

**International Academic Multidisciplinary Research Conference 2017**

**Conference Proceedings**

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom  
5 – 7 April, 2017*

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*The International Education Social Sciences and Humanities Research Conference*

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# Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

*London, United Kingdom  
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## THE 2017 ICBTS

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## INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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- Marketing
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# TABLE OF CONTENTS

## ORGANIZE

## INTRODUCTION

## INTERNATION ADVISORY COMMITTEE

## INTERNATIONAL COMMITTEE

## SPEAKER

CROSS-SECTIONAL STUDY TO IDENTIFY THE PREVALENCE OF ABUSE AND ITS TYPES, ITS CAUSES AND ITS RESOURCES FOR A SAMPLE OF CHILDREN AND ADOLESCENTS	1
<i>Raghad Ibrahim, Mohammed Baqir</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EGYPTIANS' PURCHASE INTENTION "THE CASE OF TELECOMMUNICATION SECTOR IN ALEXANDRIA"	22
<i>Dina ElSalmy, Ahmed ElSamadicy, Mohamed Mostafa</i>	
DEVELOPMENT OF ANALYTICAL READING BASED ON THE TRANSACTIONAL STRATEGIES INSTRUCTION	33
<i>Tasanee Sathapong</i>	
BLENDED LEARNING MODEL AND ACHIEVEMENT IN A FOUNDATION OF MARKETING COURSE	39
<i>Narumon Chomchom</i>	
TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND	46
<i>Siripen Yiamjanya</i>	
OPPORTUNITY TO INCLUDE A SECONDARY DESTINATION FOR TOURIST EXPERIENCES WITH HERITAGE POTENTIALS THE CASE STUDY OF KHIRIWONG COMMUNITY, LANSAKA DISTRICT, NAKHON SI THAMMARAT, THAILAND	56
<i>Nuntana Ladplee</i>	
GENERATION 'Y' (MILLIANIAL TOURIST) PERCEPTIONS AND VISITATION PATTERNS TOWARDS MUSEUMS	64
<i>Tran Trung Kien and Dr. Vipin Nadda</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE REPUTATION CAPITAL	89
<i>Kritchana Santawee</i>	
MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL	99
<i>Krongthong Khairiree</i>	
THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY	104
<i>Darma R. Khairiree</i>	
FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE	110
<i>Dr.Rattana Panriansaen, Dr.Kingkanok Saowapawong and Kantapong Prabsangoba</i>	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	116
<i>Rehab Farouk and Mona Anwar</i>	
THE CONTRIBUTIONS OF WOMEN ENTREPRENEURS IN SOCIOECONOMIC DEVELOPMENT (A STUDY OF SELECTED LOCAL GOVERNMENTS IN ANAMBRA STATE NIGERIA)	143
<i>Muogbo Uju .S. PhD</i>	
FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND	154
<i>Kanamon Suwantada</i>	
INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND	159
<i>Kanyapilai Kunchornsirimongkon</i>	
NEW DIMENSIONS TO ADMINSTRATE HUMAN DEVELOPMENT TO CONSERVE BUDDHISM OF MAHAYANA CHINESE SECT: THE STUDY OF MUNGKORNKAMALAWAS CHINESE TEMPLE, BANGKOK	167
<i>Saowapa Phaitayawat, Suwaree Yodchim, Yaninie Phaitayawat</i>	
DEVELOPMENT OF STUDENT TEACHERS' REFLECTIVE THINKING ABILITIES	172
<i>Sucheera Mahimuang</i>	

