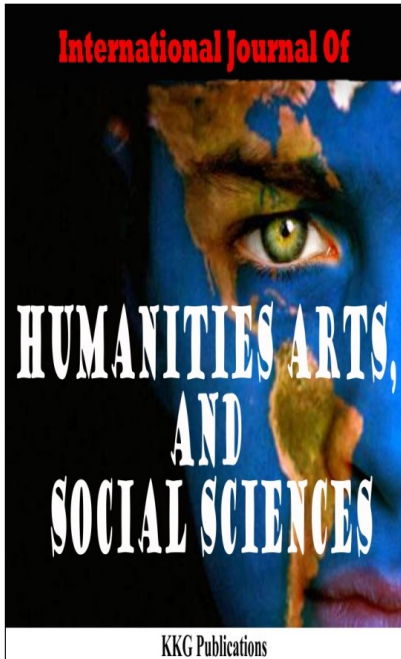


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GUIDELINE IN DEVELOPING A TOURISM ROUTE: A CASE STUDY OF TAMBON BANG NOK KHWAEK, SAMUTSONGKHARM PROVINCE

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Abstract. This research aims to study primary information and resource audits throughout developing tourism routes in the area of Tambon Bang Nok Khwaek, Samut Songkharm Province. This research utilized the qualitative method by using a resource audit, structured interview, and selecting interviewees by a purposive sampling method. The samplings have been designated from local population and other relative people such as municipal clerk, natives, and tourists. The findings were analyzed, monitored, and measured for compliance in each point. They are also repeated check to the interviewees until the data is certainly saturated. The researcher uses content analysis to analyze the data. The study found out that in the area of Tambon Bang Nok Khwaek, Samut Songkhram Province has been equipped in tourism resources both of natural resources and cultural heritages, for instance, Bang Nok Khwaek cannel, Old Market Bang Nok Khwaek, and Atsana Wihan Mae Phra Bangkoet Church. It can be said that those attractive places are functional in facilities and utilities suitably to be developed for tourist attractions. Furthermore, the result of the study in tourist satisfaction shows that the samples are most interested in the route of four attractions because the places present native culture, local ways of life, and historical tourist attraction places. For these reasons, it can be stated that if all four tourist attractions are promoted and developed widely, such as showing signs and other information regarding on routes, tourists shall be more perceived efficiently.

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INTRODUCTION

There are a various kinds of tourism in Thailand such as natural tourism, historical tourism, lifestyle sightseeing tourism, purchasing local products, etc., each of which has its own uniqueness that can satisfy the tourists well. Samut Songkham Province is located not distant from Bangkok and has very high tourism potential since it houses several natural, historical, and lifestyle tourist sites according to the fact that it is located in the central part with the main rivers like Chao Praya, Pa Sak, and Mae Klong cut through.

These rivers have been of great importance for agriculture, trading, transportation, and ways of life of the people in the community for a long time. In the present, there are a number of tourists coming to visit Samut Songkham resulting in local income distribution; however, there is high prevalence of tourists in certain areas like Amphawa Floating Market, Bangkoong Temple. Therefore, the researcher is interested to conduct a study to investigate the approach to develop the tourism route in Bang Nok Kwak Sub-district, Bang Kon Tee District where many tourist attraction sites including natural and cultural sites are located in order to distribute the income

and increase the number of tourist to the attraction in Tambon Bang Nok Kwak

Objectives

1. To study primary information and resources audit.
2. To establish Guideline in Developing A Tourism Route in Tambon Bang Nok Kwak, Samut Songkham Province.

LITERATURE REVIEW

Tourism define by Mcintosh and Goldner (1995) as the accumulated results of phenomena formed by interaction between the tourists and business and services including interaction between the government and the local people. The activities at the tourist attraction site aim to attract and welcome all tourists with hospitality.

