakhon Si Thammarat Province for internal management and prepare for tourism management .Study and evaluate the status of the area in the Songkhla Province, Satun Island, and Malaysia, together with situation evaluation and trend in the future on tourism management of tourist which link to community's context by arranging knowledge exchange between the network to generate an opportunity for the new community to exchange knowledge with potential tourism community .Study basic information of community in a different context on tourism management by integrating survey tool both from the secondary survey, field survey, and focus group .Study tourism project or activity initiated and organised by the target community .Evaluate the potential of target community on participatory tourism, and analyse the relationship between tourism management, and context .Create a network with the community in Nakhon Si Thammarat and tour operator .Develop a process to create a new alternative tourism program, create programs in Songkhla, Satun Island, and Malaysia. They were presenting a new alternative tour program in Songkhla, Satun Island, and Malaysia. Arrange a pilot tour with samples from Malaysia to achieve the purpose of networking and create a new and alternative tourism program guide of Nakhon Si Thammarat, Songkhla, Satun Island, and Malaysia. Evaluate and report the results of the new alternative tourism program of the tourism organisation in Satun and launch two guidebooks on the new alternative tourism program, and travel network .

Research Results

The results of the tourism management potential for preparing a new tourism program between tourism entrepreneurs in Nakhon Si Thammarat Province, which analysed data with questionnaires from fivecommunities by using descriptive statistics. The statistics used were mean (X), standard deviation (SD), frequency, and percentage. To translate the mean of the statistical analysis results, the criteria were defined to classify the mean level into intervals.

Table 1: Comparison of the mean and standard deviation of satisfaction in the various factors of Baan Leam Homestay Community, Talet Bay Community, Baan Long Lek Community, Nopphitam District, Thung Saeng Duen Community, and the Baan Suan Por Piang Community

Communities	Baan Leam Homestay Community		Talet Bay Community		Baan Long Lek Community		Thung Saeng Duen Community		Baan Suan Por Piang Community	
	$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD
1. Services from officer or person providing services	3.99	0.03	3.93	0.02	3.92	0.03	3.92	0.03	3.92	0.03
2. Process and service procedures	4.09	0.15	4.07	0.15	4.07	0.16	4.06	0.14	3.99	0.08
3. Facilities	4.02	0.13	4.01	0.13	4.02	0.11	3.98	0.09	3.95	0.11
4. Satisfaction with the services of tourist attractions	4.02	0.15	3.97	0.26	3.93	0.33	3.93	0.33	3.89	0.38
5. Things I gained from tourism in this community	4.00	0.02	3.98	0.04	3.96	0.04	3.95	0.04	3.96	0.05
Total	4.02	0.07	3.99	0.10	3.98	0.12	3.97	0.12	3.94	0.14
Translated results into satisfaction level	Very satisfied		Satisfied		Satisfied		Satisfied		Satisfied	

As shown in Table 1, when comparing the total mean of each factor and in each community, it was found that the satisfaction level of the Baan Leam homestay community was 'very satisfied', with a mean of 4.02. It was followed by the Talet Bay community, Baan Long Lek community, Thung Saeng Duan community, and Baan Suan Por Piang community, where the satisfaction levels were 'satisfied', with respective means of 3.99, 3.98, 3. ,97and 3.94.

The result from the objective in item twowas to study the original, and new tourism programs for leading to create a new alternative tourism program. The questionnaire data analysis of all fivecommunities appeared as follows:

Table 2 :Comparison of the original and new tourism programs in the Thungnai eco-tourism community, Nopphitam District, Nakhon Si Thammarat Province

Tourist Attraction	Original Tourism Program	New Tourism Program
Health tourism	Operates the original tourism program within the community only. It does not connect to other communities or any department and operates only in a group within the village, and the District. Therefore, it is known as a specific group and is not as widespread as it should be.	The new tourism program will be connected to the network, various districts, and new tourist attractions with many styles of tourism activities, including cultural tourism, agritourism, eco-tourism, and health tourism, by focussing on the activities that tourists can participate in. Generating more tourists than before, the villagers have more income, and become more well-known tourist attractions. Furthermore, there are more people interested.

