



International charter related to historical and cultural tourism and tourists' demands in historical tourist attraction management within Khao Phra Viharn National Park Area, Sisaket, Thailand

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Abstract

This research's objective was to study the international charter related to historical and cultural tourism and tourists' demands on historical tourist attraction management within Khao Phra Viharn National Park area in Sisaket, Thailand. The data was collected from a survey questionnaire distributed to 400 tourists as the respondents, who travelled to the national park. The result was that the tourists' demands on the management of historical tourist attractions in Khao Phra Viharn National Park area in Sisaket, Thailand are was at a high level, and, when considering each dimension individually, the demands were still high in all dimensions. The average value of the demands in terms of tourist activities was the highest followed by the management. The dimension that received the lowest score was the supporting services. The data from the study was then presented to the organizations which are involved in the development of the strategical management of the innovation plan in the area of Greater Mekong Sub-region (GMS) in order to support historical tourism and use Khao Phra Viharn National Park in Sisaket as a base in the future.

Keywords: Historical tourism, Khao Phra Wihan, tourist needs, Sisaket province, Thailand.

Introduction

The tourism industry is the key industry which drives the World Economy as well as each country's competitiveness to attract tourists. During the last quarter of 2017, UNWTO had predicted the globally continual growth of tourists, and the number had increased by 3.7% throughout 2017. Moreover, Asian and Pacific regions were still the most popular tourist attractions with the highest growth rate of 9.3% - the Asian region was the second place with a 9.4% growth rate, which contrasts the number of the tourists in Europe with a meagre 1.6% growth rate, which was the lowest decrease of tourists in Western Europe (Department of Foreign Trade, 2018).

Tourism in Thailand in 2018, where the growing number of foreign tourists generated one third of the expected country's income, was satisfying at the beginning of the year; from January – April, the estimated income from tourism was more than 9.98 hundred billion baht which is 16.07% more than last year's number during the same period. Most tourists who travelled to



Thailand during January – April 2018 came from 8 countries including China, Malaysia, South Korea, Japan, Laos, India, and the United States of America. There were 13,701,411 tourists travelling to Thailand. This number increased by 13.97% compared to last year's number, which increased only by 3.35%. This generated 730,750 million baht as the country's income, which increased by 17.55%. Most of the tourists came from China (Tourism Authority of Thailand, 2018).

Border trade plays a key role in the promotion of Thai products' capacity to compete on the neighboring countries' markets as Thailand has big geographical advantages, where its borders link to the neighboring countries resulting in the low transportation costs and being the product releasing points of the oversupply from Thailand. It is also a way to find cheap raw materials for production factories within the country, lowering the benefit of the production and cheaper prices of the products. This is good for the consumers in Thailand, and these low-budget products can also be imported in order to increase the competing capacity in terms of the prices in the World Market as well. There are 89 channels for Thailand to trade along the borders with neighboring countries (including permanent and temporary border crossing points and temporarily permitted areas) with more possibilities to open more border trading points around bordering provinces with various trading and investment activities (Tourism Authority of Thailand, 2011).

Nowadays, the government is focusing on driving the economy using border trading, which makes it essential to the continually high growth rate. This can be seen from the statistics of the border trading value, which is increasing continuously. Additionally, the new strategy in the 12th National Economic and Social Development Plan (2017-2021) (Bangkok Online Business, 2010) is to build connections with regional countries in order to strengthen the economic and social stabilities, and the key goal is to increase the value of border trade and direct investment in neighboring countries in order to increase annual growth by 15% and 10% respectively. When considering the geographical matter, the North region of Thailand is the key trading door connecting the economy of border trade with Mekong sub-regional countries (Maneenet, 2015).

In 2017, border trading (Malaysia, Myanmar, The Lao People's Democratic Republic, and Cambodia) and border crossing trading (Singapore, Southern China, Vietnam) between Thailand and neighboring countries cost 1,319,068.59 million baht of the total trade value (+9.85), the import value is 784,273.74 million baht (+13.38), and export value is 534,794.85 million baht (+5.04). Thailand generated 249,478.89 million baht of the balance of trade value in total (Dechom, 2010).

