



Tourist behaviors and needs corresponding to historical tourism management at Khao Phra Wihan National Park, Sisaket Province, Thailand

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Abstract

This study aims to 1) to study the behaviors of tourists relating to historical tourism at Khao Phra Wihan national park in Sisaket province, 2) to survey the opinions of the tourists regarding the management, of historical tourism and 3) to better understand the needs of the tourists towards historical tourism management at Khao Phra Wihan National Park in Sisaket province, Thailand. In order to ascertain the relevant factors, a quantitative study was conducted by utilizing questionnaires. The survey was conducted with 400 tourists at the park. The results shown the analysis of the tourists' behaviors at the park and that tourists had learned about the site from a tourism website. Regarding the attractions of the site, the tourists paid attention to the importance of the site as a proof of history and they treasured the architectural characteristics of the site. Tourists also enjoyed participating in the activities offered at Khao Phra Wihan National Park and around the site but where concerned about the conservation of the site, and thus joined in the processes of cleaning and maintaining the site. What concerned tourists the most regarding the role of the local community in managing a historical tourism site like Khao Phra Wihan National Park was the conservation and preservation of local culture. The tourists agreed that conserving the authenticity and true values of the site represented is one way of achieving tourism management at the site. The survey results and the opinions of the tourists regarding the management of historical tourism at the park suggest that the tourists agree with the current historical tourism management in the area. The results were particularly the highest for site authenticity, followed by the site itself, and then public relations. The tourists ranked all of the criteria in the study as high, and the trend can thus be interpreted as highly positive. When each point was considered, the need for activities was found to be the highest requirement which was in part absent.

Keywords: Historical Tourism, Khao Phra Wihan, Tourist Behaviors, Tourist Needs, Sisaket province, Thailand

Introduction

Tourism industry plays an important role in the economy of many countries as a major source of national income. Both at the national and regional levels, tourism can and does create many job opportunities. The statistics show that there are more than 1,235 million tourists across the globe, and compared to previous years, the number has reached a 4% increase. Moreover, the tourism industry has been known to generate income in the form of foreign currency and to initiate newly created job titles. There is a strong prediction that the number of tourists across the globe may reach 1,600 million by 2020. Favorite tourist destinations



include the East Asia Pacific and South East Asia. This can be a great opportunity for the countries in these regions to expand and develop the tourism industries in their own countries (World Tourism Organization: UNWTO, 2018).

The Thai economy has seen improvement at 4.8% since the first quarter of 2018, which is the greatest expansion it has enjoyed in the past 5 years. This improvement can be attributed to the positive impact of the tourism industry, which corresponds to the trend of global economy in which income has been distributed and extended to the locals through tourism and has not been limited only to the business districts. Although this change may be seen as fluid, it is predicted to continue its progression throughout the rest of the year of 2018 and its effects are the result of the injection of the mega project, the Eastern Economic Corridor or EEC. Hence, Thailand may see its economy improve and strengthen and may witness the growth of tourism revenue (Tourism Council of Thailand, 2018).

Factors related to the improvement of tourism revenue include both internal and external factors. The related internal factors are tourism resources, safety, infrastructure, facilities, souvenirs, image, public relations, the state of politics and the economy, and the local communities, etc. The external factors include the state of global politics and the economy, the popularity of tourism, the expansion of transportation routes, and the changes in international policies. These factors can explicitly and implicitly affect the tourism industry. However, the most important factor, which affect the Thai tourism industry at present, are those policies of the government regarding the desire to increase national and international tourism, such as joining the ASEAN Community; encouraging Creative Economy activities, supporting the trend of a Green Economy, and promoting Thailand as an International Hub in regional flying routes, especially to correspond with the growth of low cost airlines. Moreover, the 12th National Economic and Social Development Plan (2017-2021) promotes the application of the philosophy of Sufficiency Economy in national development, particularly the aspects regarding a strategic knowledge-based economy and the development of the factors, which are related to tourism (Ministry of Tourism and Sports, 2018).

