Cultural and Heritage Tourism Management: The Value of Cultural and Heritage Assets in Thailand: Case Study Ubon Ratchathani Province

การจัดการท่องเที่ยวเชิงวัฒนธรรมและมรดกทางวัฒนธรรม: มูลค่าทรัพย์สินและมรดกทางวัฒนธรรมในประเทศไทย: กรณีศึกษาจังหวัดอุบลราชธานี

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Abstract

This research focuses on finding the value of local communities in Ubon Ratchathani, Thailand and measuring the mindfulness of local communities on the benefits of cultural heritage tourism and the quality of life. The research scopes used in this study was to collect data from local people in Ubon Ratchathani province as a database, which was found by searching for local community values and creating a research tool to map the relationship between the values of cultural heritage tourism and activities relevant. This will be used to measure the perception of local communities in Ubon Ratchathani, Thailand. The study found that most people in Ubon Ratchathani province recognise that the values of cultural heritage tourism has positive effects rather than negative effects, recognising that cultural heritage tourism has the most benefits economic impact, followed by culture, society, and environment, respectively as well as the cultural heritage tourism has the most negative impact on the environment, followed by social, cultural and environmental issues.

Keywords : cultural heritage, tourism management, value, Ubon Ratchathani, Thailand

บทคัดย่อ

การวิจัยครั้งนี้ มุ่งเน้นการหาคุณค่าของชุมชนท้องถิ่นในจังหวัดอุบลราชธานีและวัดความตระหนัก ของชุมชนท้องถิ่นเกี่ยวกับประโยชน์ของการท่องเที่ยวมรดกทางวัฒนธรรมและคุณภาพชีวิต ขอบเขต งานวิจัยที่ใช้ในการวิจัยครั้งนี้คือการรวบรวมข้อมูลจากประชาชนในจังหวัดอุบลราชธานีเป็นฐานข้อมูล ซึ่งพบโดยการค้นหาค่านิยมของชุมชนในท้องถิ่นและสร้างเครื่องมือในการวิจัยเพื่อทำแผนที่ความสัมพันธ์ ระหว่างคุณค่าของการท่องเที่ยวมรดกทางวัฒนธรรมกับกิจกรรมที่เกี่ยวข้อง เพื่อวัดความเข้าใจของชุมชน ในจังหวัดอุบลราชธานี ผลการศึกษาพบว่า คนส่วนใหญ่ในจังหวัดอุบลราชธานีตระหนักดีว่าคุณค่าของ การท่องเที่ยวมรดกทางวัฒนธรรมมีผลดีมากกว่าผลเสียทำให้ตระหนักว่าการท่องเที่ยวเชิงมรดกทาง วัฒนธรรมมีผลกระทบต่อเศรษฐกิจมากที่สุด รองลงมาคือวัฒนธรรม สังคมและสิ่งแวดล้อม การท่องเที่ยว เชิงมรดกทางวัฒนธรรมมีผลกระทบเชิงลบต่อสิ่งแวดล้อมมากที่สุด รองลงมาคือปัญหาด้านสังคม วัฒนธรรม และสิ่งแวดล้อม

คำสำคัญ : มรดกทางวัฒนธรรม การจัดการการท่องเที่ยว คุณค่า อุบลราชธานี ประเทศไทย

Introduction

As tourists begin to become more sophisticated, the need to revive the past increases. Visitors often visit cultural heritage according to Huh (2002). Cultural heritage tourism has many benefits for tourists and the public as well as the government. First, cultural heritage tours protect the historical, cultural and natural heritage of the city and the country. Second, cultural heritage tours will educate the public and tourists about local and regional history and traditions. By researching and developing cultural heritage destinations, there will be a better expression of local, historical and cultural values which can be shared with the tourists and local residents, creating a closer and stronger community.

