



PROCEEDINGS OF
The IRES
INTERNATIONAL CONFERENCE



ate: 16th -17th February, 2018 | Venue: Zurich, Switzerland

In Association With



PROCEEDINGS OF
THE IRES
103rd INTERNATIONAL CONFERENCE
ZURICH, SWITZERLAND

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Date of Event

16th-17th February 2018

Event Co-Sponsored by



Corporate Address

Institute of Research and Journals

Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: info@theires.org, www.iraaj.in

Publisher: IRAJ

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Type set & printed by:

**R. K Printers
Bhubaneswar, India**

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EDITORIAL

It is my proud privilege to welcome you all to the TheIRES International Conference at Zurich, Switzerland. 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 Institute of Research and Journals, TheIIR, TheIRES for organizing this event in Zurich, Switzerland. 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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DOMESTIC TOURISTS MOTIVATION TOWARDS KAMCHANOD, UDONTHANI, THAILAND

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Abstract - This research utilized the quantitative method to survey the demographic profiles, the tourists' behavior and level of tourists' motivation towards KamChanod; the very auspicious place and supernatural in northeastern region of Thailand. KamChanod is linked closely with the beliefs and faiths with the nagas (the mythical serpent in Buddhism literature). The result represents that pull motives were concerned with cultures, Thai TV series, wish to have good fortune, and social trends. The least pull motive was ecotourism.

Index Terms - Domestic Tourists Motivation, KamChanod, UdonThani, Thailand

I. INTRODUCTION

UdonThani is one of large provinces of northeastern region in Thailand. It is now promoting as a world heritage and cultural tourism area. The tourism situation of UdonThani in 2014 – 2015 showed that there was tourists' arrival approximately 2.1 million in 2014 and rose almost 12 thousands of tourists' arrival in just one year. [1] Nowadays, more and more tourists come to UdonThani especially to the sacred place called "KamChanod". KamChanod is not new to be the tourist's attractions but it has been well-known for a very long time to people who live near "Khong" river; which are the provinces near the Thai – Laos border such as Loei, NongKhai, NakhonPhanom, Mukdahan and UbonRatchathani and Vientianne of Laos PDR.

KamChanod is believed as a sacred place for people who have faith in Naga (a mythical serpent in Buddhism literature). It is an island covers by "Chanod Trees" (*LivistonaScribus*) the combination of toddy palm, coconut, and betel palm. It locates about 70 kilometers north of UdonThani's town. The legend says, it is the area of supernatural beings of Lord Srisutto; the grand lord of nagas who protect Khong River. KamChanod's pond is believed to be the entrance to the underworld. [2]



Fig. 1 KamChanod Entrance before 2015



Fig 2. KamChanod Entrance 2017
[Source: www.khaosod.co.th]



Fig. 3 KamChanod Pond



Fig. 4 Lord Srisutto shrine

There were legends about ghosts of KamChanod; the ghosts came to town to hire the movies to be played on the island and asked the movie projectionist leave before dawn. This legend has been appeared in the movie called "Pi-chang-nang".



Fig. 5 "Pi-chang-nang" movie poster

Moreover, the ghosts asked to borrow the looms from the villagers. Nevertheless, Lord Srisutto is the most sacred in this place and people from all over Thailand come to perform faith-related activities here.

KamChanod is very popular for Thai people this year to visit. However, the reasons that bring such a dramatic amount of domestic tourists may after the Thai TV series name "Nagi" on Channel 3 aired in 2016. It is the romantic tragedy of a young mythical serpent and her human lover rated 17.291 nationwide. Also, Mor Luck Fun Thong (หมอลักษณ์ฟันธง: a Thai famous fortune teller) foretold that 2017 is the year of the Naga; if people wish luck and prosperity should visit the shrines of nagas around the country, especially at KamChanod.