At the present time, the Northeast region is capable of supporting many more tourists, and the organizations within the area and the communities around it, are taking part as a good host and presenting products and services in the area to boost the economy within the region and generate income within the local communities (Chiraratsathit, 2016). The trend of cultural tourism is becoming popular these days as it is tourism for learning about other people or cultures which are different from one's own cultures. The first key thing about cultural tourism is the study of history, concepts and beliefs of people from the past (Tourist Information Center Sisaket Province, 2013) to know about the inspirations of these great architecture constructions. Furthermore, it is the study of present lifestyles, languages, cultures, food, local living, which are all necessary, so it is essential for us to learn the management of cultural tourism in order to use it as a guideline to sustainably manage cultural tourism (Industry Council, Sisaket Province, 2017).

Local tourism is also necessary for cultural tourism since it is tourism of learning and knowledge exchange about different cultures based on nature, culture and local wisdom. The administration and management are arranged by the community for the community and sustainable local tourism is the aim. The villagers in the community take part and share the sense of belonging in accordance with the policy to boost the economy and to promote the role of the community in tourism management to generate jobs and income (Sisaket Provincial



Office., 2016). The Northeastern region is full of the learning and civilization resources of the Chi River and the highlands, and rich in ancient remains that tell many stories about interesting cultures. Moreover, there are also natural resources with beautiful, unique and impressive appearances (Sisaket Provincial Commercial Office, 2016). Although things have changed as the world trends change and global warming and expensive food crisis are affecting the country, this part of the country which seems to be 'dry', is becoming 'soaked' with many huge projects nowadays. Above all, the Northeastern part is like the 'front yard' of Thailand encountering the growth of South East Asia and Asian Economic Community (AEC) (Office of Macroeconomic Policy, 2013). Nowadays, E-san people are proud of their widest region in the country with the highest number of population and many big cities, and there are many real estate projects being installed including transportation policy with huge projects to assist the development of transportation, economy, medical care, education, and tourism in various patterns in the generation of creative economy (Office of the National Economic and Social Development Board, 2017).

Sisaket is a border province in the south of the Northeastern region, which is full of historical stories, civilization, arts, and the rich cultures of different nationalities (Office of the National Economic and Social Development Board, 2011), especially the ancient Cambodian ones, which perfectly and interestingly combined with Northeastern way of living. Sisaket also has natural resources such as forests, water, plants, and wildlife, which have nourished the locals for a long time. Sisaket is a big province – 21st largest area in the country (Stffelen & Vanneste, 2018); most of its geography is lowlands. In the north part, the geography is mostly the river basin of the Mun River, whereas in the southern part, the geography is mostly mountainous at Pha Nom Dong Rak along the west and the east dividing Thailand and Cambodia, which have a long history. In the past, it used to be a civilized city since the prosperity of the Khmer thousand years ago. There were many diverse ethnic groups and races settling down in this area such as Kui, Lao and Cambodian people. The situation of tourism in Sisaket is subsiding, and, for the previously mentioned reasons, the study of the strategies of the creative local economic development in the area of the Great Mekong Sub-region (GMS) based at Khao Phra Viharn National Park is the promotion of border tourism as well as the way to increase the capacity of services for both Thai and foreign tourists leading to the generation of more income to the country (Marsili, 2015).

Due to these reasons, the team of the researchers were thus interested in studying the international charter in relation to historical and cultural tourism and the demands of the tourists on the management of historical tourist attractions within the area of Khao Phra Viharn National Park in Sisaket province, Thailand. They also sought to present the data to the organizations which are involved in the development of strategical innovation management plans along the borders of GMS in order to support historical tourism based at Khao Phra Viharn National Park in Sisaket.

Research methodology

This study was based on a quantitative research methodology in the form of survey research using a questionnaire as a research tool in order to study variablesrelaing to 400 tourists who travelled to Khao Phra Viharn National Park in Sisaket. The questions were both closed- and open-ended with a 5 point Likert rating scale being used.