SAFETY BEHAVIOR OF OPERATION STAFFS IN WATER PRODUCTION AND SUPPLY DEPARTMENT BANGKHEN WATER PLANT, BANGKOK, THAILAND <i>Pongsak Jaroengarmsamer, Wanwimon Mekwimon Kingkaew</i>	177
PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY, FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES <i>Thavatchai Kamoltham, Wattanasak Sornrung, Chalatchawan Nanui</i>	184
JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY) <i>Ezeamama Ifeyinwa G.</i>	191
AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO ECONOMIC GROWTH: BRICS AND MINT <i>Behiye Korpe</i>	202
DEMONETIZATION IN INDIA: AN OVERVIEW <i>Abhinav Singh Chandel</i>	203
EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN <i>Ladaval Ounprasertpong Nicharojana, Chanvate satthaputh MD</i>	205
THE APPLICATION OF PALMISTRY KNOWLEDGE IN THE DIAGNOSIS OF DISEASES FOLLOWING THE PRINCIPLES OF TRADITIONAL THAI MEDICINE <i>PhatphongKamoldilok, OrawanSinpaiboonlert, Mukda Tosang</i>	212
PIET MONDRIAN'S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS FASHION DESIGNER <i>Jaruphan Supprung</i>	217
SOCIAL SUPPORT OF POSTPARTUM MOTHERS BASED ON FOLK MEDICINE IN NAKORNPATOM PROVINCE, THAILAND <i>Supparas Oatsawaphonthanaphat, Wichai Srikam, Vichai Chokevivat</i>	223
DEA MODEL MEASURING AIRPORT PERFORMANCE IN THAILAND <i>Piyaon Sriwan</i>	231
COMMUNICATION BILINGUAL APPROACH IN A THAI SCHOOL ON VOCABULARY AT HOME AND AT SCHOOL <i>Suwaree Yordchim, Goragot Butnian, Palaunnaphat Siriwongs</i>	237
DIABETES CARE AND PATIENTS' PERSPECTIVES ON DIABETES MELLITUS IN RURAL THAILAND: A QUALITATIVE STUDY <i>Kantapong Prabsangob</i>	243
AN ANALYTICAL STUDY OF SOCIAL PROBLEMS OF WOMEN RELATED TO SPORTS <i>Shagufta Jahangir, Dr. Asma Manzoor, Dr. Nusreen Aslam Shah, Raisa Jahangir</i>	249
THE INVESTIGATION OF CLINICAL EXPERIENCE ONLEARNING BEHAVIORS AND STRESS FOR NURSING STUDENTS <i>Yen-ju Hou</i>	250
LONDON INTERBANK OFFER RATE VOLATILITY: THE US DOLLAR, THE BRITISH POUND, THE JAPANESE YEN AND THE EURO: HOW IT AFFECTS MULTINATIONAL COMPANIES (1986-2016) <i>Alhassan Ndekugri</i>	262
CORRUPTION, POLITICAL ACCOUNTABILITY AND THE CHALLENGES OF GOVERNANCE IN NIGERIA <i>Imoukhuede Benedict Kayode</i>	280
THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK <i>Jitima Suathong, Supassawee Morakul, Worraruethai Harnchotipan</i>	290
LIFE QUALITY PROMOTION FOR THE ELDERLY <i>Ponpun Vorasiha, Anchalee Jantapo</i>	295
FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS <i>Suwit Sadsunk</i>	301
THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES <i>Chanoknart Mayusoh</i>	311
HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE, THAILAND <i>Prapaiwan Danpradit, Boonsri Kittichotipanich</i>	319

OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETIS MELLITUS AT PREMRUTHAI PRAVATE COMMUNITY BANGKOK	325
<i>Tipapan Sungkapong, Boonsri Kittichottipanich, Namthip Martkoksoong</i>	
TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK	331
<i>Abimbola Alexandra Dada, Adenike Adebola Adesanmi, Dr. Vipin Nadda</i>	
MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY	343
<i>Sasithon Yuwakosol</i>	
ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA	354
<i>Owiti, Phelix Onyango, Erick Fwaya</i>	
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE	355
<i>Beatrice Okore Ogbonnaya</i>	
THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA	356
<i>Okorafor philomena nmennaya (ph.d)</i>	
THE EFFECTS OF WORL CHARACTERISTICS AND SELF-ESTEEM ON WORK BURNOUT FOR ENTRY—LEVEL EMPLOYEES IN HOTELS	357
<i>Hany Hosny Sayed Abdelhamied</i>	
EMPOWERMENT PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY AMONGPREGNANT WOMEN FOR PREVENTING GESTATIONAL DIABETES MELLITUS	358
<i>Napissara Dhiranathara, Petcharat Techathawewon</i>	
THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT	364
<i>Boonsri Kittichottipanich, Udornporn Yingpaiboonsuk, Saree Dangtongdee, Ancha Dangtongdee</i>	
EDUCATION PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY IN PREGNANCY WOMEN FOR DIABETES MELLITUS PREVENTION	369
<i>Petcharat Techathawewon, Warunsiri Praneetham</i>	
THE EFFECTSOFT HAI MIND-BODY EXERCISE“RUSIE DUTTON” ON BODY WEIGHT AND BLOOD LIPID LEVEL INMENOPAUSAL WOMEN	374
<i>Kanit Ngowsiri, Assoc. prof. Suchitra Sukonthasab, Assoc. prof. Prasong Tunmahasamut</i>	
EDUCATION PROGRAM OUTCOMES IN PREGNANCY PREVENTION OF SEX-RISK FEMALE ADOLESCENTS: A CASE STUDY OF STUDENTS IN S AMUT-SONGKRAM PROVINCE, THAILAND	380
<i>Premwadee Karuehadej</i>	
STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS	386
<i>UdornpornYingpaiboonsuk, KanyaNapanglk, Boonsri Kittichottipanich, AnchaDangthongdee</i>	
ENVIRONMENTAL MANAGEMENT BEST-PRACTICE AND STRATEGIES WITHIN THE INSTITUTIONAL CONTEXT: THE CASE OF (UAE)	394
<i>Dr.Ahmed Zain Elabdin Ahmed</i>	
Activity-Based Costing of Library Services in Universities – A Case Study of a Private University	409
<i>Dr.Hala Elias</i>	
Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent	411
<i>Dr.Devjani Chatterjee</i>	
PROMOTION OF EXERCISE FOR THE ELDERLY	424
<i>Anchalee Jantapo, Ponpun Vorasiha</i>	
PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE	430
<i>Siracha Samleethong</i>	
THE HISTORY OF THAI WOMEN LINGERIE	437
<i>Junjira Monnin</i>	
SATISFACTION OF URINATION PROMOTION IN BENIGN PROSTATIC HYPERPLASIA	446
<i>Kanya Napapongsa, Warunsiri Praneetham, Nopbhornphetchara Maungtoug, Kanit Ngowsiri</i>	
EXPLORING HEALTH STATUS AMONG OLDER ADULTS IN THE URBAN COMMUNITY OF BANGKOK, THAILAND	452
<i>Chotisiri, L, Charoonpongsak, A</i>	
Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class	458
<i>Denise Luethge, Carole Cangioni</i>	

