

The Potential of Tourist Attractions: A Case Study of 2 Rural Connecting Districts in the Western Part of Thailand

Areerut Patnukao, Sirivilai Teerarojanarat

Chulalongkorn University, Thailand

0533

The Asian Conference on Sustainability, Energy & the Environment 2013

Official Conference Proceedings 2013

Abstract

The area along the Thai-Burmese border in the western part of Thailand is dominated by mountain ranges lying in a north-south direction. This area is enriched with national parks, wildlife sanctuaries, and diversity of ethnic minority groups. Some of these places are promoted to be tourist attractions. However, sustainable tourism is still in its infancy. The project entitled “Geographical Techniques for the Study of Cultural Diversity and Tourism Development” was launched in 2010. The study area covered the connecting area of two rural districts - Dan Chang district, Suphan Buri province and Ban Rai district, Uthai Thani province. This paper presents the first stage of this project aiming to explore and identify the potential of tourist attractions in the study area. Methodology involved field survey, classification and assessment of potential of tourist attractions, development of GIS tourism databases, and implementation of SWOT analysis. Results showed that tourist attractions are based almost entirely on their cultural and natural heritages. Based on the SWOT analysis, their *strengths* are in term of the cultural uniqueness and the richness of forestry and wildlife. Their major *weaknesses* are the incompleteness of physical transportation and facilities and the uncooperative attitudes between the relevant government agencies. The *opportunity* is that these areas can be promoted to become new tourist attractions at both domestic and international levels. The *threat* is that the natural resources, especially wildlife sanctuaries and forests have been destroyed continuously by swidden agriculture. Further study in sustainable tourism is needed to maintain fragile and valuable resources.

Keywords: tourist attraction, SWOT Analysis, Thailand, GIS

I. Introduction

Since the 1960s, Thailand has been known as a tourism country. Thailand is one of the major tourist spots in Asia. According to Lonely Planet, Thailand ranks second of "Best-value destinations for 2010" after Iceland.¹ It is considered one of the cheapest long-haul holidays for Europeans. According to the Ministry of Tourism and Sports, tourist arrivals increased steadily at 7.5 percent a year on average from 11.5 million in 2005 to 15.8 million in 2010. Thailand's tourism income over the past five years also grew by 11.9 percent on average, from about 367.4 billion baht in 2005 to almost 586 billion baht in 2010. The country's income from tourism came mainly from Europe, followed by East Asia, ASEAN, the Americas, Oceania, South Asia, the Middle East, and Africa.² However, the major tourism places for foreign tourists are mostly clustered on a center or sub-centers of the country such as Chang Mai (North), Phuket (South), Chonburi-Pattaya (East) and Bangkok (Central) while other regions - the West and the Upper-central - are not well-known (Figure 1).