The questionnaires were tested with a sample group using 10% of the total actual questionnaires. The sample group in the similar characteristics of the research area was in Buriram. The calculation for the try-out was to find the validity value of the questionnaire using the statistical approach or Index of Item-Objective Congruence (IOC), which is used to calculate the validity of the questions in the questionnaire (0.87).

Afterwards, the data from the questionnaires was analyzed using descriptive statistics to distribute the frequency of the statistical data analysis in percentage, average value and standard deviation value. An assessment computer program was used for the analysis of the



data from the rating-scale questionnaire and presented in a table pattern with a description of the data analysis.

Result and Discussions

The result of the study of the tourists' general information about historical tourism in Khao Phra Viharn National Park area in Sisaket province is as shown in Table 1:

Table 1. The Result of the Study of the Tourists' general information about Historical Tourism in Khoa Phra Viharn National Park Area in Sisaket

Informant's Information	Quantity	Percentage
Sex		
Male	237	59.30
Female	163	40.80
Age		
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 old	11	2.80
Native Habitat		
Europe	81	20.30
America Continent	52	13.00
Australia	28	7.00
Africa	10	2.50
Asia	229	57.30
Marriage Status		
Single	153	38.30
Married	228	57.00
Divorced	19	4.80
Education		
High School	24	6.00
Bachelor's Degree	275	68.80
Master's Degree	82	20.50
Doctoral Degree	19	4.80
Career		
Farmer	18	4.50
Business Owner	127	31.80
State Enterprise Officer	94	23.50
Employee	105	26.30
Student	12	3.00
Government Officer	44	11.00
Income		
Lower 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
How many times have you travelled to the attraction?		
Once	57	14.20
Twice	112	28.00
Three times	144	36.00
More than three times	87	21.80
Who do you travel with?		
Travel alone	197	49.30
Travel with a tour company	107	26.80
Travel with family	96	24.00
Vehicle used to travel to the attraction		
Private car	113	28.20
Public transport	87	21.80
Tour bus	107	26.80
Rented car	93	23.30
Days of stay in Kantharalak district, Sisaket		
1 Day	93	23.30
2 Days	129	32.30



Informant's Information	Quantity	Percentage
3 Days	115	28.70
More than 3 days	63	15.80
Interested Tourism Activities		
Visit historical attractions	237	59.30
Learn the local way of living	95	23.80
Experience local food culture	68	17.00
Expenses for the trip		
Lower 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

Table 1 shows the result of the analysis of the data taken from the informants answering the questionnaires. Most of the tourists were male (59.30%), aged between 41-50 years old (37.80%), traveled from Asia (57.30%), married (57.00%), had a Bachelor's degree (68.80%), owned business (31.80%), and earned incomes of more than 20,000 baht/month (62.70%). Furthermore, it was found that the tourists have been to the National Park three times (36.00%) by themselves (49.30%) driving their private cars (28.20%) and stayed in Kantharalak district, Sisaket for two days (32.30%). Their interested tourism activity was to visit historical attractions (59.30%) and they spent 5,001 – 10,000 baht on the trip (34.80%).

The result of the study of the tourists' demands on the management of historical tourist attractions within Khao Phra Viharn National Park area, Sisaket is as shown in Table 4.32 – Table 4.38:

Table 2. The Result of the study of the tourists' demands on the management of historical tourist attractions within Khao Phra Viharn National Park area, Sisaket

Overall demands of tourists on the management of historical tourism at Khao Phra Viharn National Park, Sisaket	Level of Demand		
	\bar{x}	S.D.	Level
1. Historical learning places	4.40	0.24	High
2. Tourist attractions	4.38	0.28	High
3. Tourism activities	4.44	0.23	High
4. Supporting services	4.35	0.25	High
5. Human resources	4.37	0.29	High
6. Management	4.42	0.26	High
Total average	4.39	0.11	high

Table 2 shows the result of the tourists' demands on the management of historical tourism at Khao Phra Viharn National Park, Sisaket, which overall is at a high level ($\bar{x} = 4.39$). When considering each dimension, it was found that the demand in each dimension was at a high level as well, and the average value of tourism activities was the highest ($\bar{x} = 4.44$) followed by management ($\bar{x} = 4.42$). The lowest average value was supporting services ($\bar{x} = 4.35$).