The Tourism Authority of Thailand (1996) defines tourism as a journey under 3 international conditions which are:

1. A getaway from homeland to temporarily stay at another place.
2. A voluntary trip.

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3. A trip with objectives not relating to occupation or earning income.

Thus, tourism is a journey from a homeland to temporarily stay at another place with the objectives of recreation, pleasure, seminar, excursion, education, religion, and visit to friends and relatives without earning income.

Resources Audit Institute of Ecotourism (2002) Resources Audit provided the survey for tourism resources investigation along with operational procedure as follows. In terms of type of resource, there is the primary resource that attracts tourists, and the secondary resource or supporting resource that supports the primary resource to attract tourists. There are 5 types of resources: Natural Resource: plants, animals, landscapes, climate, water Cultural Resource: religions, heritages, cultures, ethnics Event: festivals, competitions, businesses, shows Activity: recreations, facilities Service resource: transportation, accommodation, welcoming, foods, services. The list of tourism resources includes various types of attraction, facilities, on-site activities, and types of accommodation. The list of natural resources includes what is outstanding and more significant than others, how significant it is to attract tourists in the present and in the future. The list of cultural resources includes what is outstanding about the attraction in terms of cultural value, what is attractive about the culture, and how much influence it has on tourists. The list of significant event resources includes how attractive the site is and how it attracts tourists. The list of activity resources includes what is outstanding about the activities provided and whether it can attract tourists. The list of service resources includes names and addresses of service providers, communication means, official hours, services, general information, contact information, accommodation and foods.

Tourism route management involves routes that are built to allow tourists to visit and sightsee the attraction sites with convenience, safety, and entertainment. A tourism route can emerge when several groups of tourists have used the route regularly, and it can be land, water, or other means of transportation with the combination of the normal city route or the route that set up for specific purposes.

Pichayakan (2001) studied the development guideline for walking based tourism in Chiang Mai. The results showed that there were various types of tourism in Chiang Mai city such as historical sites, architectures, traditions, cultures, ways of life, and souvenirs center, all of which were located in the same area that could be reached conveniently. According to the study of elements of on-foot tourism in Chiang Mai, it was found that, apart from tourist attraction sites; facilities; services; and activities, other significant elements to consider were traffic

management, footpath, utilization of urban land, tourist attractions, service activities, environment, society, and community, all of which should be improved and monitored appropriately. In this study, it also suggested five on-foot tourism routes that led to Chiang Mai city: a route leading to architectures and historical site, a route leading to sightsee the ways of life of urban people, a route leading to the souvenirs center, and 2 routes leading to the local community. In addition, in order to promote the tourism, some parts of the traffic system should be improved, and vehicles entering to the city should be limited. Footpaths should also be improved in terms of safety and beauty in accordance with the urban traffic. All of this required the cooperation from all parties involved.

Loedlukthanathan (2007) An action research for sustainable river tourism program development in Kwai Noi, Kanchanaburi province. This research was to develop a plan of sustainable river tourism program in Kwai Noi by action research procedure; plan, act, observe, and reflection. The instruments were tourism resources audit, participant observation form, and questionnaires for local people, tourists, government officers, and entrepreneurs. Descriptive statistics were used to analyze the data. The result revealed that : A sustainable river tourism program in Kwai Noi was developed following activities of ecotourism and sustainable tourism concepts; operated on nature site with local history and culture, awareness on environmental capacities, contact to belief value and local wisdom, local people had participate and got benefit , finally tourist satisfied. The impact of sustainable river tourism activities in Kwai Noi had effected to community to change the way of life in high level and satisfied for stakeholder.

RESEARCH METHODOLOGY

This study is a qualitative work that employed methods including tourism resource audit and structured interviews using purposive sampling on 100 people from 4 attractions Wat Charoen Sukaram Worawihan, Old Market Bang Nok Khwaek, Atsana Wihan Mae Phra Bangkoet Church and Wat Pho Ngam. Interviews were also conducted on tourism development participants such as Municipal Deputy, the people involved and the tourists. The data were analyzed and the consistency of issues had been verified and rechecked with the informants until the data were saturated. Content analysis (Waltz, Strickland & Lenz, 1991) was used to analyze the data.