TOURISM REVENUES REGRESSION FOR TOURISM PROMOTION INVESTMENT DECISION– MADEIRA CASE STUDY <i>Élvio José Sousa Camacho</i>	460
Alauddin Malay King Mosque- searching for architectural symbols and identity <i>Roslan Bin Talib</i>	461
THE TEACHING OF ENGLISH LANGUAGE AS A MEANS TO AN END FOR BUSINESS TOURISM <i>Nande C.K. Neeta</i>	462
Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth <i>Anastasia Kitiashvili</i>	468
The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives <i>Hasan Al Naboodah</i>	469
Antecedents of Customer Satisfaction Levels in UAE Museum Shops <i>Akin Fadahunsi and Salwa Osama</i>	470
COMPARISON OF SKIN APPEARANCE WITH APPROPRIATE TIME IN SELF REFLEXOLOGY AREA WITH THAI TRADITIONAL MEDICINE IN GERIATRICS <i>Natsinee Sansuk</i>	471
PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS’ MICROTEACHING <i>Wipada Prasansaph</i>	476
ESL STUDENTS’ EXPERIENCE OF PROJECT-BASED LEARNING <i>Abigail Melad Essien</i>	483
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES <i>Faten A. Alarjani</i>	489
TOPSIS METHOD TO SELECT LOCATION OF GRASS FLOWER IN WAREHOUSE <i>Martusorn Khangkhan</i>	509
ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION IN THAILAND: A CASE OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Nalin Simasathiansophon</i>	515
GUIDELINES FOR BUDDHIST ORGANISATION DEVELOPMENT IN THE PRESENT THAI SOCIETY <i>Cholvit Jearajit Ph.D</i>	523

# **TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND**

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## **ABSTRACT**

Abstract—This current case study posed a question towards culture- based tourist attraction in suburbanized environment utilizing the case study of Koh Kred in Nonthaburi. Questioning in which direction the place should go for, as a tourist precinct nestled in the built- environment setting, with a solid background of its tourism, the purposes were to analyze significant points in tourism development, to speculate on the tourism life cycle of the site, and to contrive later the proposed plan for sustainability. The study was based on documentary study as well as utilizing an observation technique for gathering viewpoints of physical environment, and behaviour of visitors and local people, and an in-depth interview with key informants. The site analysis unveiled that Koh Kred was in the stage where creative tourism interpretation and development could be initiated in the future due to its capacities of cultural and natural resources in other zones away from the core magnet, to serve both domestic and international markets. Despite being highly susceptible to undeniable changes driven by high degree of urbanization, the site embraces the diverse dimensions of cultural and agricultural resources for product diversification and innovation. Yet the sustainability issue in all dimensions especially cultural and environmental dimensions should be adhered, thereafter the place requires sustainable management in terms of site and visitor management. Quality and appropriate interpretation by local involvement will also be necessary to create more impressive atmosphere and to direct visitor trails of activities, in which the sense of place and identity must be safeguarded. This paper finally contributed recommendations for the place in terms of product diversification and mapping, interpretation management and landscape management.

**Keywords**—Sustainable Tourism Management, Tourism Life Cycle, Urban Cultural Tourist Attraction

## **INTRODUCTION**

Globalization has shaped the global economy and preferences of its people in several aspects, including the way they consume leisure. A culture becomes a commodity consumed by the members of other culture. Many times as seen today, different cultures have also been globalized resulting in the so-called homogeneity of cultures. The post- modern man, thereafter, is increasingly seeking for cultural authenticity from cultural tourism. The reality, however, is how far a particular culture can be remained with its authenticity in this rapidly changing world, where many parts of the world are being transformed by the force of urbanization.