In 2020, Thailand will see the number of tourists increase to 41.5 million following the forecast for growth in the Asia Pacific region at 6.5%. However, if the number of tourists in Thailand keeps rising at 15% as seen in the past years, and if Thai tourism is able to achieve a greater capacity to serve tourists and to better respond to their needs in various aspects, Thailand is likely to welcome 71 million tourists. This estimated figure is huge and is equal to the predicted size of the Thai population by the year of 2020 (UNWTO, 2018).

Cultural tourism is concerned with the locals and the uniqueness of their communities. This type of tourism like Heritage and Historical tourism offers visitors opportunities to learn about the local culture at authentic sites with respect to the Ecosystem Services, local culture, and wisdom. In order to promote the sustainability of the tourism sites and to foster a sense of protectiveness and ownership among people in the community, these sites are usually managed by the locals, which has been one of many ways to healthily run tourism businesses, facilitate local economies, and to fairly distribute revenues (Ministry of Tourism and Sports, 2017).

Thailand's Northeastern region is the cornucopia of the lowland of Chi River and the highland culture that richly portray the history of the region through many fascinating heritage sites and spectacular natural destinations which have withstood the test of time. In light of the current worldwide crisis of food insecurity, this region, which is known to the Thais as *E-sarn*, is considered to be dry land. However, it is about to become revitalized via Mega projects.



Additionally, because the region borders on several neighboring AEC countries, *E-sarn* is considered to be the gateway of the country.

E-sarn people pride themselves on the richness of their cultural heritage and the size of their community because compared to other regions, *E-sarn* covers the largest area of the country. The *E-sarn* economy is growing because many investments are being made in real estate development, and the construction of mega infrastructure projects are flowing into the region. *E-sarn* is slated to become a transportation hub, an economic hub, a hub for medical and educational services, and a hub for various types of tourism in the age of a creative economy (Ministry of Tourism and Sports, 2016). Sisaket province is a bordering province in the *E-sarn* region where there is a rich cultural heritage. The stories about the civilization of the region, especially of the ancient Khmer, have been told, and over time, these have been harmoniously woven with Thai-*E-sarn* culture and paint the unique characteristics of Sisaket. In addition, the assets of Sisaket include natural resources, such as forests, rivers, and wild animals.

Sisaket province is the 21st largest province of Thailand and it is located in the northern valley of the Mool River lowlands that runs through the south side of the province. The Dong Rak Mountains lie on the west side of the country creating a natural border between Thailand and Cambodia. This is an important site due to its long history and the civilization in the region. It used to be a destination for the many mountain tribe settlers like the Suay, Laos, and Khmer.

In the past, the tourism industry in Sisaket has seen a slight decline due to the local conflicts regarding the custody of Khao Phra Wihan National park. However, owing to the beauty of the region and its culture, the numbers of tourists have been increasing as situations have normalized. This has inevitably forced tourism businesses in the region to adapt to the rapid changes that have been influenced by the internal and external factors.

Accordingly, careful planning and effective management are essential to continue and to systematically maintain the growth of the tourism industry of this site. This has led to a desire to study the tourists' behaviors and to discover their needs related to historical tourism at Khao Phra Wihan National park in Sisaket province. This study is expected to support the previous study on the development of historical tourism at bordering corridor sites. The objectives of this study were as follows:

- To study the behaviors of tourists towards Historical Tourism at Khao Phra Wihan National park in Sisaket province.
- To survey the opinions of the tourists regarding the management of Historical Tourism at Khao Phra Wihan National park in Sisaket province.
- To better understand the needs of the tourists towards Historical tourism management at Khao Phra Wihan National park in Sisaket province.

Research Methodology

In order to observe the relevant factors, a quantitative study was conducted by utilizing questionnaires. The survey was conducted with 400 tourists as respondents at the Historical tourism management at Khao Phra Wihan National park in Sisaket province. It included both close-ended and open-ended questions and utilized a five point Likert rating scale. The measurement of the research instrument was conducted at a similar tourism site in Buriram Province, using 10% of the actual sample size, which was a total of 40 sets. The purpose of the tryout was to determine the validity of the questionnaires through the Index of Item-Objective Congruence (IOC), which yielded a validity of 0.87.



After the aforementioned mode of data collection had been completed, descriptive statistics were employed to ascertain the frequency distribution by determining the mean scores, percentages, and SD. This data analysis was carried out using a computer-processing program. The results are presented in the tables and are followed by discussions of the collected data.