RESULTS AND DISCUSSION

Wat Charoen Sukaram Worawihan Located in Bang Nok Kwak Village, Moo 5, Tambon Bang Nok Kwak, Bang Kon Tee District, Samut Songkhram Province is a third-grade royal

monastery known as Worawihan. The front of the monastery is connected to Damnernsaduak Canal, and the holy objects to worship are:

1. Finely decorated three-door temple with four-hand Narayana with Suban carved on the gable.
2. The main Buddha image in the temple named Luang Por To, a red-stone Buddha subduing Mara attitude with 178 cm wide and 208 cm tall. It is the ancient Buddha image and is believed to be very holy. In the past, it was the main image in the temple at an abandoned monastery called Wat Loom Din (Wat Surachayaram) located in Ta Jae, Muang District, Ratchaburi Province. The former abbot bishop had brought it to the temple as an enormous statue with delicate characteristics. The monastery holds an annual event for those who would like to pay respect and to stick gold.

In terms of natural resources, there were plants and Bang Nok Kwak Canal (Damnernsaduak Canal) linked with Ta Jeen and Mae Klong Rivers. There was a temple with unique designs where the ceiling was curved like a boats roof. It housed Luang Por To, Sukhothai Buddha image built with red stone in the attitude of subduing Mara, which was an ancient Buddha image. In terms of festivals, there was Sikow festival, an annual festival where people made foods for their departed relatives. In terms of activities, there were paying respect to the Buddha, releasing fish, making merit, feeding fish at Wang Macha, wandering along the canal where foods and local goods were sold both on land and in water, cycling on the boat to sightsee the nature, and visiting Second World War Bomb Memorial. In terms of services, the parking space capacity in the monastery was 30 cars. There were male and female toilets provided, and the monastery could be reached by public buses via rural highway route No. 6002 cut through the Bang Kon Tee District Office, Bang Kon Tee Canal, Atsana Wihan Mae Phra Bangkoet Church, Bang Nok Kwak Canal approximately 1 kilometer in distance. The entrance was to the right, and the left was Ban Pla Tub Tim Mae Klong Resort.

Old Market Bang Nok Kwak was around 150 years old. In the past, there was a daily floating market around the mouth of Bang Nok Kwak Canal. Dating back in many years ago, the market was a very active commercial area since the canal was connected to Damnernsaduak Canal and Mae Klong Canal. In the present, the old lifestyles still exist but may not be as vibrant. Most of the products sold were somewhat original, and the merchants still used a long tail boat as a vehicle to transport fruits, vegetables, flowers, and foods such as Pat Thai with fresh shrimps at Tans where big shrimps were served with spices, ancient pork noodles in the coconut shell at Baitongs, white noodles with soup made from local fish (Krai), pork spread

bread served with signature sauce, dried rice soup, sweets, traditional coffee, and plants and herbs that were only available at Bang Nok Kwak Old Market. In addition, Carandas - plum were signature products of the market.

The lifestyle of the people in the area was peaceful and simple, suitable for those who favored serene atmosphere and wanted to avoid crowds. The good time for visiting this market was holidays since the market opened for visit on weekends including public holidays from 08.00-17.00. In terms of natural resources, there was Klong River running through. In terms of cultural resources, there were traditional foods such as boat noodles, crab noodles, Pat Thai with shrimps, dried rice (boiled rice without soup), herbal juice, and Pia (traditional dessert). In addition, the riverside atmosphere and seasonal fruits and vegetables such as Carandas-plum and mulberry were available for visit. In terms of services, there was parking space, free boat rides to Carandas-plum gardens, and public transportation such as buses, vans, trains provided for tourists.