Tourism is widely recognised for concrete outcomes such as job creation, tax revenue, and less tangible impact on the quality of life. It can be traced back to the various forms of tourism destinations such as agriculture tourism, arts tourism, cultural heritage, MICE, sports and other related tourism activities. International tourism is the largest export earner in the world and tourism is a key factor in the balance of payments in many countries (World Tourism Organization, 2007). Cultural heritage tourism is a tool of economic growth that attracts visitors from outside the communities, who are interested in history, art, science or the lifestyle of regional communities. The travelling is focused on experiencing a cultural environment, including terrain, visual and performing arts, and lifestyle, values, traditions, and activities. (Silberberg, 1995)

Cultural tourism is the oldest form of travel and remains the backbone of the global travel industry, according to the OECD (2009). Cultural tourism represents about 40% of international tourism or 360 million tourists' arrival in 2007; it was often difficult distinguish these cultural tourists from other tourists. The growing trend of holiday motives, they are particularly desirable for destinations that want to attract high–quality tourism and high–value travellers.

The "Kingdom of Thailand" located in Southeast Asia and the capital city is Bangkok (The longest city names in the world), Thailand covers a total area of approximately 513,000 square kilometres (198,000 square miles) and the 12th largest in Asia and is the 50th largest country in the world. Thailand is dividing into six regions: North, Northeast, Central, South, East, and West (TAT, 2003–2018). Thailand is also a member of the Pacific Asia Travel Association: PATA, which has a common mission among member countries to increase the value of tourism in member countries, and to attract more tourists to the country. PATA has more than 100 countries which has signed an agreement on sustainable tourism. Stimulation warning and control the development of tourism in the member states, which the member states have provided tourism activities in various forms, such as activities related to cultural heritage. (The Pacific Asia Travel Association: PATA, 2006)

The tourism industry is the key earning incomes to Thailand, with 24.64 million international arrivals, generating revenue of over 1.15 trillion Baht and 138 million Thai tourists generating revenue of 705,500 Baht in 2014. In the past year, the tourism industry has become the most important industry in the country (SCB, 2017). It is expected that Thailand's tourism will contribute to Thailand's GDP. With the indirect impact of tourism, 20.2 percent (2.4 trillion baht) of GDP in Thailand, the Tourism Authority of Thailand (TAT, 2015) uses the slogan "Amazing Thailand" to promote Thailand internationally. In 2015, the "Discover Thainess" campaign was sponsored. Most Asian tourists come to Bangkok to visit historical, cultural and natural sites in the vicinity, and most Westerners not only travel to Bangkok as main destinations, but many travellers to the beaches and south islands. Northern is a destination for hiking and adventure with a diverse and wilderness minority. The least touristy region is in North–eastern Thailand.

Ubon Ratchathani is a province in the lower Northeast region. It is one of the provinces considered as the source of the land of lower Northeast civilisation. It is important as a tourist city and full of historical stories. Ubon Ratchathani has a tradition and culture, that has been passed down from one generation to anothersince the ancient Khmer era and has blended with the local Thai "Northeast region" culture to createa unique identity.

Ubon Ratchathani is also rich in natural resources, such as forests, wildlife, plants, water plants, and many beautiful landscapes (Office of Tourism and Sports, Ubon Ratchathani, 2018)

Community Enterprise (SMCE or Small and Micro-Community Enterprise), it is a community enterprise that deals with the production of goods, services or other activities undertaken by persons who commit to a conventional lifestyle and united for utilisation of their resources to increase income and self-reliance of people in the community and between communities. Community enterprises in Ubon Ratchathani have been recognised for their quality of products and services (Tourism Association of Ubon Ratchathani, 2018). From the basics, Ubon Ratchathani is a province with unique cultural beauty. It has natural resources and a local lifestyle that is suitable for promoting tourism in the form of cultural and heritage tourism.

Objectives of the Study

The general objective of this study is to assess the impact of cultural heritage tourism on the economy, environment, and society.

Specific Objectives

1. To study the benefits of cultural heritage tourism on the economy, society, and environment in Ubon Ratchathani, Thailand.

2. To study general management practices and issues related to cultural heritage tourism in Ubon Ratchathani, Thailand.

3. To study problems or obstacles and to make suggestions for cultural heritage tourism management in Ubon Ratchathani, Thailand.

Scope of the Study

Although Ubon Ratchathani, Thailand is a city with many nationalities and ethnic groups, as well as many natural and historical attractions, the scope of this study is limited in terms of content and geography or area. This study has brought about the impact of cultural heritage tourism in ten districts of Ubon Ratchathani, especially in the community areas in which people are directly affected.