Results and Discussion

Demographics and personal information of the tourists at Khao Phra Wihan National Park in Sisaket province

The analysis of tourists' demographics and personal information is shown in Table 1.

Table 1. Demographics and the personal information of the tourists

Demographics	Total	Percentages
Gender		
Male	237	59.30
Female	163	40.80
Ages		
21-30 years old	43	10.80
31-40 years old	110	27.50
41-50 years old	151	37.80
51-60 years old	85	21.30
61 years and above	11	2.80
Domicile		
EU	81	20.30
US	52	13.00
Australia	28	7.00
Africa	10	2.50
Asia	229	57.30
Marital Status		
Single	153	38.30
Married	228	57.00
Separated	19	4.80
Education Background		
High school	24	6.00
Bachelor's Degree	275	68.80
Master's degree	82	20.50
Doctoral degree	19	4.80
Occupations		
Agriculturist	18	4.50
Enteupreneur	127	31.80
State enterprise employee	94	23.50
Private cooperate employee	105	26.30
Student	12	3.00
Government officer	44	11.00
Income ranges		
Less than 10,000 baht/month	30	7.50
10,001 – 15,000 baht/month	35	8.80
15,001 – 20,000 baht/month	84	21.00
More than 20,000 baht/month	251	62.70
Frequency of travel		
Once	57	14.20
Twice	112	28.00
Three times	144	36.00
More than three times	87	21.80
Traveling Preferences		
Individual travel	197	49.30
Group tours	107	26.80
Family trips	96	24.00
Types of Vehicles		



Demographics	Total	Percentages
Private car	113	28.20
Public bus	87	21.80
Tour agency's bus	107	26.80
Rental car	93	23.30
Length of stay in the Kantharalak district of Sisaket province		
One day	93	23.30
Two days	129	32.30
Three days	115	28.70
More than three days	63	15.80
Tourist activities of interest		
Sightseeing to historical sites	237	59.30
Homestays and cultural trips	95	23.80
Experiencing local cuisine and culture	68	17.00
Spending		
Less than 5,000 baht	104	26.00
5,001 – 10,000 baht	139	34.80
10,001 – 15,000 baht	89	22.30
More than 15,000 baht	68	17.00
Total	400	100.00

According to Table 1, the majority of tourist respondents from the questionnaire were male (59.30%), and between 41 – 50 years of age, and had accounted for 37.80% of the sample group. More than half of this group were from Asia (57.30%) and were married (57%). Less than half of this group (31.80%) ran their own businesses and had incomes of greater than 20,000 baht per month, which totaled 62.70%. This group of respondents had achieved an educational level of at least a Bachelor's degree (68.80%).

Moreover, most of the tourist respondents had traveled to Khao Phra Wihan National Park in Sisaket province more than three times, which accounted for 36% of the total respondents. About a half of these respondents (49.30%) preferred travelling on their own, and 28.20% of them had used their private cars as their means of transportation. One third of them (32.30%) had stayed at the tourism site longer than two days, and 59.30% had preferred sightseeing at an historical site. Additionally, 34.80% of tourists had spent around 5,001 – 10,000 baht on their trip.

The tourists' behaviors towards historical tourism at Khao Phra Wihan National Park in Sisaket province

The analysis of tourists' behaviors towards historical tourism at Khao Phra Wihan National Park in Sisaket province is displayed in Table 2.

Table 2. The results of the tourists' behaviors towards historical tourism at Khao Phra Wihan National park in Sisaket province

Tourists' behaviors towards historical tourism at Khao Phra Wihan National Park in Sisaket Province	Total	Percentages
Information outlets		
Tourism websites	189	47.30
Tourism magazines	114	28.50
Television advertisements	97	24.30
Tourist attractions		
Educational tours	175	43.80
Cultural Heritage tours	123	30.80
historical tours	102	25.50
The impressions of the tourists		
Distinguishing architecture	192	48.00
Perservation of tourism sites	107	26.80
Landscape management at the tourism sites	101	25.30
Interesting activities at the historical tourism sites		