Table 3 :Comparison of the original and new tourism programs in theBaan Leam mangrove forest eco-tourism community enterprise, Tha Sala District, Nakhon Si Thammarat Province

Tourist Attraction	Original Tourism Program	New Tourism Program
Eco-tourism	Operates the original tourism program, and includes tourists travelling within the Baan Leam community only. There are not many activities, which is why tourists stay in this Province for a short time only, resulting in less income for the community.	Apart from including the tourists who travel specifically in Baan Leam, also refer tourists to and from various networks, resulting in the network expanding, generating more income and becoming more well-known.

Table 4: Comparison of the original and new tourism programs in the Baan Por Piang agritourism community enterprise, Hua Sai District, Nakhon Si Thammarat Province

Tourist Attraction	Original Tourism Program	New Tourism Program
Agritourism	Operates the original tourism program only inviting people in the area. The management is undertaken by the community itself. The budget for helping remains low. There is a specific network in the area which lacks knowledge about product development, resulting in low customer numbers.	Has become more widely known. There is a more systematic approach to the allocation of work. It has some financial support. Has joined a network of districts and provinces. Has received product development knowledge, and attended training and learning in various fields, resulting in their products becoming more well-known, and increasing the number of customers from many areas.

Table 5: Comparison of the original and new tourism programs in the Thung aeng Duan tourism community enterprise, Mueang District, Nakhon Si Thammarat Province

Tourist Attraction	Original Tourism Program	New Tourism Program
Rafting tourism	Operates the original tourism program with bamboo rafting to watch nature on both sides and includes a stop to taste fruits during the current season. There was publicity, and it became more well-known. The bamboo rafts were built to support the visiting tourists; the shoulders were built for more convenient travelling. It has a fish feeding point and raises aquarium fish.	Developed the tourism program by adding channels through various media, including personal, and non-personal media, which help to broadcast information. Specific examples include community radio, the Internet, and the provincial tourist service centre.

Table 6: Comparison of the original and new tourism programs in the Talet Bay eco-tourism community enterprise, Khanom District, Nakhon Si Thammarat Province

Tourist Attraction	Original Tourism Program	New Tourism Program
Marine Ecotourism	1. Operates the original tourism program. The community lacks knowledge in tourism. The places where villagers have developed tourist attractions are not generating a full income for the community. 2. Only the dolphin watching program can be sold due to not being able to see any other potential that they have. 3. There are no community products. 4. There is no accommodation in the community. Tourists have to stay in the hotel in the Khanom District. 5. Does not connect to the tourism network. 6. Uses word-of-mouth for recommendations. 7. Without presentation, traditional food that is unique in the community. 8. The villagers cannot earn income from tourism, although tourists are visiting. 9. Ignorance of the tourism laws.	1. Greater tourist numbers are visiting after the development of the tourism program to increase its channels through various personal and non-personal media to help broadcast information, such as community radio, the Internet, and the provincial tourist service centre. 2. The community obtained tourism knowledge from the researchers who went to the area and provided suggestions on how to organise tourism programs and outlined the methods to generate income for the community. 3. Sell other activities besides the dolphins watching activity. Such activities may include shrimp catching, seeking seaweed, planting seagrasses, and mangrove forest, etc. 4. Began to produce community products, such as tamarind chilli paste, and seaweed soap. 5. Organised the homes of the villagers to become homestays and connect with other accommodations near the Telet Bay, so that tourists can stay in the community instead of staying in a hotel within another district. These actions result in the generation of income directly into the community. 6. The tourists from all five community enterprises, namely Baan Leam, Nopphitam, Baan Suan Por Piang, Khlong Dan, and Nakian were referred to this community, resulting in increased customers. 7. Using television (tv) media to film a tv program within the community to become well-known among tourists.