Table 3. The Average Value, Standard Deviation and Demand Level of the Tourists on the Management of Historical Tourist Attractions in the area of Khao Phra Viharn National Park in Sisaket in Terms of Historical Learning Source

The tourists' demands on the management of historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of historical learning source	Level of Demand		
	\bar{x}	S.D.	Level
1. Suitability of area management	4.22	0.55	high
2. Sufficiency of the area for tourists	4.41	0.49	high
3. Modernity of the technology	4.45	0.49	high
4. Infrastructure and public utility system	4.53	0.50	highest
Total average	4.40	0.24	high

From Table 3, it was found that the tourists' demands on the management of historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of historical learning source were at a high level overall ($\bar{x} = 4.40$). When considering each item, it was found that the average value of the infrastructure and public utility system demand was the



highest ($\bar{x} = 4.53$) followed by the modernity of the technology ($\bar{x} = 4.45$). The lowest demand level was the suitability of the area management ($\bar{x} = 4.22$).

Table 4. The Average Value, Standard Deviation and Level of the Demand of Tourists on the Management of Historical Tourist Attractions in the Area of Khao Phra Viharn National Park in Sisaket in Terms of Tourist Attractions

The tourists' demand on the management of historical tourist attractions in the area of Khao Phra Viharn in Sisaket in terms of tourist attractions	Level of Demand		
	\bar{x}	S.D.	Level
1. Identity of historical tourist attractions	4.45	0.49	high
2. Image of historical tourist attractions	4.47	0.50	high
3. The management of historical tourist attraction landscape	4.23	0.47	high
Total average	4.38	0.28	high

From Table 4, it was found that the demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of tourist attractions were also at a high level overall ($\bar{x} = 4.38$). When considering each item, it was found that they were all at a high level as well, and the average value of the demand on the image of the historical tourist attractions was the highest ($\bar{x} = 4.47$) followed by the identity of the historical tourist attractions ($\bar{x} = 4.45$). The lowest level of demand was the management of the historical tourist attractions ($\bar{x} = 4.23$).

Table 5. The Average Value, Standard Deviation and the Demand Level of the Tourists on the Management of the

The demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn in Sisaket in terms of tourism activities	Level of Demand		
	\bar{x}	S.D.	Level
1. The management of suitable tourism activities for historical learning	4.40	0.48	high
2. Variety of tourism activities	4.57	0.49	highest
3. Interestedness of tourism activities	4.52	0.50	highest
4. The promotion of learning through tourism activities	4.28	0.45	high
Total average	4.44	0.23	high

Historical Tourist Attractions in the Area of Khao Phra Viharn in Sisaket in Terms of Tourism Activities

From Table 5, it was found that the demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket were overall at a high level ($\bar{x} = 4.44$). When considering each item, it was found that the average value of the demand on the variety of tourism activities was the highest ($\bar{x} = 4.57$) followed by the interestedness of the tourism activities ($\bar{x} = 4.52$). The lowest level of demand was on the promotion of learning through tourism activities ($\bar{x} = 4.28$).

Table 6. The Average Value, Standard Deviation and the Demand Level of the Tourists on the Management of the Historical Tourist Attractions in the Area of Khao Phra Viharn in Sisaket in Terms of Services and Promotions

The demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn in Sisaket in terms of supporting services	Level of Demand		
	\bar{x}	S.D.	Level
1. Car rent service	4.30	0.46	high
2. Souvenir shops	4.19	0.39	high
3. Local food restaurants	4.35	0.55	high
4. Security	4.54	0.49	highest
Total average	4.35	0.25	high

From Table 6, it was found that the demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of supporting services were overall at a high level ($\bar{x} = 4.35$). When considering each item, it was found that the average value of the demand on security was the highest ($\bar{x} = 4.54$) followed by the local food restaurants ($\bar{x} = 4.35$). The lowest level of the demands was the souvenir shops ($\bar{x} = 4.19$).