Significance of the Study

Tourism also plays an important role in the protection of cultural heritage, such as the restoration of historical monuments and the preservation of local people's livelihoods,

as well as the conservation of the country's landscape such as forests and wildlife, and also for the provision of facilities and international understanding. Besides, efforts are being made to evaluate, and validate the value of cultural heritage tourism in Ubon Ratchathani, Thailand. This study will be important for potential correctional measures for further research that can help policymakers and the tourism sector has provided the sub–sector of tourism and education such as schools, colleges, universities, tour company and travel agency. It is hoped that this study will increase the knowledge for Thais in dealing with the impact of tourism.

Literature Reviews

Cultural heritage tourism is a branch of the tourism industry that is focusing on the cultural heritage of the place where tourism occurs. "Traveling to places and activities that represent stories and people in the past". (Cultural Heritage Tour 2016) Heritage tourism is a form of searching for an area that begins in terms of easy supply. For example, visiting the areas which are important in term of heritage destinations, significant cultural heritage worthy of protection and presentation. (Adèle, 2010)

Cultural tourism is a journey to find a memorable place, and cultural experiences of areas such as local life, food, landscape, environment, architecture, city or village, and other places, as well as historical sites and cultural performances. (Richard, 2004) It is difficult to define cultural tourism because it depends on the individual's perspective, which certainly means something different to others, such as the view of tourists; Cultural tourism means travelling for a cultural experience that is different from where they live and their normal lives. (Hennessey, 2008)

The most common type of tourism in Thailand is "cultural tourism". In appreciation of what represents the culture, traditions, ways of life, art in various fields, or participation in activities that emphasise traditional culture. In addition, there is another type of tourism, "religious tourism", which is considered to be a tourist attraction, with the purpose of travelling, worshipping places of worship, sacred worship, worshipping monks and including other religious activities such as meditation. Water–related tourism is "cruise tourism", which is a journey by boat and it travels at very low speeds along the river with beautiful views (Office of Economic and Social Statistics, 2014). Cruise tourism is aimed at leisure and enjoyment from travel, such as cruise ship dining, cruises that provide accommodation and other services or cruises to watch the shows, cruise sightseeing the riverside lifestyle and local culture and cruise to admire the beauty of nature, etc. Lastly, the office of economic and social statistics and tourism authority of Thailand include

"Tourism in man–made environments". Recreation and entertainment" means travel to places or activities that are man–made and important in history, archaeology, religion or culture such as zoos, amusement parks, temples, historical sites in each period.

"It can be said that culture, the way of life and wisdom reflect the local people's ability, resulting from the creation of wisdom, knowledge, and diversification that harmonise with nature. These processes have passed through many periods, becoming inherited as a way of life that suits Thai society and each culture and tradition of Thai localities may have different forms, according to geography natural resources and environment, but still their own identities, such as language, music, food, and clothing." (Department of Cultural Promotion, 2015)

Cultural heritage is the knowledge and work of individuals or groups who have created, developed, inherited and applied their way of life continuously and in accordance with the social and environmental conditions of each community. This shows the identity and diversity of the culture. Cultural heritage consists of architectural works, paintings, sculptures, handicrafts, folk arts, knowledge, skills, practices, expressions in the language, literature, performances, artisans, beliefs, customs, food rituals, etc. These things have been inherited by the next generation. In practice, or some cases, it is a shared spirit of the community, and in some cases, it is still beautiful and of high artistic value. (Sukanya Yensuk, 2009)

Research Design and Method

Quantitative methods were performed by Burns & Grove (2001, p.63), a formal quantitative research agenda, systematic process objectives to describe and test relationships, and investigations of causes and effects between variables. This survey was used to collect original data to describe a population that is too large to be observed directly (Mouton, 1996, p.232). The survey was based on the self–reported questionnaire, which was a series of questionnaires from researchers (Polit & Hungler, 1995, p.148). In this study, data were collected using a self–generated questionnaire. Quantitative surveys were chosen because they depict individuals with specific characteristics or characteristics such as behaviour, opinions, abilities, beliefs, and knowledge. The researcher sent a questionnaire to the research consultant for a review. After that, the researcher tested the questionnaire by sending the test sampleto test how difficult the questionnaire was and when the response was satisfactory. The researcher took the questionnaire to the next step.