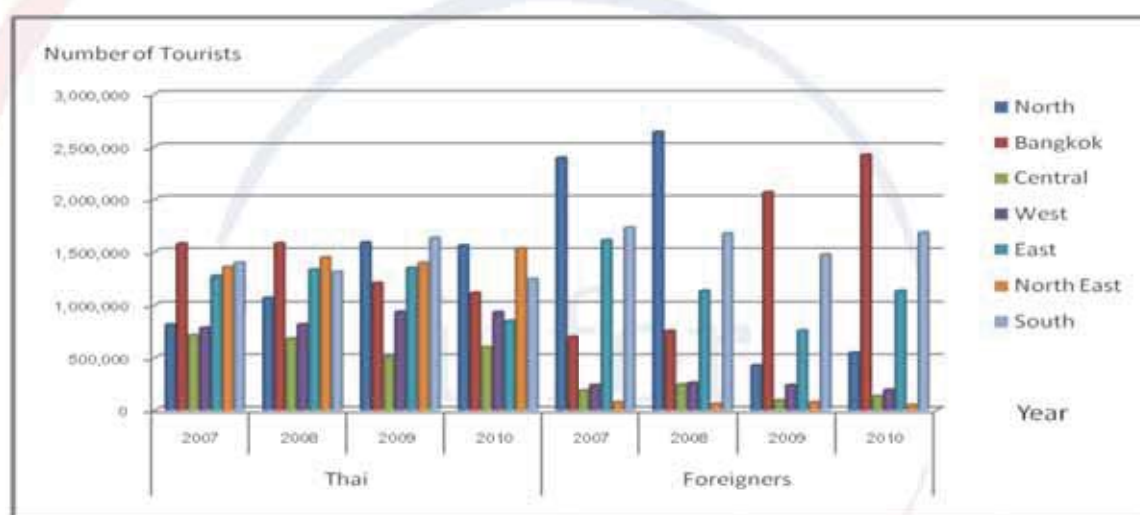


Figure 1. Guest arrivals at accommodation in each region of Thailand in 2007 to 2010 during January-March, Ministry of Tourism and Sports, Thailand.

Some research works, under the sponsorship of the Tourism Authority of Thailand (TAT)³, have been conducted continuously since 1989 in an attempt to set a tourism plan and promote the tourist attractions in these less-popular tourism regions especially in the West and the Upper Central areas such as the Upper Central-west region covering Nakhonsawan, Uthaithani, Chainat and Singburi province in 1989, the Central-west region covering Suphan Buri, Ang Thong, Lopburi, and Saraburi province in 1990, a West region covering Kanchanaburi, Uthaithani, Ratchaburi, Suphanburi, Ratchaburi and Prajuabkhirikhan provinces in 1996. These studies have shown that the western part of Thailand is full of natural resources. Being along the Thai-Burmese border and dominated by mountain ranges lying in a north-south direction, this area is enriched with national parks and wildlife sanctuaries.

Apart from these research studies, it was reported by the Ministry of Social Development and Human Security of Thailand (2003) that diversity of ethnic minority groups such as Khamu, Karen, Lao Krung and Lawa are dominant in this region. These groups of people live peacefully with Thai people and still follow their

¹ <http://www.lonelyplanet.com/iceland/travel-tips-and-articles/18862>

² http://thailand.prd.go.th/view_news.php?id=5525&a=2

³ The government organization responsible for promoting tourism industry in Thailand.

cultural traditions such as costumes and hand-woven fabrics, and their own ways of life, rituals and rites. These cultural uniquenesses, however, have never been observed and mentioned in those previous research works as tourism resources.

In 2010, the project entitled “Geographical Techniques for the Study of Cultural Diversity and Tourism Development” was launched under the sponsorship of the Integrated Academic Innovation Initiative, Chulalongkorn University's Academic Development Plan (CU Centenary) with a main aim to explore and identify the potential of tourist attractions both in terms of natural and cultural resources. The connecting area of two rural districts - Dan Chang district, Suphan Buri province and Ban Rai district, Uthai Thani was chosen as a study area because of two main reasons – (1) natural and cultural uniqueness and (2) possibility of one or two-day trip from Bangkok. This paper presents the first stage of this project aiming to explore and identify the potential of tourist attractions in the study area. Methodology involving field survey, classification and assessment of potential of tourist attractions, development of GIS tourism database, and implementation of SWOT analysis is given.

II. Study Area

The study area, the connecting area of Amphoe Dan Chang, Suphan Buri and Amphoe Ban Rai, Uthai Thani, lies between latitude 14°42' N to 15° 47' N and longitude 98° 59' E to 99°49' E. It occupies an area of 4,815.091 square kilometers and is about 200 kilometers from Bangkok. The study area borders Nakhon Sawan to the north, Kanchanaburi to the south, Tak and Kanchanaburi to the west, and Chainat to the east. The area lies on the edge of the Tanaosi mountain ranges. The elevations of this area are from 100 (to the east) to 1,130 meters (to the west) above mean sea level. The area consists of the ranges of mountains to the west; the most significant is Phu Toei National Park and Huai Kha Khaeng wildlife sanctuary.

