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- To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
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EDITORIAL

It is my proud privilege to welcome you all to the Academics World International Conference at Paris, France. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Academics World, Institute of Research and Journals & The IIER for organizing this event in Paris, France. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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Dr. P. Suresh
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POTENTIAL OF THE TOURISM RESOURCES TO THE EXPANSION OF WATERWAY TOURISM ROUTES IN TALING CHAN DISTRICT, BANGKOK

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Abstract- This study is to assess the potential of cultural capital and waterway tourism resources along the canals within Taling Chan District. The goal is to expand and increase tourism routes for attracting tourists and for diversifying the options and new experience for the district. It is a qualitative research using an unstructured survey, observation, and an in-depth interview of purposive sampling groups. As well as discussions with focus groups comprised of selected populations and those related to obtaining information and ideas for content analysis. From the study, it is found that cultural capital and tourism resources of the 10 sites within the area can be indicated as cultural tourism resources. From the assessment, which used 3 criteria of cultural tourism resource quality standards: potential of tourist attraction, tourist acceptance and tourism management, it revealed that most of the sites have the potential to accept the tourists and are capable to efficiently and substantially create waterway tourism routes consistent with the area tourism context suitability.

Keywords- Potential, Tourism Resources, Waterway, Tourism Route

I. INTRODUCTION

At present, many areas along the canals have been improved and developed for visiting, as we can see from the numerous floating markets. These markets have both traditionally existed and some are newly established. Bangkok is a province that contains a lot of notable canals such as Klong Phadung Krungkaen and Klong Mahasawat which were used for transportation in the past. Nevertheless, their value has been reduced as land transportation has become more convenient, and that, consequently, caused reduced oversight and negligence of the development of the areas along the canals. After major flooding in 2011, Bangkok implemented policy for developing the areas along the canals as it was seen that the flood was possibly caused by the houses and buildings built into the canals or waterways. The landscape and the economy of the areas, then and there, have been developed consistently in the form of tourism.

Taling Chan is a residential community located along the canal and is comprised of various important traditional ways of living, both tangible and intangible, which remain reserved amid the heavy penetration of the city style of living. The area has been sustainably developed based on tourism management; therefore, many trendy destinations have emerged, such as Klong Lad Mayom Floating Market, Taling Chan Temple Floating Market and Ban Sawangchan Homestay, etc. However, in order to increase the distribution of income of the community and to expand the tourism routes without impacting the community; a survey was conducted, and it was found that there are still plenty of cultural resources in the area with value, and have the potential to become tourism resources. Thus, cultural capital of those places should be studied and construction of tourism routes should be established continuing with the existing ways to offer more choices to the tourists when selecting their tourism activities. This will support the income distribution scheme as well as promote the preservation of canal conditions and the canal way of life in the communities.

II. OBJECTIVES

2.1 To study about the potential of cultural capital and tourism resources in the Taling Chan District, Bangkok.
2.2 To create tourism routes in Taling Chan District, Bangkok.

III. LITERATURE REVIEW

Boonlert Jittangwattana (2005) stated that tourism resources should include 3 components: first, at least one attractive item; second, accessible routes that should be connected to other resources; and lastly, the facilities to provide appreciable services to the tourists.

He has defined waterway tourism as a form of tourism that uses waterways as the channel for tourism. They can be transportation routes or tourism routes that include various entertaining activities. For tourism route establishment, there are 5 components to be considered, namely, 1) Survey. Observation of tourists' behaviors should be done prior to identifying the tourism routes, 2) the routes should be arranged in a circular composition, 3) multiple routes should be established 4) information and understanding about
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the routes should be provided, and (5) connection with other tourism routes.

The Department of Tourism (2004) provided the cultural tourism resources’ variety and distinction of each area, but poor management has caused negative impact and diminished community distinction and culture. Therefore, for attracting and inspiring tourism, the quality standard criteria for cultural tourism resources was established. These include the following 3 factors: potential for attracting the tourists; potential for accepting the tourists and potential in management. This was used for assessing the potential of tourism resources in this research.

IV. METHODOLOGY

This qualitative research used tools such as unstructured surveys, observation, and in-depth interviews for collecting data from purposive sampling groups. It revealed related cultural capital and tourism resources, and helped to facilitate the analysis. The discussion with focus groups selected from the sampling groups, which included stakeholders such as chiefs of communities, abbots and tourists, was also done for identifying tourism routes and subsequently obtained the information for content analysis.