Koh Kred is a small Sub- District Municipality as part of Pak Kred District, Nonthaburi Province, geographically as an island surrounded by the Chao Phraya River, only 20 kilometers north of Bangkok. The area covers 4.2 kilometer squares or approximately 2,625 rai of land including 7 main villages. Koh Kred was established as the Sub- District Municipality in 1996. The population includes Thai nationals (50 percent), Thai- Mon (generations from the migrated ethnic group of Burma) (35 percent), and Thai- Muslim (15 percent) (Wechtunyagul, 2008). The community of Koh Kred has unique historical heritage and identity for more than 350 years (Phattanawasin, 2009). The place had served as a refuge to the Mon tribes after defeated

by the Burmese between 1774 in the reign of King Taksin the Great and 1815 in the reign of King Rama 2<sup>nd</sup>. They settled in this area as the community with its distinct cultural identity (ibid). The island could be traced back to the Ayutthaya period during the reign of King Thaisa of Ayutthaya. A canal was evacuated to create a short-cut passageway for water-based vehicles along the Chao Phraya River. Through time, there had been the geographical separation of Koh Kred from Pak Kred District (Wechtunyagul, 2008).

The place has also been facing changes over time, both by the force of urbanization and tourism. This paper posed a question towards the place in which direction it should go for, as a suburban tourist precinct nestled in the urban setting, to ensure that it would not fail to safeguard its cultural identity and characters against the contemporary transformation coming with tourism. Important key points were addressed and analyzed in this paper in order to speculate on the tourism life cycle of the place, and to contrive later the proposed plan for sustainability.

## LITERATURE & THEORY

### *1.1. Tourism Life Cycle*

Tourism life cycle model in this study refers to the tourism destination or tourism area life cycle (TALC), introduced by Butler in 1980, which rather focuses more on tourism development and growth pattern of a destination. The model introduces six stages of tourism evolution, namely exploration, involvement, development, consolidation, stagnation, and post stagnation (Zhonga & Xiangc, 2008). Post-stagnation is the stage that characterizes destination by a period of decline, rejuvenation, or stabilization. Tourism life cycle model also demonstrates patterns of tourism development of a place and determines carrying capacity defined by physical, environmental, economic and psychological capacities (Butler, 2006), and level of authenticity of the place. An exploration stage appears with low number of tourists, most of which are adventurous 'explorers' or 'backpackers' with high interest in nature and culture, close interaction with local people (Breakey, 2005), limit of tourist facilities and thereafter socio-cultural impacts are minimal. The second is an involvement stage occurred because of gradual development of tourist traffic into the area and higher number of tourists. Thus, it is a start of the provision by some locals of tourist facilities and infrastructure; yet high local interaction with local people is still high; advertising initiated and tourist market and season developed (Park, 2006). At a development stage, the place is more appealing to external investors due to an arising of more characterized tourist market and fame induced by advertising; the place experiences an extensive advertising and promotion to accelerated demand, and more foreign-own facilities in some cases, whereas more physical entities are built. Moreover, local facilities are displaced by more elaborate and up-to-date ones, which results in a decline in local participation and control, whereas artificial or man-made attractions are replacing original ones. A consolidation stage shows declines in growth rate with more efforts put to advertising aiming to extend tourist season and markets, some opposition to tourism and clear recreational business districts; and old facilities have been deteriorated (Breakey, 2005; Park, 2006). During a stagnation stage, the place faces a state in which its development reaches or even exceeds its capacity and it relies more on repeat visitation; tourist type changes to package tourists; there are different ways of tourism interpretation seen by new physical developments built in the area and on the peripheral as an extension to the existing destination. At this stage, critical socio-cultural, environmental and economic problems take place considered a consequence of mass tourism activities occurring beyond the place's carrying capacities. The place may face serious changes of its cultural environment or cultural landscape. The last stage of a place is diverged into decline, rejuvenation, or stabilization. The place may lose its tourist market and decline, or may rely on weekend and day visitors. It may apply new marketing strategy in order to change images or establish new tourist market, with wider effort in combing cooperation of public and private sectors in hope of rejuvenation. Interestingly, there also is increased local involvement especially in

case of community tourist attractions. The case study of Pai District in Mae Hong Sorn could be an example of the destination life cycle of Pai. The tourism during its early stage of tourism configuration had been on the trekking and ethnic, and adventure type with the very fresh and authentic local lifestyle and nature, and explorer tourists as its visitors. Its second stage represented the UTOPAI stage where the area became the paradise for backpackers, had been more popularized in tourist guidebooks, and at a certain point called high degree of tourism business entrepreneurs' attentions into the area. The place had been highly developed until the local way of life was close to the modern lifestyle. Later, it has been transforming into the "romantic destination", responding Thai visitors whose perceptions and preferences towards Pai have been mainly influenced by Thai mass media and movies (Pongajarn, 2010). The place has been re-interpreted seen in building and decorations of places to respond Thai tourist market's preferences for example places and spots for taking photos, eating and drinking (coffee) places and souvenir shops; most of which represent the reproduction of memories recalled from media and movies.