Fig. 6 "Nagi" Channel 3 Thai TV Series
[sources: www.channel3thailand.com]



Fig. 7: Mor Luck Fun Thong
[sources: www.siamdrama.com]

After the tourism in this area has been popular and promoted, so that they need the tourism development. However, UdonThani province is still insufficient of tourism data so the researcher would like to study the profile of domestic tourists and their travel motivations towards KamChanod through pull factors of tourism attributes (5 A's of Tourism) which comprise of attractions, accessibility, administration, activities, and amenities. [3]

II. LITERATURE REVIEW

Pizam (1979) defines tourism motivation as a set of needs which persuade a person to participate in a tourist activity. Furthermore, tourist motivation can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior, and experience". [4] There were many studies to find why people travel and discovered two forces connected with motivation; push and pull forces. Push motives have been explained as the desire to go for tourism, while pull motives have been explained as the selection of destination. [5]

Normally, people are all pushed by the emotion factors such as the need for escape, relaxation, adventure, prestige, knowledge and so forth. After that, they are pulled by external factors such as natural and historical attractions, expenditure, sport and outdoor activities etc. [6] As pull factors offer indications to what external attributes attract tourists and make them desire to visit specific places, they often involve tangibles and other elements such as the availability of recreational facilities, historical values, marketing image etc. They emerge as a result of the attractiveness of a chosen area. [7]

Tourism Western Australia (2008) given the 5 A's factors represent the essential requirements for the successful tourism; there are attractions, access, accommodation, amenities, and activities. In this study used the 5A's factors to identify the tourists' motivation by adapting accommodation to administration because KamChanod is a very small place in a rural town of UdonThani so there are fewer homestays and bungalows available to tourists. As Ulysal et al. (1993) classified tourists destination experience offered tourists into two categories. First, are the service facilities consisting transportation, travel services, accommodation, food and beverage, shopping, recreation and attraction services. Second, focused on physical and situational conditions consists of natural environment, political and legal factors, economic factors, social factors, cultural factors and technological factors. These categories explained the pull factors which motivate tourists to travel to a particular destination as adapted here.

III. RESEARCH METHODOLOGY AND RESULTS

3.1 Research Methodology

This research was objected to study the profile of visitors and their travel motivations towards KamChanod, UdonThani Province, Thailand.

This research utilized the quantitative research method with the unknown numbers of tourists come to KamChanod. With this infinite numbers, this research distributed 400 questionnaires to the domestic tourists who came to visit KamChanod during March – April, 2017 according to Krejcie and Morgen (1970)'s sampling table. The questionnaires were distributed with accidental sampling around KamChanod's area and were returned at 400 questionnaires. The questionnaire comprised of 3 parts: 1) the demographic of the respondents, 2) the closed-end questions about the respondents' behavior such as the purpose of visit, the travel companion, transportation, travel expenditure and travel information seeking, and 3) the motivation towards KamChanod; which were the pull factors according to 5 A's of tourism attributes [3] These data were analyzed to find the levels of motivation based on descriptive statistics with arithmetic means and standard deviation to describe. For instance, the level of average of 5 namely 4.21 – 5.00 (maximum) 3.41 – 4.20 (high) 2.61 – 3.40 (medium) 2.60 -1.81 (low) 1.0 – 1.80 (minimum).

3.2 Results

The result of data analysis is presented in 2 parts. Part 1 reports the demographic profiles of the respondents and their travel behaviors and part 2 shows the level of motivation towards KamChanod of the respondents.

The demographic profiles of the respondents were as follows; most of respondents are female (61%), ages between 30 – 40 years (48%), working with the state enterprises (36%), average incomes are not more than 7,500 \$ annually (50.5%), and hometown original in Bangkok (30%). Their travel behaviors were as follows; worship for the good fortune (66%), mostly travel with family members (60.5%), travel with personal vehicles (75%), travel expenditure was lower than 100 \$ (51%) and received KamChanod information via TV and other medias (49.5%)

Part 2 represents the level of motivation of the respondents towards KamChanod using mean (\bar{X}) and standard deviation (SD) are shown in tables 1 – 5.

Legend and history	4.40	0.548	High
Buddhism related, cultures and tradition	4.40	0.649	Maximum
Ask for benediction, good fortune, lucky numbers	4.43	0.605	Maximum
The scenery is	4.46	0.499	High

beautiful			
Trends from TV series (Nagi)	4.34	0.637	High
Total	4.406	0.587	High

Table.1. The level of tourists' motivation towards KamChanod in terms of Attraction

The data shows that the most motives that pulled tourists to travel to KamChanod were that KamChanod is the place related to Buddhism, cultures and tradition and also it is the place to ask for benediction, good fortune, and lucky numbers.

Roads	3.49	0.566	Medium
Road signs	3.42	0.652	Medium
Several routes to reach KamChanod	3.36	0.891	Medium
Total	3.39	0.755	Medium

Table.2. The level of tourists' motivation towards KamChanod in terms of Accessibility

The data presents in this table were the accessibilities that roads, road signs, and routes to reach were at the medium level of motivation. These may means that accessibility is not important factors in order to visit KamChanod.