Amphoe Dan Chang is the largest and northwestern most district (Amphoe) of Suphanburi province. It occupies an area of 1,193.599 square kilometers. The district is subdivided into 7 subdistricts (Tambon), which are further subdivided into 93 villages (Moobaan). There are 7 Tambon Administrative Organizations (TAO); Nong Makha Mong, Dan Chang, Huai Khamin, Ong Phra, Wang Khan, Nikhom Krasiao and Wang Yao.

Amphoe Ban Rai is a district of Uthai Thani. It occupies an area of 3,621.492 square kilometers which is more than half of the whole province. Most of the district is part of the Huai Kha Khaeng Wildlife Sanctuary. The district is subdivided into 13 subdistricts, namely Ban Rai, Thap Luang, Huai Haeng, Khok Khwai, Wang Hin, Mueang Ka Rung, Kaen Makrut, Nong Chok, Hu Chang, Ban Bueng, Ban Mai Khlong Khian, Nong Bom Kluai and Chao Wat which are further subdivided into 134 villages.

In terms of historical background, archeological evidences implied that prehistoric people lived in this area could date back to around 4,000 years ago in the time of Neolithic or the New Stone Age (The Second Regional Office of Fine Arts, Supanburi, 2009)⁴. Many ancient tools such as hand-adzes, bifacial tools and chopping tools have been found and it is assumed that these ancient people might have settled at the same time of pre-historic Ban Kao, Kanchanaburi in Central

⁴ <http://www.fad2.go.th/>

Thailand. Based on the report of Archaeological excavations pre-historic Ban Kao, Kanchanaburi, Central Thailand (2009), there are currently 22 archaeological sites in Amphoe Dan Chang and neighboring areas.



Figure 2. Chopping tools of the New Stone Age found in Amphoe Dan Chang stored at Phu Nam Ron Temple



Figure 3. Map of the New Stone Age sites found in Amphoe Dan Chang

Geographically, this area can be divided into two parts; high mountains on the western side and plains on the eastern side (Figure 4). Huai Kha Khaeng Wildlife Sanctuary dominates the western side. It was declared as a UNESCO World Natural Heritage site on 13 December 1991. The wildlife sanctuary covers an area of about 1,737,587 rai (2,780.14 square kilometers)⁵ and is part of a larger area of National Parks and Wildlife Reserves. The Wildlife Reserve itself connects to Thung Yai Naresuan National Park in the neighboring Kanchanaburi province and forms the largest protected wildlife area in mainland Southeast Asia. The plain on the eastern side is mostly used for settlement and plantation. In the study area, the weather is quite cool and suitable for temperate plants such as lily, tulip and strawberry.