Table 7. The Average Value, Standard Deviation and the Demand Level of the Tourists on the Management of the Historical Tourist Attractions in the Area of Khao Phra Viharn National Park in Sisaket in Terms of Staff

The demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of staff	Level of Demand		
	\bar{x}	S.D.	Level
1. The readiness of staff amount	4.42	0.49	high
2. Foreign language competency	4.48	0.50	high
3. Problem-solving skills	4.32	0.51	high
4. Local tourist attractions presentation skills	4.28	0.61	high
Total average	4.37	0.29	high

From Table 7, it was found that the tourists' demands on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of the staff were overall at a high level (\bar{x} =4.37). When considering each item, it was found that they were all at a high level, and the average value of the demand on foreign language competency was the highest (\bar{x} =4.48) followed by the readiness of the staff amount (\bar{x} =4.42). The lowest demand level was local tourist attraction presentation skills (\bar{x} =4.28).

Table 8. The Average Value, Standard Deviation and the Demand Level of the Tourists on the Management of the Historical Tourist Attractions in the Area of Khao Phra Viharn National Park in Sisaket in Terms of the Management

The demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket in terms of the management	Level of Demand		
	\bar{x}	S.D.	Level
1. Systematic management	4.45	0.49	high
2. Image of local politics	4.48	0.50	high
3. Variety of information searching means (websites/information center/brochure)	4.40	0.49	high
4. The reliability of information sources	4.37	0.48	high
Total Average	4.42	0.26	high

From Table 8, it was found that the demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket were overall at a high level (\bar{x} =4.42). When considering each item, it was found that they were all at a high level, and the average value of the demand on the image of the local politics was the highest (\bar{x} =4.48) followed by the systematic management (\bar{x} =4.45). The lowest demand level was the reliability of the information sources (\bar{x} =4.37).

From the study of the tourists' demands on the management of the historical tourist attractions in the area, it was found that tourists required the variety of tourism activities the most, which corresponds to the concept of important composition of tourist attractions that the tourists would visit or stay – that is the activities. It is an important composition nowadays as tourism is not only visiting ancient places, monuments, or the beauty of the forest (Juan, et al., 2017). For the visitors, it is important to have an opportunity to do activities such as hiking to study ecology around the area of the equator in evergreen forests, rafting in the local rivers, rock climbing, diving, canoeing around the area of mangrove forest, squid fishing, etc. (Ritson, 2011). Moreover, it includes joining local activities as well, such as ploughing rice fields, transplanting rice seedlings, rice harvesting, partaking in the wrist-binding ceremony, etc. (Pike, 2008).

These activities will remain in the memories of the visitors as well as distribute income to the community. In terms of management, the tourists demand the image of the local politics the most (Pitts & Lei, 2000), which corresponds to the concept of the key factors which result in different tourism demands. This includes political and legal factors and political issues and regulations changes in the country, which could affect the decisions to purchase tourist products and/or different tourism demands (Schermerhorn, 2002) because of the security to travel to that tourist attraction. The media and news from the media could build trust and reliability to help tourists to make a decision to travel and also familiarize, resist, or be more



curious and finally decide to purchase tourism products (World Tourism Organization, 2017). However, negative news such as political conflicts, conflicts between ethnic groups, epidemics and unsafe tourist attractions (Kristiánová & Štěpánková, 2012) greatly affect the growth of the tourism business. In terms of historical learning sources, the tourists demand the management of the infrastructure and public utility the most (Çetiner & Gökyilmaz, 2011), which corresponds to the concept of the tourism development. Ways to develop tourism are tourist attraction public relations (Confino, 2010), the improvement of the facilities, training, budget plans management, and the preservation of the beautiful natural resources (Miller, 2006). In terms of the tourist attractions, the tourists demand the image of the attractions the most, and in terms of the staff, they require foreign language competency the most. This corresponds to the thoughts of the local people in the tourism development – paved roads, accommodations which relate to local cultures, electricity, garbage management, local guides training, local labour support, cultural activity arrangement, and conscience cultivation projects for young people (Fistola & La Rocca, 2018).