Tourists' behaviors towards historical tourism at Khao Phra Wihan National Park in Sisaket Province	Total	Percentages
Sightseeing around the historical site	154	38.50
Studying the history of the site	130	32.50
The learning activities during the site visit	116	29.00
Meaningful participation at historical tourism site		
Participating by enjoying the landscape and cleanliness of the site	152	38.00
Following the rules of the site	134	33.50
Raising the tourists' awareness about the conservation of the tourism sites	114	28.50
Tourists' opinions on the role of the local community in tourism management		
Conserving the historical tourism site	145	36.30
Inheriting legends related to the historical tourism site	134	33.50
Collaborating in the development plan of the historical tourism site	121	30.30
The tourists' opinions on the effect of historical tourism development at the tourism site		
Disseminating the values of local culture	138	34.50
Promoting tourism activities run by the locals	164	41.00
Changing the course of the local culture	98	24.50
The tourists' opinions on tourism management		
Tourist guides	103	25.80
Landscape improvement	60	15.00
historical site conservation	113	28.20
Preservation of the authenticity and the true value of the sites	124	31.00
The tourists' attitudes regarding the readiness of the tourism site		
Location	110	27.50
Staff	73	18.30
Activities	119	29.80
Facilities	98	24.50
The tourists' opinions on the necessary development of the tourism destinations		
Promoting the potential of the area at Khao Phra Wihan National Park, Sisaket province	122	30.50
Offering various activities to visitors	88	22.00
Generating more income for the locals	79	19.80
Promoting and broadcasting the historical tourism at Khao Phra Wihan National Park, Sisaket province	111	27.80
Total	400	100.00

Table 2 exhibits the results of the analysis of the tourists' behaviors at Khao Phra Wihan National Park. Around half of the tourists (47.30%) had learned about the site from a tourism website. Regarding the attractions of the site, 43.80% of the tourists paid attention to the importance of the site as a proof of history; 48% of them had treasured the architectural characteristics of the site; 48% of the tourists enjoyed participating in the activities offered at the park and around the site; and 38.50% were concerned about the conservation of the site, which resulted in 38% of them joining in the processes of cleaning and maintaining the site.

What concerned tourists regarding the role of the local community in managing a historical tourism site like Khao Phra Wihan National Park had been the conservation and preservation of local culture which accounts for 36.30%. Similarly, 31% of tourists agreed that conserving the authenticity and true values of the site represented one way of achieving Tourism Management at an historical tourism site in Sisaket province. Conversely, they believed that promoting tourism activities could have an effect on the local community, which accounted for 41%. While 29.80% believed that an historical tourism site, such as the park, could be prepared and made ready with activities so that its full potential could be achieved, 30.50% of them supported the idea that strengthening the potential of the location was one way to further develop the site.

The study also showed that the majority of tourists had learned about the park from travel websites and had discovered that the uniqueness and the quality of the site was historically important, especially for learning history. This is in line with the essential components of a



desirable tourism site, which can draw visitors. Among these components, attractions, which are the most important ones, are those that include unique natural beauty and authentic culture or history (Matoga & Pawłowska, 2018). This notion is supported by the trend of cultural tourism, which promotes natural sense of admiration for the place (Spirou, 2018); which creates opportunities to participate in meaningful activities, such as learning history and culture through antiquities or by experiencing the locals' way of life (Munson, 2017); and which allows for exposure to various types of art, local wisdom, and traditions in order to receive pleasure, to learn some new skills, or to broaden one's horizons (Cayla, et al., 2016)

Cultural tourism is broad in scope and includes learning about the culture and/or displaying the culture through various types of media (Klempa, et al., 2015). Not only is this for individual pleasure, but it is also for the purpose of learning about new cultures and exploring different aspects of history, different perspectives, and beliefs that have been inherited from previous generations (Sawada, et al., 2014). In addition, tourists learn about culture through these sites, buildings, or similar items by taking trips to temples or neighborhoods with outstanding architectural features (Réau, 2014) or by visiting local communities to experience their unique ways of life (Okura, et al., 2012). As a rule, tourists tend to be impressed with distinguishing architectural features (Ma & Lew, 2012.) and are, therefore, willing to join activities surrounding the historical tourism site, which is in accordance with the teenage tourists' behaviors (Mitchell, 2011). Their main reason for traveling is that they are interested in the place rather than in the culture of the place (Fulbrook, 2009), which means that they are more concerned about preserving or conserving the beauty of the culture and its values (Salinas, et al., 2018). Regarding travelling preferences, most tourists had preferred to travel by themselves without using the services of a tourist agency (Yago, et al. 2018). In fact, it was found that only small groups of tourists had used agency services (Magombo, et al., 2017).