Areas of the Survey: The data collection was achieved through quantitative methods; the research was carried out during January 2017 through February 2017 in Ubon Ratchathani (Northeast) Thailand. Questions were asked about the potential of cultural heritage tourism, the area of management, activities, and organization see in Picture 1.
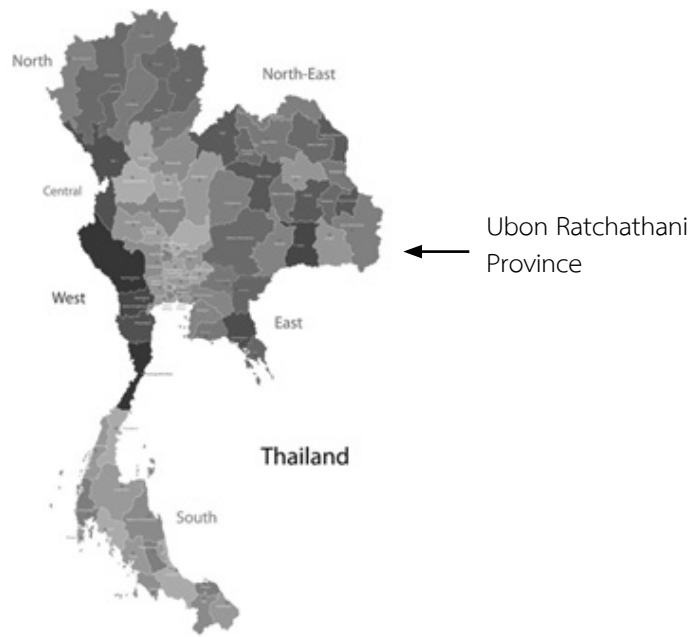
Respondents: Then there were questions to local communities or people living in Thailand such as university teachers and students, tour company staffs, local government officers, host and community members. At 18 years old and upward a total of 200 respondents were randomly sampled.

Research tools: The questionnaire design was informed by the information gathered during the literature review to ensure that the questions represent what the local community should know about the value and management of cultural heritage tourism. All questionnaires were distributed to the respondents by the researcher face–to–face. The questions were quite simple and translated into Thai, and during the survey, the researcher provided clear instructions for the respondents. The instrument used in this study was a questionnaire on the value of cultural heritage tourism in Ubon Ratchathani, Thailand. The researcher divided the research tools into three parts.

• **Part 1:** The status of the respondents are genders, ages, education, and occupations.

• **Part 2:** The impact of heritage tourism in Ubon Ratchathani, Thailand is questioned about the value of cultural heritage tourism in Ubon Ratchathani, according to the opinion

of the local people in three aspects: economic, social and environmental. Respondents were asked to fill out a questionnaire with "1" for the most important impact, "5" to get the least impact, or choose the three most effective responses in the respondents' questionnaire.

      • Part 3: Comments and other suggestions question, where the questions ask the respondents about their cultural heritage assets or other related events in their hometown. For example, the respondents will explain the culture and heritage of their area that they want to introduce or visit.

      Data collection: For the data collection and analysis, the researcher distributed a total of 200 questionnaires in Ubon Ratchathani, Thailand and calculated as a percentage. After the questionnaire was returned, the survey was completely verified. The researcher analysed the data by using the SurveyMonkey program to study the opinions of people in the community on the economic, social and environmental impact, also to examine relationships between genders, ages, education, and occupation levels, how do local people feel about the impact of cultural heritage tourism and the statistics are used; frequency, percentage and mean.