### ***1.2. Urban Cultural Tourist Attraction***

Urban cultural tourist attraction is classified within urban tourism, which is derived due to a consequence of urban renewal (Ćopić et al., 2014), with a new form of tourism being introduced. It is described as the tourism phenomenon in which visitors consume in an urban or city context within a combination of contemporary and old cultural environment both in intangible form and in physical fabric. There are several forms of demand and supply of tourist consumption activities. This includes, for instance, the way tourists spend their leisure time at urban spaces and the commodification of products in souvenir industry. Urban tourism introduces an idea that there is a linkage of globalization and urbanization, which has transformed towns and cities to be places that serve tourism and leisure activities. Especially, increasingly there are towns and cities from the pre- industrial era reborn, based on the demand for the consumption of places in a post- industrial society, with so much significance (Page & Hall, 2003). Cultural heritage tourism is a travel to receive experiences from different places and activities that reflect or represent stories of people from the past to present, including authentic historical, cultural and natural resources. Cultural tourism can be classified into 2 characters: (1) cultural tourism products that are "experiences". This focuses on sightseeing and learning for example traveling for learning about history, way of life, learning to cook in cooking class, learning about local wisdoms, watching staged performances (performing art) that present cultures of particular tribes or indigenous groups, participating in festivals and traditions; and (2) cultural tourism in the form of tangible souvenirs, art works, clothes, handicrafts that reflect local wisdoms.

## **DISCUSSION**

### ***1.1. Growth and Development as Tourism Place***

Carried with the migrated Mon tribe was the wisdom of crafting earthenware with graceful and fine-artistic motif and patterns, and with an abundance of clay along the Chao Phraya River, Koh Kred had been prosperous for its household pottery craft industry during the Bubble Economic period due to high demand in the pottery market. This had been until 1995 when the island was hardly affected from the big flood; pottery factories and fruit plantations were damaged resulting in the closure of many factories. Many local people, especially younger generation, left their hometown to work in factories. This situation also affected the pottery- making tradition, which was nearly forgotten and could not be easily transferred to new generation (Sirithuwanon, 2008). In the beginning 1997, the Asian financial crisis, known in Thailand as "Tom Yam Goong" crisis started, which had affected communities throughout the country including Koh Kred. There had been attempts since the late 1996 to revitalize Koh Kred's economy. The socio- cultural and

economic development projects were initiated, including tourism. The first weekend market started for local people to buy goods in lower prices with a will to help them to overcome the economic difficulties (Phirom, 2005). The first community pottery-learning center was established attempting to recover the pottery household industry. This was coincided with the government's policy in tourism promotion, by the *Amazing Thailand Year* campaign during 1998-1999.

With a proximity to Bangkok, Pak Kred District has been quickly urbanized with high density of built environment, which in consequence has shaped the tourism development of Koh Kred. The place is consequently regarded as an attraction for urban leisure and recreation, located in the suburban area. Its tourism image has been engaged with river and canals, fruit plantations and Mon tangible and intangible cultural heritage. It became one of the renowned and must-visit attractions programmed in the cultural tourism routes of Bangkok. The island can be accessed by river-based transport. The only main transport vehicles within the island are motorcycle and bicycle. Local people and visitors can travel along the 25-kilometers, narrow loop of the whole island with a 1.50-2.00 meter-wide path made only for pedestrians, and bicycle and motorcycle lanes (Phattanawasin, 2009). Through years, the island has received an increasing number of visitors, subsequently making an increase in number of motorcycles to serve public transport service.

### ***1.2. Defining the Cultural Heritage Significance of the Place***

Koh Kred is considered as the cultural tourist attraction with unique local traditions in connection with the migrant Mon tribe and integrated Thai-Mon. Its cultural heritage significance encompasses both tangible and intangible assets: the inherited traditions and wisdoms by means of ceremonies, rituals and cuisine; earthenware craft-making with evidence of over 100-year-old ancient earthenware stove and graceful patterns, over 200-year-old ancient temples with beautiful arts, for example Wat Poramaiyikawat Temple and Mon-style Chedi and Wat Chimplee Sutthawas Temple built in the middle Ayutthaya period. The Chedi of Wat Poramaiyikawat Temple near the river became the icon that creates Koh Kred's unique landscape. Other heritage places upon its geographical distinctiveness that provides the agricultural significance, for example banana, mango, durian, coconut and pomelo plantations. According to the definitions of cultural tourism, Koh Kred can be categorized under the experiential or aspirational definition identifying the cultural tourism of the place which "involves experiencing or having contact of differing intensity with the unique social fabric, heritage and special character or places" (McKercher & du Cros, 2002).