Tourists had primarily chosen to stay at a hotel (Pirselimoğlu, et al., 2016) and had learned about tourism news and updates from the Internet (Wang, et al., 2015). This is in agreement with the notion of Cultural Tourism because each tourism site can be presented to the visitors based upon the interests of the individual tourists (Bujok, et al., 2015). By doing so, visits to historical or archeological sites can be regarded as Historical Tourism (Ismagilova, et al., 2014) because not only do tourists visit the place, they can also learn more about its history, archeology, and architecture (Kelner, 2013). Common examples of the Historical Tourism sites include historical parks, ancient ruins, archeological sites, palaces, temples, castles, monuments, memorials, cemeteries, towers, city walls, canals, ancient villages, and historical museums (Steinbrink, 2012). This type of tourism fascinates those tourists, who admire the value of cultural heritage and natural resources (O'Gorman, 2010), and that fact encourages the participation of the locals in Tourism Management, which is like Historical Tourism (Hoffman & Rohde, 2007). Similar to the management of Heritage Tourism (Sari, et al., 2006), the tourists are engaged in tourism site conservation, particularly at Khao Phra Wihan National park. From their desire to participate, tourists become involved in cleaning and maintaining the area and in preserving the landscape of the site. This is in alignment with the concept of Cultural Tourism which encourages tourists to visit archeological sites, to engage in local traditions (Vatwongsathip, et al., 2018), to learn about rituals, and to understand different cultures (Priandani, et al., 2017), while remaining respectful of the said culture and environment through engaging with the locals in the site's management (Cernaianu & Sobry, 2017; Gabdrakhmanov, 2016).

Regarding community engagement in Tourism Management, tourists felt that it was important to conserve the original culture of the historical tourism site and highly recommended that conservation be carried out. This is in line with the concepts of this type of tourism which encourages tourists to learn about customs and traditions, as well as to learn about local



culture (Ismagilova, et al., 2015). Each festival represents a way to conserve culture (Anaya, 2014). As members of the community engage and collaborate to best promote the interest of the entire community (Clark, 2014), outstanding festivals or local traditions are preserved and their value, which deserves to be passed on, is offered to the next generation (Kastenholz, et al., 2012). A sense of sharing ownership is fostered through collaborative planning, organizational management, and site conservation (Bhattacharjee, 2018). Aspects of planning also include arranging for local guides and guest speakers (O'Donovan & Carroll, 2011), who can promote correct understanding and provide entertainment, by giving a good impression of the site and sharing the positive experiences that tourists can have when visiting the site and learning about different cultures (Erdogan & Tosun, 2009).

Within the framework of the community activities, tourists' opinions have the potential to affect tourism development at the historical tourism sites by promoting tourism itself, which is supported by the concept of community engagement (Pitkänen & Vepsäläinen, 2006). When a community actively participates in the development of Cultural Tourism sites, as well as in Tourism Management, it has a chance to revitalize its local economy and to better distribute income (Batalova & Merzlyakova, 2017). Similarly, this notion is in agreement with Historical and Heritage Tourism in which a visit to an archeological or historical site is important in the sense that visitors can learn and understand the history or the archeology of the local site. It is expected that when tourists visit the site, they are likely to become conscious of conserving the cultural heritage, the environment, and the essence of the site through the assistance of the local community (Thanvisitthpon, 2016; Shafaei, et al., 2015).

The tourists believed that preserving the core values and trueness of the tourism site was the best way to succeed in the Historical tourism management of Khao Phra Wihan National Park in Sisaket province. This is supported by the basic requirements of standard historical tourism which consist of the following: 1) the ability to attract tourists; 2) the inheritance of culture; and 3) the preservation of culture. These requirements are important when considering the development of any tourism sites because the authenticity of the culture and the potential of the site is enhanced when there is a strong commitment among the community to preserve their culture (Kim, 2015; He & Wang, 2014; Pratt, 2013).