Results and Discussion

The Social Value of Cultural Heritage Tourism

      The results showed that all the samples had positive opinions. The social value of cultural heritage tourism has indirect effects such as the spread of culture from one society to another, which may be caused by people in the community itself or through the media as well the visitors. As a consequence, in Figure 1, 200 of the survey respondents saw cultural heritage as a means of restoring cultural traditions, (2.50%). Cultural Heritage tourism also promotes social harmony in collaborating on the development and conservation of tourism resources in the community, as well as cooperation with other stakeholders, such as investors, business owners or organisations both public and private. It also provides opportunities for students or researchers to engage in research on cultural heritage, and other related resources, and will have implications for how to conserve or promote them, (2.48%). In addition, the study also found that heritage tourism was a good link between tourists and locals and that mutual understanding, such as tourism, provided opportunities for visitors and community members to socialise exchange each other viewpoints, (2.47%). The emergence of community–based tourism has also helped to reduce the migration of local people to urban work. Because when tourism occurs in the community, it creates jobs or employment, as well as new occupations such as local

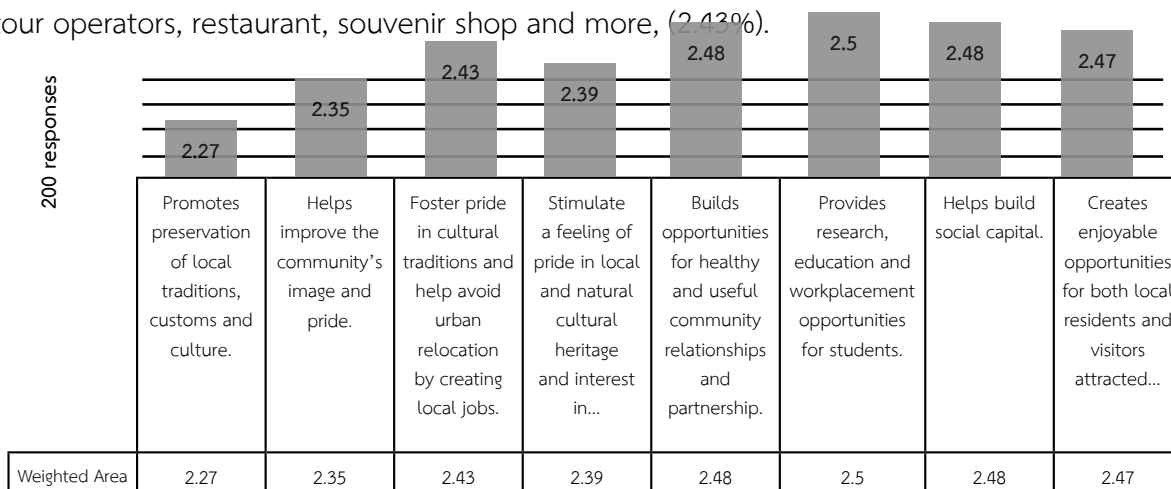tour operators, restaurant, souvenir shop and more, (2.43%).

	Promotes preservation of local traditions, customs and culture.	Helps improve the community's image and pride.	Foster pride in cultural traditions and help avoid urban relocation by creating local jobs.	Stimulate a feeling of pride in local and natural cultural heritage and interest in…	Builds opportunities for healthy and useful community relationships and partnership.	Provides research, education and workplacement opportunities for students.	Helps build social capital.	Creates enjoyable opportunities for both local residents and visitors attracted…
Weighted Area	2.27	2.35	2.43	2.39	2.48	2.5	2.48	2.47