In terms of the cultural tourism development concept, there are four dimensions for the suitable management for this development, which are the management of the tourism organizations' structure, staff management, work system management and tour arrangement, and supporting services. The tourists demand security the most (Melis, 2017), and when analyzed and compared their demands on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket, it was found that the tourists have different demands. Firstly, as they are from different countries, the average demand level of Asian native country tourists is higher than those from the American continent in terms of tourist attractions, while the average demand level on the staff of European, American, Australian tourists is higher than those from Asian countries.

The average demand level on the management of European tourists is higher than those from the American continent (Stein, 2016) Secondly, the tourists have various occupations, which results in various demands on tourist attractions and supporting services – the average demand level of the tourists who are government officers on these two matters is higher than those who are students (Hronček & Rybár, 2016). From the result of the research, it can be seen that the tourists with different backgrounds – native hometowns and occupations, have different demands on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket. This corresponds to the key factors which vary the demand of tourism: the demography factor – characteristics of the population such as size and compositions of a family, age, sex, education, experiences, income, occupations, races, nationalities, which all have an impact on the pattern of the demand and quantity of tourism product purchases are all important (Varfolomeyev, et al., 2015).

The results of the analysis of the international charter related to historical and cultural tourism

From the analysis of the international charter related to historical and cultural tourism (International Cultural Tourism Charter, 1999), the ways to manage the historical tourist attractions in the area of Khao Phra Viharn in Sisaket, Thailand are suggested to be as follows:

- **Tourism is the main approach to exchange cultures, thus preservation is necessary aspect which creates an opportunity for local people and visitors to experience and understand the heritages and cultures of communities:**
 - Cultural heritages are the evidence of the development of history, and play an important role in the contemporary lifestyles that the public needs to access and be aware of. The preservation of the physical evidence of the ancient remains, spiritual minds, traditions, as well as related contexts, requires understanding and awareness of the value and importance of the cultural heritages among local people and visitors



about keeping the existing balance and the needed adjustment to the status quo if there is some deviation.

- Specific qualities of both natural and cultural heritages are at different levels of importance. While some sources are very important globally, other sources are only considered as such at national, regional and local levels of importance. The communication needs to present the differences between these levels for the local people and also the visitors using appropriate media, educational patterns and current technology.
- The activity of communication needs to encourage the public to be aware of the value of heritage and make them cooperate, which will result in the preservation of natural and cultural heritages.
- The activity of communication should present the importance of the ancient remains, cultures and traditions that are still performed today. This also includes cultures and languages of minor ethnic groups. The visitors should be informed about the different cultural values, which is the determination of specific traits of those cultural heritages.

- **The relationship between cultural heritage and tourism happens so quickly that it might cause a conflict of values; therefore, there should be sustainable management in order to pass on heritage to the next generation.**

- Ancient remains are valuable to everyone as an important base of the variety of cultures and social development. Long-term defensive and preservative measures for the ancient remains, antiques, traditions, and the harmonious physical integration with the environment are essential for the development of economic, social, and local tourism policy.
- Projects and activities on the tourism development have to lead to positive results and have the least effect on cultural heritage and local people's way of living as well as respond to the demands and desires of the visitors.
- The preservation, communication and development of tourism should be based on the understanding of the value and specific importance of cultural heritage sources. There should also be research to seek new information continuously, which is the key to the understanding and appreciation of the cultural heritages' values.
- The preservation of the original ancient remains is important as it adds cultural value.
- Tourism development projects and the facility provision should consider social and cultural aesthetics, natural and cultural landscape, specific qualities of biological variety, and the widest scenario of the cultural heritages. Local materials and unique architecture should also be considered.
- The promotion and development of the cultural tourism needs and management planning that considers the value of cultural heritage sources is important– the change of the value should be limited, especially the impact of the amount of the visitors, the integration, the balance of the ecology, the accessibility and transportation, social, economic and cultural conditions of the community. If the change causes such a dramatic impact that cannot be acceptable, the proposal of the tourism development needs to be carefully revised.
- There needs to be an evaluation in order to know the greater impact caused by tourism and its development.