The potential of the site refers to the ability to properly manage the tourism site, while the ability to control and administer the tourism site refers to sustainable Tourism Management (Jurik, et al., 2012; Esen, et al., 2011; Salehipour, 2010). Knowledge Management focuses on raising the awareness of the importance of the history and the culture of the site, and in this regard, the assistance of the community and of local businesses is required (Naoi, et al., 2007). Social and economic management considers community engagement in making decisions, in sharing responsibility for the tourism site, and in promoting income distribution to the locals (Louhapensang & Kangkhao, 2018).

In terms of the readiness of the historical tourism destinations, the tourists focused on the readiness of tour activities. This is supported by the concept of the basic requirements of a desirable tourism site, which primarily pays attention to the activities that are offered to visitors, especially at present when tourism does not mean simply visiting a place (Alawi, et al., 2018; Tang, 2017). Tourists are more attracted to the meaningful activities that sites have to offer, which could be activities, such as going scuba diving or snorkeling to appreciate the beauty of the place, going squid-fishing in the middle of the sea (Lamich, et al., 2016), or joining in traditional activities with the locals like growing and harvesting rice at a rice farm. These meaningful activities are likely to be more memorable for tourists and in terms of income distribution, are more likely to be better for the locals (Aghazamani & Hunt, 2015; Antonescu & Stock, 2014). Yet, public opinion may dictate that the key to the successful development of



the site at the Khao Phra Wihan National park in Sisaket province is to promote the site's potential, which is in line with the concept of tourism development that focuses on improving the physical site, the natural environment or location, and/or the site's popularity (Albera, 2014).

The results of tourists' opinions on the management of the historical tourism site at Khao Phra Wihan National Park in Sisaket Province

The analysis of the tourists' opinions regarding the management of the Historical Tourism site in Khao Phra Wihan National park in Sisaket province is shown in Table 3.

Table 3 The results of the tourists' opinions on the management of the historical tourism site at Khao Phra Wihan National Park in Sisaket province

The tourists' opinions on the management of the historical tourism site in Khao Phra Wihan national park in Sisaket province	Degrees of Opinions		
	\bar{X}	S.D.	Equivalent to
1. Attitude	4.33	0.27	High
2. Tourist destination	4.38	0.23	High
3. Tourism activities	4.30	0.25	High
4. Facilities	3.89	0.24	High
5. Originality	4.43	0.24	High
6. Accessibility	4.22	0.24	High
7. Public relations	3.75	0.21	High
Average Total	4.18	0.09	High

Table 3 suggests that given the "High" levels for all criteria, the tourists agreed with the historical tourism management in the area of the park. The results were particularly the highest for "Authenticity", followed by the "Site" itself, and then "Public Relations". When this information was carefully considered, the scale, ranging from lowest to highest reflected the value, which the majority of the tourists had held regarding the authenticity of the Historical Tourism site. This is in agreement with the concept of "Authenticity", which explains the visitors' positive push or motivation to travel in order to gain new experiences by visiting historical sites and experiencing the trueness that the site has to offer (Tamaari, et al., 2012).

Regarding the tourists' opinions about the destination or the tourism site, the tourists agreed that the uniqueness of the place had the greatest impact upon their decision making. The tourists expressed positive attitudes towards the willingness and the promotion of tourism activities. They also ranked the variety of the site as "High". Regarding the "Accessibility" of the site, tourists paid the most attention to the safety of the community, while they ranked the food services the highest when discussing the "Facilities". In terms of "Public Relations", the tourists put the highest rank on the credibility of the source of information, which provided the researchers with a better understanding of the context of the Khao Phra Wihan National park in Sisaket province. This then reflects the essential components or relative factors of the quality or potentiality of the tourism sites. Moreover, it promotes the sustainability of the tourism business which requires three important factors to be successful: 1) the ability to attract tourists (Aykin, 2011), 2) the capacity for tourism (Lynn, 2011), and 3) Tourism Management (Aliağaoğlu, 2008), which is consistent with the basic characteristics of Cultural and also Heritage Tourism. There is the first characteristic, which is the ability to attract tourists. Therefore, the tourism site should always be considered to be attractive in terms of art and culture. For example, the site should represent the beauty of the local wisdom, the ways of life, or the local art and traditions. Moreover, it should display the inheritance of a unique culture, which has been passed down from generation to generation (Czortek, et al., 2018). Hence, the continuum of this unique wisdom or way of life is seen to be essential. Not only does it strengthen the uniqueness of the culture, but it also draws the tourists' attention to the community and to the site. The second is the capacity of the site, which is important in