Figure 1 : The social value of cultural heritage tourism in Thailand

The Environmental Value of Cultural Heritage Tourism

The perceptions of tourism on the environment were a mixture of both positive and negative responses. Most of the respondents perceived more positively than negatively, that the respondents thought the tourism activities contributed to the environmental improvement, for example, the income from tourism could be helpful in raising funds for the conservation of natural resources through the entrance and guide fees, (2.57%), and to creates alternative sources of income, thereby reducing problems such as poaching and deforestation in developing territories, (2.54%), these two are most important values were received from the respondents, followed by the conservation of natural habitats, (2.52%), and the least important feedback is (2.40%) to boost awareness of the tourist site, attraction or area's significance, see in **Figure 2.**
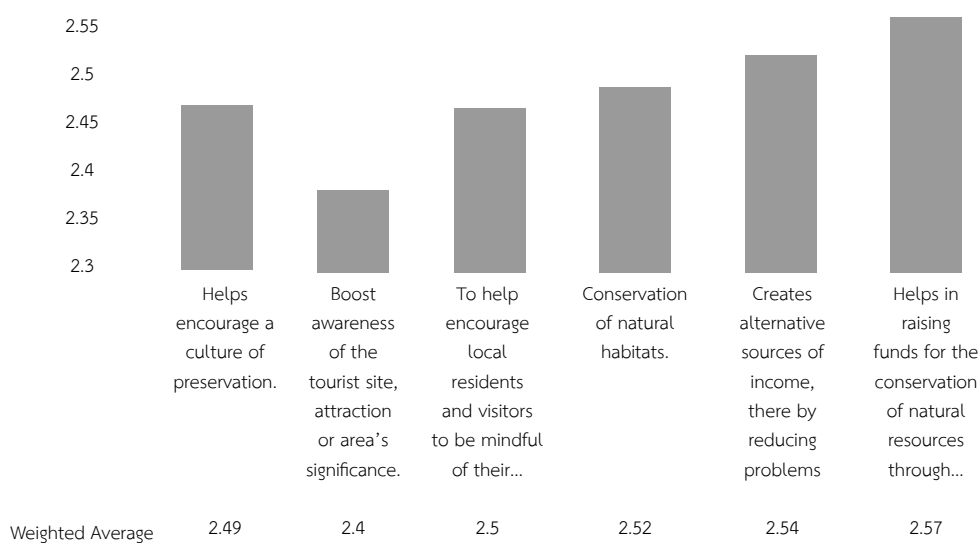

	Helps encourage a culture of preservation.	Boost awareness of the tourist site, attraction or area's significance.	To help encourage local residents and visitors to be mindful of their…	Conservation of natural habitats.	Creates alternative sources of income, there by reducing problems	Helps in raising funds for the conservation of natural resources through…
Weighted Average	2.49	2.4	2.5	2.52	2.54	2.57

The Economic Value of Cultural Heritage Tourism

As shown in figure 3, Thais see that the top three economic values of cultural heritage tourism are; first, it's helping to establish good economic relations between and within the community, (2.65%) such as create jobs for the community, local entrepreneurs, creating products, community products, and developing marketing with other organizations. Second, when people in the community earn more, local people can spend more money. It promotes economic revitalisation within the community and also stimulates the promotion, protection, watching and preservation of important places or other arts and culture within the community, (2.63%), in the form of supportive funds for repairs or in the form of promoting cultural and heritage activities related to the utilisation of tourism resources in the community. And third, with the expansion of the tourism industry in the community, people in the community have become more involved in presenting their identities through local activities that have been neglected for decades. For example, folk games, folk arts, food, or even religious activities, (2.59%). However, the other economic values of cultural heritage tourism, as shown in **Figure 3,** local people still have a high perception, which is not much different.
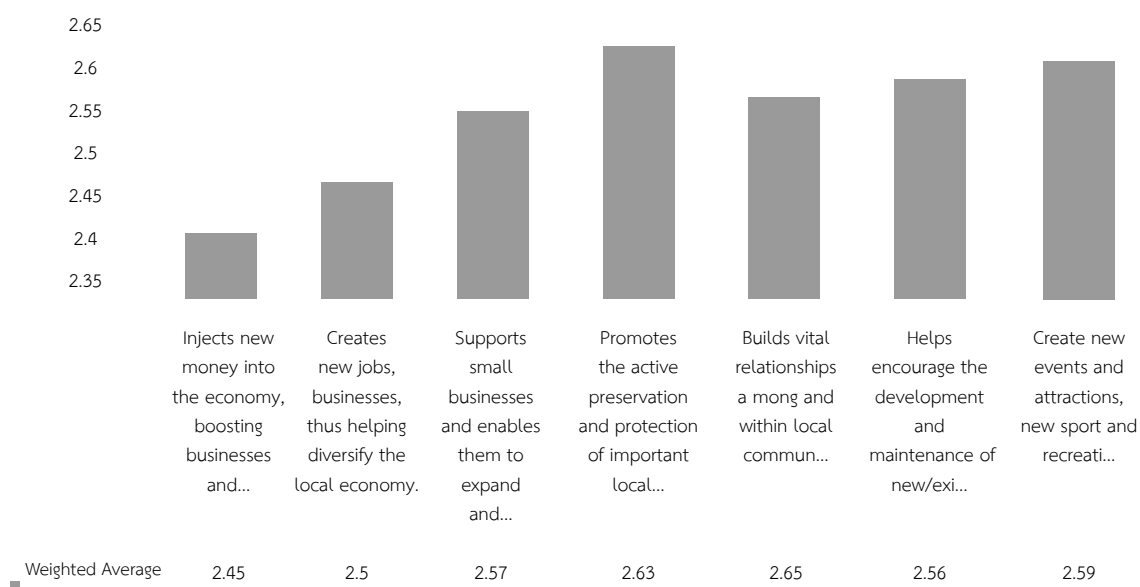