⁵ <http://www.huaikhakhaeng.net/profile/index.html>

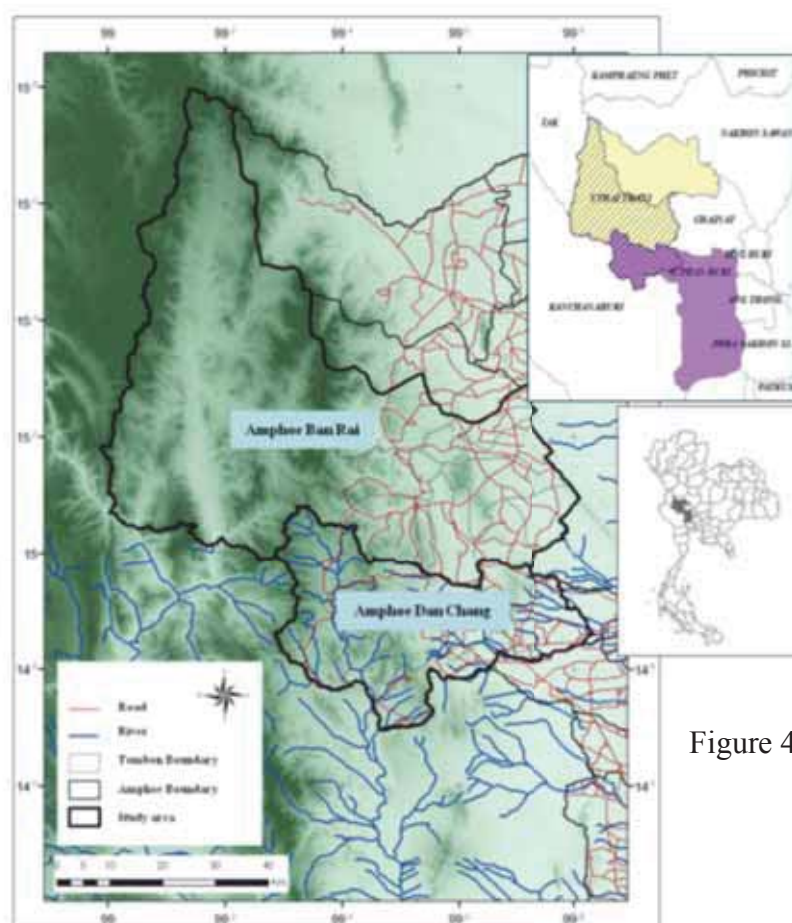


Figure 4. Physical Map of the study area

Ethnic minorities are also dominant in this area. Ethnic minorities in Thailand may be broadly divided into two main groups, namely, those who live in the highlands and those who live in the lowland mixing to a large extent with the mainstream “Thai population” (Jian Hu and Chai Podhisita, 2008).

Based on the survey of the Department of Social and Welfare Development (2002), “Karen” and “Lawa” highland tribal groups reside in three Tambons of Amphoe Dan Chang, namely Wang Yao, Ong Phra and Hui Khamin. “Karen” and “Khamu” highland tribal groups reside in four Tambons of Amphoe Ban Rai namely Kaen Makrut, Ban Rai, Chao Wat and Khok Khwai (see Figure 5 and 6). In the lowland area of Amphoe Ban Rai, there are mixing groups of Lao Krung and mainstream Thai populations but statistics on the number and proportion of lowland minorities are not available.

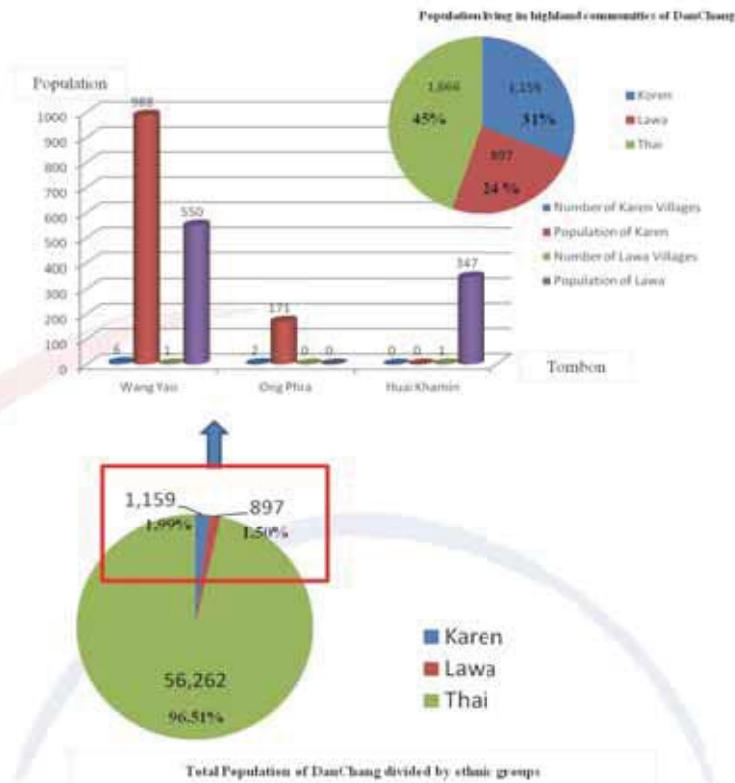


Figure 5. Statistics on numbers and proportion of highland minorities in Amphoe Dan Chang, Department of Social and Welfare Development, 2002