Atsana Wihan Mae Phra Bangkoet Church Bang Nok Kwak was located in Tambon Bang Nok Kwak, Bang Kon Tee District, 16 kilometers away from Samut Songkham Province. Now, it is a 100-year-old Christian cathedral with the cross building design and Gothic architectures. The interior employed Stain Glass paintings and high relief sculptures with Italian coloring techniques.

Visit: the visitors were supposed to ask for permission from the bishop responsible prior to the visit in order to provide the speaker who would give information during the tour. Contact 034-76 -1347 for more information.

Transportation: Atsana Wihan Mae Phra Bangkoet Church (Bang Nok Kwak) was located in Moo7, Bang Tambon Nok Kwak along Samut Songkham-Bang Nok Kwak route. Atsana Wihan Mae Phra Bangkoet would be around 100 meters beyond the Somdej Pra Ammarin Bridge intersection.

Wat Pho Ngam. was located in Po Ngam Village, Tambon Bang Nok Kwak. It was one of the gorgeous monasteries along Mae Klong Canal Significant items for worship include:

1. The old principal Buddha image named Luang Por Yoy, a 145 cm wide and 200 cm tall red-stone image with the attitude of subduing Mara
2. Metal- cast Buddha image with 154 cm wide and 210 cm tall in subduing Mara attitude located in the new temple as the principal
3. Thai-style cubicles and Ancient pagoda located in front of Mae Klong River
4. Wang Macha located in front of the monastery where local fish can be seen and fed

Transportation: Wat Pho Ngam was 1 kilometer away from

Wat Charoen Sukaram Worawihan. Take an exit from Wat Charoen Sukaram Worawihan and turn right and cross Ta Mieng Canal using Nok Kwak-Ratchaburi road. The monastery was to the left, and the riverfront was located nearby. It could be reached by all means of transportation.

According to the study of the venue management and of the people involved in developing the tourism, most of the tourist attraction sites were historical and traditional sites with suitable facilities that had potential to develop to be cultural tourist attraction sites due to its wide and large area. The activities, parking space, toilets, proper market area should also be improved. In order to achieve the objectives, the people in the community must be strong and participate in the development. According to the interviews with the tourists, there should be more public relations for the cultural sites and the facilities should be improved. In addition, more direction signs should be put up. The tourists viewed that the trip to the attractions in Tambon Bang Nok Kwak should start from Wat Charoen Sukaram Worawihan, Old Market Bang Nok Khwaek, Atsana Wihan Mae Phra Bangkoet Church and Wat Pho Ngam respectively.

CONCLUSION AND IMPLICATIONS

There were 4 tourists attractions connected to one another: Wat Charoen Sukaram Worawihan, Old Market Bang Nok Khwaek, Atsana Wihan Mae Phra Bangkoet Church and Wat Pho Ngam in Tambon Bang Nok Kwak, all of which were cultural sites representing the way of life of the local people. In addition,

there were some historical sites to visits in the area, it is relevant to Chetanont (2014) who studied at Bang Nam Phung Floating Market and used the local tourist attractions for creating the cultural tourism route such as paying homage to a Buddha image activity.

The approach to develop the tourism route: a case study of Tambon Bang Nok Kwak, Bang Kon Tee District, Samut Songkhram Province is as follows:

Government organizations (Bang Nok Kwak District Office): The District Office would like participation from the people as the driving force to develop the community and would like the people to sacrifice some land to be developed as a public space with facilities for the tourists such as parking space, toilets, recreational area, etc.

People living in Bang Nok Kwak: The riversides and canals where the attraction sites were located should be connected. The government should set up direction signs from Rama II Road to Old Market Bang Nok Kwak in order to promote the area and do more public relations for the attractions.

Tourists: There should be more public relations on cultural sites and facilities such as toilets, buses direction signs indicating the entrance of each site.

Research: There should be officers providing information regarding the transportation to the attractions and should be information provided for the tourists in each attraction. There should be visible signs indicating the entrance of each site.

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