- **The preservation and tourism planning require assurance of worthy experiences and satisfaction for the visitors.**

- The preservation and tourism planning should be presented with quality information which helps tourists to understand the important qualities of the



attractions and the necessity to protect and preserve these so that all visitors can experience concepts and drive a suitable approach for tourism.

- The visitors should be able to decide where they want to visit. However, the determination of the directions for the visit might be necessary to reduce any negative impact from the visit.

- Respect toward sacred places and traditions which relate to the supernatural and spiritual aspects needs to be the priority in the consideration. There should be an urging and warning to the visitors to be worthy of the welcome from the hosts, by respecting values and a way of living of local people, avoiding illegal trade of antiques, and behaving well so that the host would welcome them the next time.

- Tourism activity planning should consider convenience, safety and appropriate welfare for the visitors but, at the same time, should not affect the important qualities and the environment of the attractions.

- **The community members should take part in the preservation and tourism management planning:**

- Respect the rights and interests of the local community for its valuable sources regionally or locally is critical. The host and local people participating should provide an opportunity to be a part in the determination of goals, policy and scope of the operations as well as in the preservation planning, presentation management, and communication of their own cultural heritage in a tour company.

- For the highly valuable and important cultural heritages, the local community should be able to decide if they demand and desire to manage or limit the cultural activities related.

- **Tourism activities and preservation should generate income for the local community:**

- The policies of preservation and tourism development must support the distribution of income from tourism thoroughly, both nationally and locally, as well as enhance the local economic development in order to reduce poverty.

- The management of the cultural heritage and tourism should create economic, social and cultural benefits which are distributed equally within the community for everyone through education, training and employment within the area.

- The income that comes from tourism must be used in the protection, preservation and publicization of the sources so that the visitors are aware that the fee they pay will be useful for the heritage preservation as well.

- There should be training and tour guide employment for people in the community to develop their knowledge for the presentation and communication of their culturally valuable heritage items.

- Education and communication projects about the value of the cultural heritage within the local community must support the quality improvement of the academic information of the sources and encourage local people to know and respect their own cultural heritage so that they feel a greater sense of preserving the heritage by themselves.

- The management plans which relate to tourism development must focus on the knowledge and training of politicians, planners, researchers, designers, architects, cultural heritage interpreters, conservators, and administrators who involve in the tourism industry. The supporters in each department should cooperate and find solutions for the problems that might occur.

- **Tourism promotion must protect and preserve the specific value of both natural and cultural heritages:**



- Projects that promote tourism should potentially create realistic goals and provide information for the tourists related to the identity of the sources and the community itself, so that the tourists are aware of how to behave.
- Wholeness of the cultural heritage should be protected as it is original, and the access to visit the heritage should be better facilitated as well. The limitation of the uncontrollable factors should be a concern and also the avoidance of the unnecessary gathering of the visitors in one place at the same time.
- Tourism supporting programs should focus on the income distribution issues and solve problems at famous attractions where there are many visitors by promoting the various specific characteristics of the cultural and natural heritages within the region or community for the visitors to experience.
- The support of the production and the distribution of the local handcraft products or other products that might generate income for the community must be based on the local economic logic and guarantee that the cultural integration and cultural heritage sources will still be important.

Conclusion and discussion

The demands of the tourists on the management of the historical tourist attractions in the area of Khao Phra Viharn National Park in Sisaket are overall at a high level. When considering each dimension, they are all at a high level as well, and the average demand level on the tourism activities is the highest followed by the management. The lowest demand level is on the supporting services.

The historical tourist attractions within Khao Phra Viharn National Park area are unique and attractive as they are full of important historical stories, which are useful for education or learning about cultures, history, ancient remains, antiques, way of life, arts, heritages, wisdom, or local festivals and traditions. The means to manage strategical innovations within the area of GMS for historical tourism must completely involve people in the community in the development or management of tourism and they should create income opportunities within the community as well. This also helps to improve the quality of the local people's lives, so the promotion and development within the area of Khao Phra Viharn National Park in Sisaket and the marketing and tourism development plans should consider the suitability of the pattern and definition of the tourism activities which are sending messages to the tourists. They also need to consider both social and economic benefits as well (Njovo & Makacha, 2018).

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