Conclusion and Discussion

This study aimed to assess the communities 'tourism management potential to examine the former, and current tourism packages to formulate new, and alternative tourism packages, as well as to investigate the connection between tour operators, and the relevant government and tourism agencies in the Nakhon Si Thammarat Province The .researchers utilised five methods to conduct the study. Firstly, interview s were used toenquire about the context of the Nakhon Si Thammarat Province area, including the current well-being, and needs of localsSecondly ., asurvey of the tour route in the Nakhon Si Thammarat Province was conducted to check the

potential of the target tourism community agenciesThirdly ., a questionnaire was used tocollect information about Thai tourists' behavioursFourthly ., a focus group was formed by grouping the meeting participants of local people in the Nakhon Si Thammarat Province. Fifth and lastly, a discussion session exploring the lessons learned was attended by local tourism network representatives, tour operators and guides, and private sector tourism agencies. A specific focus of the discussion was new tour repackaging in the Nakhon Si Thammarat Province .

  Thecollected data was divided into three components for analysisFirst ., to study the management potential of the local community by analysing the opinionsSecond ., to study the former and current tour programs to lead to the creation of an alternative tour program. Third, to study the connection between the tour operators, and the tourism-related agencies, and from both the public and private sectors .

The analysis of the data obtained from a questionnaire distributed across five communities found that 45 tourists visited the Nakhon Si Thammarat Province. A majority of the respondents were female, and at a rate of 73.33per cent . Several other key findings among the respondents included: 55.55 per cent were 31–40 years old; 53.33 per cent were full-time employees with an income of more than 20,000 baht, and 22.22 per cent or ten tourists had visited the Nakhon Si Thammarat Province previously .All of the respondents had visited the five communities as part of a one-day trip .In terms of the mean scores for the respondents' satisfactory level, the Baan Leam homestay community attained the highest mean score of 4.02. It was followed by the Ao Taled community, Baan Long Lek community, Tung Saeng Dueng community, and Baan Suan Porpiang community, with means of 3.99, 3.98, 3.97, and 3.94, respectively The .analysis of the data studying the former and current tour programs of each community found that the majority of former tourism activities were restricted within the community, and did not link between the communities or agenciesMoreover ., theformer tourism programs often occurred in a specific small group within the community and District, and therefore, received no recognition.

Furthermore, people in the local area did not have product development or tourism law knowledge, and as a result, failed to develop tourism initiatives to their maximum potential . Following the tourism development program, people in the local area knew how to divide their work systematically, and tourists were beginning to know the tourist attractions in these areas through various individual and non-individual channels. Several other channels also began to be helpful to spread awareness, such as the local radio, and the Internet, making it possible to find the budget to support the community .In addition, there is a dependence upon networking, including to acquire knowledge about product development, training, marketing, and attracting more customers from different sectors .

An investigation of the connection between tour operators, and the relevant government and tourism agencies in the Nakhon Si Thammarat Province, was derived from the focus group analysis. An overview of tourism internationally has shown that Thailand requires several improvements, including to its transportation services for the conveniences of tourists, English communication, and increasing the number of road signs. Presently, and consequentially, access to tourist attractions can be difficult and is not popular.

Recommendations

,Based on the above discussions and findingssever:al recommendations are provided

1. In every area, provide importance and emphasis upon cleanliness .There are many waste bins available, except the bathrooms need to be improved.
2. Directional and tourist attraction signs are to be situated throughout the route .Public transport will link to all tourist attractions.
3. Focus on 'selfie' spots where tourists can take pictures in all the important areas and tourist attractions, and accompanied by the story of each location being included in English.
4. Each area has a Wi-Fi network, enabling everyone to share images of that area immediately.
5. Focus on activities for the elderly, which they can do together .In some tourist areas, the elderly can meet and experience exchange, such as the Thai temple, and Phra Kao Keaw Temple, Chinatown.
6. The restaurants in all areas of the tourist area should provide a full service for the convenience of tourists, and which focusses on the atmospheric experience of the attractions, without hurrying the tourists.

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