that it strengthens the ability to attract tourists and can translate into more effective activities and more impressive services of Cultural Tourism. These two aspects are equally as important as the safety and the accessibility of the site (Zhang, et al., 2017). Lastly, the capacity of the site includes many factors that contribute in making the site desirable to tourists. Finally, sites with the potential to become cultural sites may need to develop facilities (Xie, et al., 2016). Management capacity means the ability to oversee, plan, and manage the tourism site, and it covers the areas of creating sustainable management, sharing knowledge management, and raising awareness, which means that Tourism Management should focus on building a strong awareness among tourists towards conserving of the site. This can be accomplished through providing education or meaningful activities, which are run by the locals, the community, local businesses, and the local authority (Hull, 2015; Seaton, 2015; Frost, 2014). Social and economic management take into consideration the roles that these communities play in tourism activities because members of these communities are included in the decision-making processes and collectively share responsibility for the impact of tourism and the income generated from tourism (Camp, 2013).

The tourists' needs in tourism site management at Khao Phra Wihan National park in Sisaket province

The analysis of the tourists' needs in tourism site management at Khao Phra Wihan National park in Sisaket province is shown in Table 4.

Table 4 The tourists' needs towards tourism site management at Khao Phra Wihan National park in Sisaket province

Tourists' overall needs towards tourism site management	Degrees of Needs		
	\bar{X}	S.D.	Equivalent to
1. Location for historical learning	4.40	0.24	High
2. Tourism destination	4.38	0.28	High
3. Activities	4.44	0.23	High
4. Support	4.35	0.25	High
5. Staff	4.37	0.29	High
6. Management	4.42	0.26	High
Total	4.39	0.11	High

Table 4 shows the tourists' needs and attitudes towards historical tourism management in the area of Khao Phra Wihan National park in Sisaket province. Because the tourists had ranked all of the criteria as "High", the trend can be interpreted as highly positive. When each point was considered, the need for "Activities" was found to be the highest and was in contrast to their needs for "Support" and services.

Considering tourists' needs regarding activities, it was prominent that the tourists need varied activities, which is in line with the basic concept of the characteristics of a desirable tourism site. It could be explained that the tourists needed more meaningful activities, as opposed to just visiting a place or seeing the site. Tourists need to have first-hand experiences, such as trekking to study the ecosystem of an equatorial tropical forest, rafting or canoeing along mangrove forest lines, squid-fishing in the middle of the sea, or simply joining the locals in their traditional activities, such as growing and harvesting rice on a rice farm (Kristiánová & Štěpánková, 2012; Çetiner, & Gökyilmaz, 2011; Confino, 2010). These meaningful activities are likely to be more memorable for tourists, and they are good for the locals in terms of income distribution.

Regarding management, tourists were concerned about local political stability (Miller, 2006). This attitude is in line with the concept of different demands in tourism, which includes politics and laws, and political movement and regulations because related factors affect changes in



the demand for products and services (Fistola, & La Rocca, 2018). In essence, the tourists need to feel safe and secure when travelling. Moreover, they need a dependable transportation system and reliable media, which when properly combined can help tourists make informed choices (Melis, 2017). Similarly, negative images of the site, such as race 'wars' or diseases can majorly impact the tourism business.

Regarding History Learning Management, tourists mostly need reliable infrastructure (Stein, 2016). This is supported by the concept of tourism development, which states that the way to develop the tourism is through public relations (Hronček & Rybár, 2016), the improvement of facilities to meet standard requirements, the proper training of staff members, budget planning, and the conservation of natural resources (Varfolomeyev, et al., 2015).