### ***1.3. Current Status and Condition of Koh Kred as the Cultural Tourist Attraction***

Tourism on Koh Kred, according to the observation, has been characterized by the fact that individual households offer services, not in the fashion that community-based tourism does. Products are offered by individual households and are at a certain level dependable on what are available on the island, mostly the agricultural produces. Other forms of tangible goods and experiences offered on the island are, for instance, old-day souvenirs reproduced to serve the nostalgia market, new types of souvenirs offered from outside sellers that seem unable to tell the history of the attraction, food and traditional Thai desserts such as Khao Chae (*cooked rice soaked in iced water, and eaten with the complementary food*), a few pottery-making households that sell earthenware souvenirs and offer visitors a brief opportunity to learning how to make a pottery, and biking. Currently, the most crowded village is the village zone number 7 due to its location near the pier where visitors' transit from the Chao Phraya River to the island, making this zone becomes the main node of the attraction. Many other parts of the island are neglected without good landscaping. Some residential areas farther inside, and those characterized mainly with fruit plantations are abandoned and untidy due to the year 2011's big flood.

#### ***1.4. Number of Visitors, Demographic and Trip Profile of Visitors***

Most visitors to Koh Kred are Thai. The number of visitors was derived from the author's interviews with the staff of the car park and of the pier. The number of cars at the main car park outside the island is approximately 350- 400 per day during weekend. With an average number of 3 persons per car, there are approximately 1,050- 1,200 visitors per day during weekend. The interview with the staff at the pier revealed that the transfer boat services were operated approximately 55 trips per day during weekend and holidays. Each trip accommodates approximately 30 persons. This makes an approximate number of 1,650 visitors per day. Officially, according to Nonthaburi Cultural Office, Koh Kred in 2013 received 559,200 visitors, both Thai and foreigners. There are both domestic visitors and international tourists, yet the majority is local Thai, whose trip is typically one- day. Families with children, couples and teenagers represent the main domestic market groups. The international market usually arrives there by boat trip. This includes westerners and Asian tourists, normally coming in a small, private group, with or without tourist guide. Visitors of Koh Kred could be classified as the sightseeing cultural tourist type: they visit Koh Kred for cultural sightseeing, yet with shallow experience (McKercher & du Cros, 2002). A small proportion of them may also be of the incidental cultural tourist type, as they visit Koh Kred without any cultural reason (just to eat out and shop), but participate in some cultural activities (ibid). In this case, some learn how to make a pottery offered at the pottery- learning center during their visit for shopping.

#### ***1.5. Impacts on the Local Culture and Society of Tourism***

The *Amazing Thailand Year* campaign in 1997 had contributed both positive and negative impacts to Thailand's main tourist destinations during that time, including Koh Kred. The positive side of the tourism promotion was the local realization of preserving their traditions. There were the local attempts with the governmental support in taking care of their traditions, as well as innovating local products, which were awarded for one of the OTOP Village champions in 2004 and 2006 (Sirithuwanon, 2008). Rituals annually held during Songkran Days, for example, are still practiced, for instance the traditions of Hae (parade) Namwan (sweet drink), Hae Khao Chae, Tak Bat Dok Mai (*making merit with flowers*), and the traditional play called Saba Mon (*a game played within groups of men and women*). Nevertheless, some traditions or activities have been modified, reduced in the process, and added with new elements to serve tourism, and to compromise with the modern time. For instance, the pottery product is produced mainly for mass market of tourist souvenir and household decoration, rather than for functional uses. The traditional pottery- art crafting has changed to commercial art, reducing its artistic value, and most are crafted in ordinary designs due to the fact that the old wisdom of making earthenware crafts is hardly transferred. The situation also contributes to the change of jobs of the locals. Moreover, the interviews with some local sellers and a key person who is the scholar of Mon culture, whose name was not revealed for his privacy, unveiled that nearly 50 percent of the shops opened on the island were run by the outsiders who rented a section or a corner to sell souvenirs and foods during weekend. This is why visitors can also find souvenirs the same as in other places. Many products are from other places; some sellers have to find or create new products to sell visitors due to a certain level of competition. This has gradually diminished the identity of Koh Kred. Its economic structure has changed over the past 10 years since it has opened as a tourist attraction. The agricultural sector as the main earning source was added by other jobs and earning patterns outside the agricultural sector. Many started to do self- employed job such as selling food, drink and souvenirs, motorcycle ride service, riding boat and selling boat ticket (Charoenchaisombut, 2011). Nevertheless, it may conclude that Koh Kred tourism development has been growing slowly overtime due to the less accessibility and the geographical limitation.

These constraints make it difficult to increase physical carrying capacity, even so delaying the socio-cultural change of the place as well.