V. RESULTS AND DISCUSSION

Conducted field trips, held in association with the people in the communities, observed and surveyed the areas. They identified the starting area as Klong Lad Mayom Market, which is famous and has numerous tourists. From the survey, it was found that the area comprises many areas with cultural capital and tourism resources with the potential for developing into tourism resources or created into tourism routes in the form of cultural tourism resources. Those cultural capitals and tourism resources are: Taling Chan temple and Taling temple floating market, Changlek temple, Mondop temple, Samorrrakote temple, Thong (Bang Ramard) temple, Krajang temple, Champa temple, Makok temple and Po temple. (Figure 1.) With the information related to the mentioned resources, the study of their potential was done by interviewing and observing the sampling group based on the cultural tourism resources standard criteria identified by the Department of Tourism (2004) i.e. potential for attracting the tourists; potential for receiving the tourists and potential in management. Summary of the results is as follows:

1. Potential for attracting the tourists: 2 components were used for assessing:
1.1 Art&Culture value: It was found that all the temples were constructed within, more or less, the same period of time and have some relation between each other. Most of the temples still reserve traditional arts such as at the Champa temple, etc. Traditional architectures in some temples, only, have been transformed due to devastation and costly maintenance.
1.2 Potential of physical condition and tourism program: It was found that all the temples are accessible by land and water transportation, even though a series of public buses are required. Regarding safety, it was found that there was no serious criminal activity recorded. The temples’ premises are open and surrounded with crowded communities that ensure safety and non-risky.

However, closed-circuit cameras should be considered to be installed in temples found not to be currently equipped with any. For tourism activities: it was found that all temples have their annual activities which can be developed to be tourism activities. It is pitiful that many of the activities are related with the respecting of Buddha images. Only some, such as Taling Chan temple, have arranged a floating market...
Potential of The Tourism Resources to The Expansion of Waterway Tourism Routes in Talat Chan District, Bangkok

within the temple premises for visiting every weekend.

2. Potential for accepting tourism: It was found that infrastructure such as water and electricity supply systems as well as road conditions are fine for accepting tourism. There are, however, 2 matters that required improvement. The first one is a matter of toilet facilities. The toilets have not been well prepared for tourism. Tourists may need to use the toilets of the temples. The second matter is one of selling shop availability. Since the temples are not well known enough, only a few number of shops are available. Nonetheless, most of the temples are located along tourism biking routes identified by the Bangkok Tourism Service Division.

3. Potential of management: It was found that the environment, cleanliness and parking lots are well prepared and sufficient. The chapel sections and monk sections are well separated, enhancing availability and convenience for the tourists. The landscapes of the temples are required for development for rising the temples’ capability and attraction. The temples’ piers usability for getting in and out of touring boats, also, should be improved for facilitating more convenience.

By assessing the potential, it shows that those tourism resources have the potential for developing into tourism destinations, although some are subject to a lack of budget for development and lack of effective tourism public relations. However, the abbots of the temples are willing to provide their cooperation for tourism development. With the obtained information related to tourism resources, the tourism routes were identified by mainly focusing on availability of waterways. Since the study was for driving cultural tourism, the identified tourism routes called the routes for “9 Temple Visit and 3 Canal Sight Tour” (Figure 2) are obviously focused on cultural visits. The routes are in circular form and accessible by 2 forms of transportation. Following the ideas of particular communities and consistent with the capacity of each area.

Discussion From the assessment of the above mentioned potential, it was found that even though the tourism resources are not well known, they have potential for effectively accepting waterway tourism. Each particular area is facilitated with almost all of the tourism components i.e. attractive items, accessible routes and facilities to provide appreciable services to the tourists. (Boonlert Chittangwatana, 2005) however, noted that each temple has different requirements for development that is possible for later implementation. Regarding the tourism routes, it is formed in a circle which is excellent for tourism and comprises numerous connections with other routes. Tourists from other routes, then, have access to enter the identified routes since those waterways have been, formerly, used for travelling. The establishment of waterways as tourism routes, therefore, are consistent with considerable components, comprising circular composition, multiple routes and having connections with other tourism routes.

RECOMMENDATION

The tourism route should be considered in order to clearly identify the potential source of Tourism.

REFERENCES