	Injects new money into the economy, boosting businesses and…	Creates new jobs, businesses, thus helping diversify the local economy.	Supports small businesses and enables them to expand and…	Promotes the active preservation and protection of important local…	Builds vital relationships a mong and within local commun…	Helps encourage the development and maintenance of new/exi…	Create new events and attractions, new sport and recreati…
Weighted Average	2.45	2.5	2.57	2.63	2.65	2.56	2.59

Figure 3: The economic value of cultural heritage tourism

The General Management Methods and Issues of Cultural Heritage Tourism

Local people in Ubon Ratchathani agreed that the general management methods and issues of cultural heritage tourism should be working with local sectors and central

sectors, for examples, the results on the average weight shown that the government must have measures for the encouragement, award-giving, and commendation to persons or activities that involve conservation of cultural heritage, (2.43%), education for prevention planning and resolution of issues of cultural heritage tourism is imperative. So the expert's knowledge development base in cultural heritage must be managed, (2.44%), and including the control or environmental control in terms of quantity and quality in each area. As well as legal measures to prevent and correct the impact of tourism by enforcing the law, which means the policy on the management of cultural heritage tourism must be regarded as one of the nation's core policies, (2.42%). Figure 4.
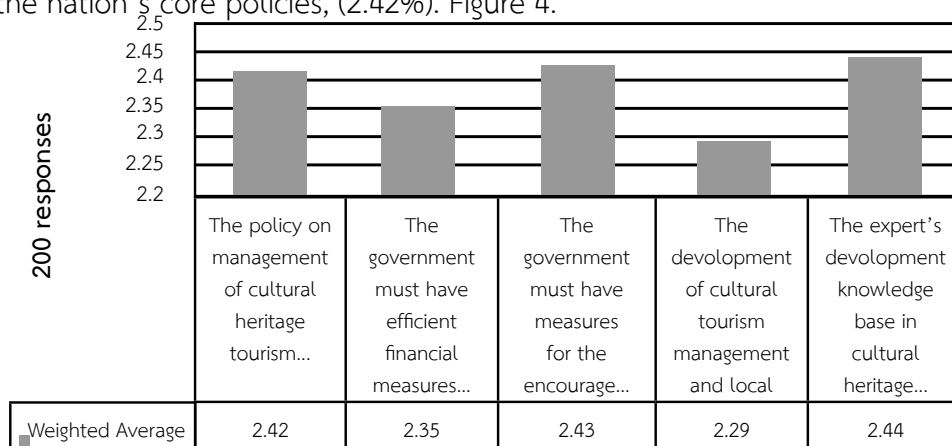
	The policy on management of cultural heritage tourism…	The government must have efficient financial measures…	The government must have measures for the encourage…	The devolopment of cultural tourism management and local	The expert's devolopment knowledge base in cultural heritage…
Weighted Average	2.42	2.35	2.43	2.29	2.44

Figure 4: The general management methods and issues of cultural heritage tourism

The Negative Effects of Preserving and Using Cultural Heritage Assets

The results (Figure 5) of the data analysis revealed that the negative effects of preserving and using cultural heritage assets in Ubon Ratchathani, Thailand in all four regions were as the impact of environmental tourism in terms of conflicts with local communities, such as the problem of community water resources (wastewater treatment standards, drinking water shortages), the deterioration of tourism resources, (76.67%) (Problems of waste, air pollution, noise problems, 18.25%), the problem of destroying the landscape of local communities is to increase the number of facilities such as restaurants, hotels, clubs, bars, (59.73%). The problem of infrastructure development such as facilities and infrastructure development in accordance with the government policy, due to the development of the construction of enterprises, regardless of the environment, (19.84%). The increased cost of living in the community means that, when local communities have tourism, they will need more tourism products and services to meet the needs of tourists, tourism operators are being exploited by raising prices of goods and services.