Tourism development has also impinged upon the built environment on Koh Kred. The positive changes on this involve the improvement and development of infrastructure. The tourism industry contributes to the transportation development in order to increase accessibility and safety, for instance the improvement of the main piers, the walkways and the bridges over the canals for convenient walk and ride, easier access to local fruit and vegetable plantations and for flood prevention (Charoenchaisombut, 2011). Yet there are more commercialized components and more constructions to attract visitors. The commodification of temples to serve tourism can be seen. More signs were built in the temple areas and along the walking trails to motivate visitors to make merit. Announcements to persuade visitors to make merit are always heard. Furthermore, many areas farther from the main enclave are left untidy. The place's built environment is in the poor condition, which seems to reduce the aesthetics of the place.

## **METHODOLOGY**

This study utilized a qualitative approach. To collect the data, a documentary study about the selected site, an observation technique and an in-depth interview with key informants were employed. The main key informant was a local scholar of the community who had knowledge about Mon culture and pottery handicraft. The others included villagers who sold goods within the place. The data collection was conducted in April 2015 at Koh Kred, Nonthaburi, Thailand.

## **RESULTS**

### ***1.1. Tourism Life Cycle Analysis and Sustainable Development Plan***

#### ***1.1.1 Tourism Life Cycle***

Based on the site description, it should be noted that the development of Koh Kred has not been reaching the critical stage due to its geographical limitation. Also, it is not facing yet the stagnation stage since the current visitor number is quite indicative to that. Thus, Koh Kred may be considered to be in the stage where more involvements and development should be encouraged. This may apparently be inferred that the place is along the path to be suggested with the sustainable development plan. There are a couple of main reasons to believe that Koh Kred can still be planned and developed for sustainability with the involvement of diverse groups of people. In the first place, the rest of the areas on Koh Kred still are ample enough to be developed to offer more quality experiences, particularly with the bike trail, agricultural trails, and authentic household cultural learning. Secondly, the local authority of Nonthaburi Province, educational institutions and other non-profit organizations have involved in empowering local people in recording and managing the local knowledge and in the heritage preservation aspect. Recently, the present Government selected Koh Kred as the first place to launch the Universal Design Community Project as the model of other places (Department of Empowerment of Persons with Disabilities). Lastly, what may slow down Koh Kred's development concerns the fact that it is accessible only by boat. This produces both advantage and disadvantage in terms of physical development, for instance, tourism infrastructure development, due to its physical characteristic as an island. This somehow still keeps the island minimal in tourism growth and the local living will not change fast, whereas they have rooms for learning and making adjustments along with the rapid changes outside.

Despite relatively high number of visitors to Koh Kred, perceived from regular promotion of Chao Phraya River tours, and domestic visits during weekend, a more significant factor that potentially indicates potential of the place to face stagnation may concern its physical and tourism resource management and visitor management. These factors may threaten visitors' satisfactory experiences and its own cultural values,

and turn the place to be a less quality attraction. From the observation, tourists come only to shop and sightsee. This seems to indicate the attraction typology of Koh Kred: the attraction for psycho-centric type. Authenticity may not be what this type of tourists seeks for. The local management, if not strong and creative enough in representing its identity, may be trapped by this pitfall.

### *1.1.2. Sustainable Development Plan*

The provincial three-year strategic plan (2014-2017) aims to develop the quality tourism value chain to ensure sustainability in all dimensions of tourism and tourism-related sectors, and satisfaction across different stakeholders (The Government Publics Relation Department, n.d.). Thereafter, to achieve this goal and to settle away from mass tourism, key sustainable tourism development strategies were derived based on the author's observation and analysis.

#### *A. Resource Clustering for Tourism Product Diversification and Mapping*

The majority of visitors congregating at a few zones highly advertised on the Internet buzzword may lead to an insufficient attention to be paid to other zones. In fact, Koh Kred has other areas with different resources that can give visitors different experiences and atmospheres. There must be a plan to study how to diversify those resources for creating diverse tourism and leisure experiences, as this will also create unique destination brand and new market segments. This can be done by identifying a potential of each resource cluster on the island, and accordingly developing and mapping the products that deliver distinctive experiences. The activity will also allow local people to participate in planning, developing and managing their resources. Examples of the product clusters include agriculture-based (learning about fruit and vegetable plantations along the canals), cultural-learning (with staying overnight), ecotourism-based (combination of nature and cultural sightseeing on bike), and food tourism-based cluster (tasting and shopping). Agro-tourism can be an interesting alternative form of tourism in which local farmers can operate and control activities by themselves. Local farmers can offer tours to their agricultural plantations, as well as providing entertainment and education, which can be fun-filled experiences for the urban people (Budiasa & Ayu Ambarawati, 2014). This will create a new market segment, ultimately the niche and quality one. Moreover, each cluster should be united in order to produce integral tourism routes connected together into a single story. One of the keys to success in creating tourism product diversification regards the idea of knowledge-based management, which requires research-based strategy. Local knowledge management should be realized and implemented in all villages. The local government should put more effort in finding local experts from each village zone, empower and facilitate them in conveying their tacit knowledge. The knowledge of traditional wisdoms related with Mon culture must be passed to younger generation to safeguard its sustainable existence by means of tourism mechanism. Temples are the central place of all communities. Most cultural activities start from and are held at the temples. This means that the temples can be the center of tourism knowledge management and monitoring: the communities' tourism knowledge learning, sharing and distributing. Key persons from the temples and community leaders need to work in effective cooperation in motivating the community members to involve in the knowledge management.