Parking lots	3.20	0.679	Medium
Souvenir shops	3.14	0.646	Medium
Rest area	3.17	0.716	Medium
Restaurants	2.86	0.664	Low
Total	3.084	0.677	Medium

Table.3. The level of tourists' motivation towards KamChanod in terms of Amenity

This table analyzed the level of tourists' motivation towards KamChanod in terms of Amenity was that the overall facilities were at medium level but the motivation about restaurants was at low level, it may because of that respondents were not seen food and beverage important as the motive.

Waste / shops / restaurants / toilets management	3.04	0.685	Medium
Price of rice offerings to Lord Naga	2.92	0.587	Medium
tourists organize security	2.64	0.540	Medium
Total	3.21	0.589	Medium
Total	2.90	0.58	Medium

Table.4. The level of tourists' motivation towards KamChanod in terms of Administration.

The data shows that the administration of KamChanod according to tourists' motivation was at medium level. Interestingly, the security was scored higher amongst others in this group. This means tourists regarded KamChanod is a safe place to travel.

ACTIVITY	\bar{X}	SD	Level
Offering sacrifices, dances to redeem a vow to Lord Naga	2.81	0.524	Medium
Staff to help about the worship	2.55	0.55	Low
other education (ecotourism)	2.25	0.43	Low
Total	2.51	0.51	Low

Table.5. The level of tourists' motivation towards KamChanod in terms of Activity

This represents the analyzed data of level of tourists' motivation towards KamChanod in terms of Activity. Attractively, the offering sacrifices, the dances to redeem a vow to Lord Naga was the highest scores amongst this group. So, one of the tourists' motives to KamChanod were to offering the sacrifices and redeem the person's vows.

CONCLUSION

KamChanod is the place related to Buddhism, faith, cultures and tradition which settled in northeastern people of Thailand and scattered beliefs around Thailand. The motives which pull domestic tourists to visit were according to supernatural beliefs in nagas (the mythical serpent) as they would like to have benediction, good fortune, prosperity and lucky numbers. From the table 1, tourists came to KamChanod based on Buddhism but the fact was many tourists came to KamChanod to find the lucky numbers in order to win the lottery. This is quite contrast to Buddhism teaching. For the accessibility, Kamchanod has very well access because they can reach from several routes but this part is not important for tourists to take as the consideration as most of the tourists travel to KamChanod by their own vehicles. For amenities, there were notice about restaurants near by KamChanod that they are not hygiene. Most of them are food stalls and street food which not variety, not clean and high price. The restrooms are limited and not universal. It is quite difficult for tourists who are disable to visit KamChanod contradictory to Ministry of Tourism and Sports's vision "Tourism for ALL". Government or community should take action to organize parking lots and other establishments.

For administration, domestic tourists seen every items in medium level because they do not know about these. Most of them visited KamChanod just to be in trend,

ask for benevolent and prosperity.

For activity's table, the lowest item was the activity about ecotourism which involve the trekking inside the island, classify the trees on the island, afforest and apply fertilizer.

Respectively, when there are a great number of tourists arrival in the area; there will be issues about tourism resources of the area. The stakeholders and agencies involve in KamChanod tourism promotion have to be aware develop it as sustainable tourism area.

SUGGESTIONS

As there are the great number of domestic tourists to visit KamChanod because of faith and supernatural things; the author would suggest some interesting points for the future research. First, tourists who visit KamChanod are domestic tourists. It would be challenging to develop a marketing strategy or research of to promote KamChanod as the destination of faith and beliefs for Asian tourists who interested in supernatural things e.g. ErawanBhrama Shrine in Bangkok or Che Kong Temple in Hong Kong. Moreover, many of tourists come to visit KamChanod to ask for the lucky numbers to win the lottery. This is so against the Buddhism teaching, so it would be interesting for the researcher from humanity field find some level of expectation of tourists to get lucky numbers at KamChanod.

ACKNOWLEDGMENTS

The author would like to thank the Research and Development Institute Faculty of Human and Social Sciences, UdonThani Campus, Faculty of Humanity and Social Science of SuanSunandhaRajbhat University (www.ssrui.ac.th) for the greatness support.

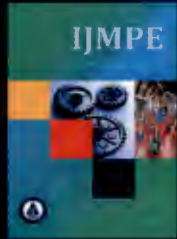
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