It also a cause raises the price of land in local communities, (39.10%). The problem of increasing the number of tourists is the expansion of tourism in local communities, the problem of allocation of space is not consistent with the community. As a result, there are more tourists than the capacity of tourism resources, (46.62%). **Figure 5.** Heritage managers and caretakers often have to prioritise and make choices about how best to use the available resources to protect collections, buildings, monuments, and sites.
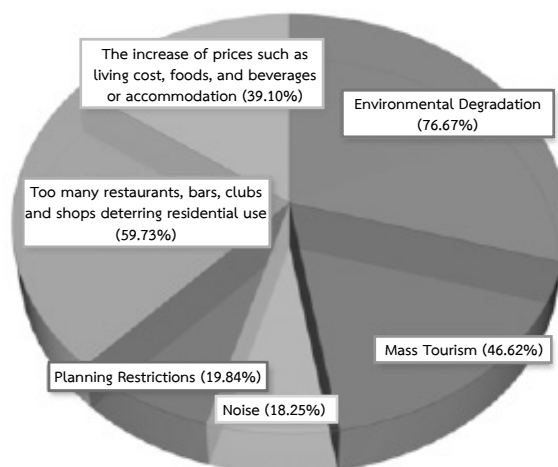

The increase of prices such as living cost, foods, and beverages or accommodation (39.10%)

Environmental Degradation (76.67%)

Too many restaurants, bars, clubs and shops deterring residential use (59.73%)

Mass Tourism (46.62%)

Planning Restrictions (19.84%)

Noise (18.25%)

Figure 5: The negative effects of preserving and using cultural heritage assets

Conclusion

The tourism industry is a constantly changing sector, but also growing rapidly. Cultural and Heritage tourism in Ubon Ratchathani, Thailand needs to increase the competitiveness of its offerings taking into account the major trends in global tourism. To be effective in driving the growth of Thailand's tourism industry, everyone must work towards the same image that the local government wants to project. Thailand's tourism vision is to show that Ubon Ratchathani is an attractive and competitive tourist destination. This vision is an inspirational goal for all stakeholders in order to align with the development direction, which will maximise Thailand's tourism potential, such as;

• Development of tourism attractions, products, and services including the encouragement of sustainability, environmentally friendly, and integrity of attractions

• Improvement and development of supporting infrastructure and amenities without inflicting a negative impact on the local communities and environment

• Development and management of the potential of human capital in tourism and the development of tourism consciousness among Thai citizens

• Creation of balance between tourist target groups through targeted marketing that

embraces 'Thainess' and creation of confidence among tourists

• Integration among public sectors, private sectors and the general public in tourism development and management including international cooperation

By analysing data on the value of cultural heritage tourism in Ubon Ratchathani, Thailand, tourism can be seen to play an essential role in economic development, both at the community and national levels, such as generating income in local communities and the nation, creating new jobs and more positive change, in terms of quality of life. However, tourism can make the environment deteriorate such as community waste problems, and social and cultural change is inevitable.

Suggestion

Suggestions for further research should be participatory research, with the goal of creating prototype areas to promote prevention and resolution. It also aims to create sustainable tourism such as economic sustainability for the community and the sustainability of tourism resources, especially the cultural heritage of each community. At the same time, there is a tendency for outsiders to buy land surrounding the attractions sites, but community leaders, local organisations, and community members want to develop their resources to improve community quality of life, but they lack the knowledge of management. In–depth studies on impacts, such as social and cultural effects, should be studied in–depth, with continuing education and review to assess the positive and negative impacts of tourism. To find solutions to problems that will arise in local communities both in the short and long terms, including to find and generate the policy of sustainable tourism development.

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