Regarding tourism sites, tourists scored "High" on the need for a better image of the historical tourism site to be provided; whereas, the need for staff members, who are able to speak foreign languages, is consistent with the concept of the need of the locals for Tourism Management. Moreover, tourists needed better asphalt roads, better lighting, more effective waste management, and capable tourist guides, as well as activities that promote the local culture and raise the level of awareness of the youth (Tadayuki, 2014). This is also in alignment with the approach of Historical Tourism development that considers the following: 1) the management of the tourism organizational structure, 2) human resources management, 3) the management of the work processes, and 4) tour programs. In terms of support, tourists needed security the most (Holder, 2014).

The comparative analysis of tourists' needs towards Historical tourism management in the park revealed the following information. Firstly, tourists from different parts of the world (domiciles) had expressed different needs across all aspects. On average, the tourists from Asia were more concerned about the quality of the tourism site than tourists from America. Conversely, the tourists from Europe, America, and Australia had, on average, been more concerned about the quality of the staff members service provision abilities, than tourists from Asia. Secondly, the study found that tourists with different occupations required different types of support and services. For example, government officers tended to need more support than students.

The study revealed that demographic differences, such as different domiciles and occupations, had impacted upon the Historical tourism management at the site of Khao Phra Wihan National park in Sisaket province. This is in accordance with the idea that conceptual factors (i.e., population factors and population characteristics including type of family, age, gender, education, experience, range of income, race, occupation, and nationality) affect different tourism demands. To conclude, these factors had affected the patterns of demand for purchasing tourism products (Estelaji, et al., 2011)

Conclusion

The majority of tourist respondents from the questionnaire were males and between 41 – 50 years of age. More than half of this group emanated from Asia and were married. Less than half of this group ran their own businesses and had incomes of greater than 20,000 baht per month, in total. This group of respondents had achieved the educational level of at least a bachelor's degree. Moreover, most of the tourist respondents had traveled to Khao Phra Wihan National park in Sisaket province more than three times, which accounted for all of the respondents. About a half of these respondents preferred travelling on their own and had used their private cars as their means of transportation. One third of them had stayed at the tourism



site longer than two days and had preferred sightseeing at an historical site. Additionally, the tourists had spent around 5,001 – 10,000 baht during their trip.

The results of the analysis of the tourists' behaviors at Khao Phra Wihan National park show that around half of the tourists had learned about the site from a tourism website. Regarding the attractions of the site, the tourists paid attention to the importance of the site as a proof of local history and they treasured the architectural characteristics of the site and enjoyed participating in the activities offered at Khao Phra Wihan National Park in Sisaket province and around the site. They were concerned about the conservation of the site, which resulted them joining in the processes of cleaning and maintaining the site. What concerned tourists the most regarding the role of the local community in managing a historical tourism site like Khao Phra Wihan National park was the conservation and preservation of local culture. The tourists agreed that conserving the authenticity and true values of the site represented one way of achieving Tourism Management at this historical tourism site. They also believed that promoting tourism activities could also have an effect on the local community. The site could be prepared and made ready with a range of new activities so that its full potential could be achieved, and tourists thus supported the idea that strengthening the potential of the location was one way to further develop the site. The result found that the "High" levels for all criteria, the tourists concur with and thus agree with the Historical tourism management in the area of Khao Phra Wihan National park.

The results were particularly the highest for "Authenticity", followed by the "Site" itself, and then "Public Relations". When this information was carefully considered, the scale, ranging from lowest to highest reflected the value, which the majority of the tourists had held regarding the authenticity of the Historical Tourism site. This is in agreement with the concept of "Authenticity", which explains the visitors' positive push or motivation to travel in order to gain new experiences by visiting historical sites and experiencing the trueness that the site has to offer. The tourists' needs and attitudes towards Historical tourism management in the area of Khao Phra Wihan National Park in Sisaket province is important because they had ranked all of the criteria as "High", the trend can be interpreted as being highly positive. When each point was considered, the need for "Activities" was found to be the highest and was in contrast to their needs for "Support" and services.

Acknowledgments

This study received the funds for research from the Faculty of Management Science, Khon Kaen University.

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