#### *B. Interpretation Management*

One of the key heritage management factors for sustainability is to communicate the significance of the cultural heritage (International Council on Monuments and Sites and ICOMOS International Cultural Tourism Committee, 2002). The management of accurate and impressive interpretation of cultural resources with attractive activities must be carried out. For example, the traditional craft patterns of the Mon pottery can be commoditized with other forms of products in order to preserve and represent the intrinsic value and

the heritage of the Mon pottery that is going to disappear. The product messages can be designed with the interpretation by local people or it may leave some rooms for visitors' personal interpretation and selection. Good heritage interpretation therefore influences visitors' heritage consumption (Goulding, 1999). They will be introduced what they should do first and later, in order to complete or fulfill their trip at the place within their affordable time. Moreover, they will learn to love the place, as this is what the interpretation message is designed for. The tourism diversification strategy mentioned above, if not practiced with impressive interpretation, may not be able to create visitors' appreciation towards heritage preservation and destination quality brand. Furthermore, there must be both the documentary and drama parts of the interpretation management (Gunn, 1988), and signage is a critical issue in this case as it does not present adequately the documentary part (information), whereas the drama part (design) is not appealing. Currently signing on Koh Kred is just to give names but without inspiring content and design. If the place would like to promote biking on the island, signage and mapping must be ready and able to facilitate visitors to bike with pleasure. Well-marked cycling routes and paths must be prepared with bike information points and bikers' confidence in safety taken into account.

### *C. Environmental and Landscape Management*

Zoning can be one way to manage the environment and landscape on Koh Kred. An example is the case of sellers. They are ranged from those who have small good stalls; those who have their house area dedicated for selling; and street vendors who are hawkers and who have small kiosk selling drinks, sweets, fruits and local vegetables. Due to the fact that the selling space is very narrow on Koh Kred, special zones should be provided, especially for street vendors group, who are currently selling on the walkway. Potential advantage of grouping street vending in designated zone is to create orderly, attractive and pleasant look. Market place with orderliness or marketing mix of place can build up positive attitude of visitors (Wongleedee, 2015). This means that it can influence visitors or buyers' feeling to revisit. Moreover, this technique also motivates visitors to gather at street-vending zone, which consequently increases possibility in selling to street hawkers. This supports the idea of pro-poor tourism. Furthermore, if the attraction would like to make bike ride come real on the island, there must be the management of bike trail landscape. Today, bikers and walkers share the same lanes on the island that is quite narrow. The question is how to manage the satisfaction of biking and walking visitors. Bike and walk trails should be separated to increase walkability and biking pleasure. Visitors require orientation towards main features and facilities at the attraction (Shackley, 1999). Designing the physical landscape helps this. Thus, the physical landscape at the entrance to Koh Kred must be designed somewhat similar to a service centre that introduces an overall picture of the place and lead visitors to main features and activities offered on the site. For Koh Kred case, the area right after the getting off must be redesigned with a range of attractive orientation of services and experiences, which will create an impressive tourism façade of the place. The last concern involves the environmental condition of the place. Objects left unused near the walkways and along the canals, such as old boats, damaged signs and cut tree branches, can be viewed as debris and distracting visitors' pleasure as well as causing a discontinuity of visitor flow, both pedestrians and bikers. Site physical management is critical, in particular for internal logistics, in that it should help reduce a discontinuity and enhance the existing carrying capacity of the place by distributing visitors to other areas of the place.

## **CONCLUSION AND FUTURE WORK**

Thoughtful planning and careful management will influence the growth of tourism in sustainable way. As cultural tourism becomes more diverse and sees its growth in this globalized era, Koh Kred will be able

to appreciate a future progress, under the scheme that the planning must be both to preserve its heritage, to produce income from tourism sector to the local, and to promote the local knowledge and involvement. Even though the globalization may gradually be altering consumers' preferences in tourism consumption in a more diverse and unpredictable manner, some preferences among the others still embrace the aspects of cultural and ecological product diversity and innovation, and the so-called nostalgic demand. It should be now or never that the locals of Koh Kred must realize this opportunity and collaborate to plan for the place with a sustainable mind, by managing their heritage authenticity in the context of tourism, not to fall into a fashion of the mass market.

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