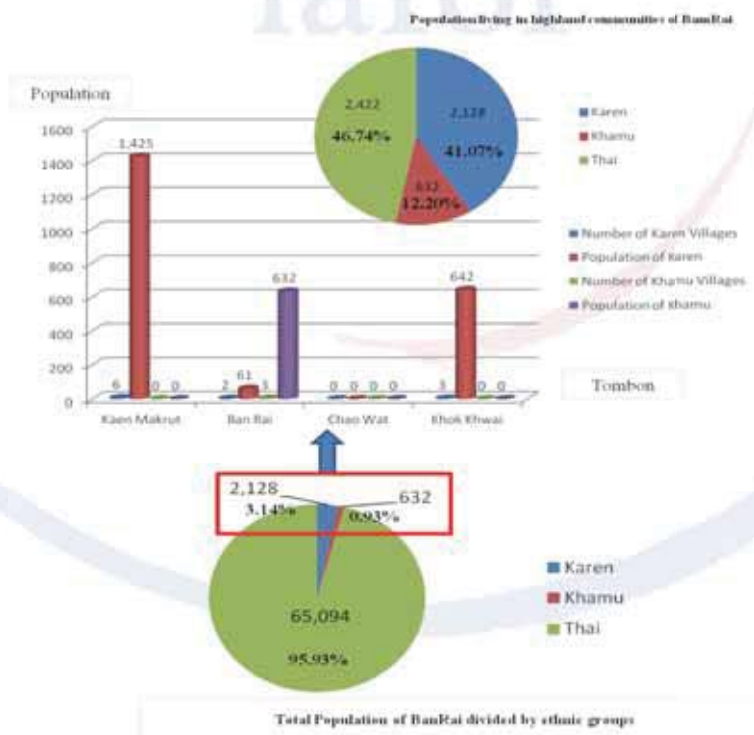


Figure 6. Statistics on number and proportion of highland minority in Amphoe Ban Rai, Department of Social and Welfare Development, 2002

III. Methodology

Methodology in this study can be broken down into four parts. The first part involves data collection. The second part is the classification of potential of tourist attractions. The third part is the development of GIS database and map production. The last part is the implementation of SWOT analysis.

In the first part, data collection is mainly based on collection of secondary data from local, provincial and relevant national governments and previous researches as well as field surveys. The field surveys were carried out three times between January 2011 and January 2012 by a group of researchers from the Faculty of Arts, Chulalongkorn University. Visual observing and mapping tourist places as well as interviewing local people and relevant local government agencies were carried out. A hand-held global positioning system (GPS) was used to locate and check the exact position of tourism sites. It was also found that 1 of 4 tourist places provided by TAT tourist map could not be found or were unknown by local people.

In the second part, classification of potential tourist attractions was performed. The study applied the potential assessment forms of tourist attractions created by the Environmental Research Institute Chulalongkorn University (2006) to investigate the potential of tourist attractions. To evaluate, data was first classified into five categories: “natural tourist attraction,” “cultural tourist attraction,” “agricultural tourist attraction”, “historical tourist attraction” and “recreational tourist attraction”. It should be noted that classification of each tourist place could account for more than one category, e.g., a place can be both “natural and recreational tourist attraction”, and “natural and cultural tourist attraction”. For each category, potential of tourism assessment was divided into three levels - low, medium and high. The potential assessment of the tourist attraction involved compilation of a matrix to evaluate and classify the resources. Three major indicators included: potential of tourist resource attraction, carrying capacity of tourism, and tourism management. For each group, a set of indicators were created and weighed differently to score the importance of the indicators. A high score indicated high importance while a low score indicated low importance. The assessment criteria of all five categories were created. However, this paper will give an example only of the assessment criteria for cultural tourist attraction as presented below:

Assessment category 1: potential of tourist resource attraction (50 points)

Resources of cultural tourist attractions in the study area were evaluated based on the dominant attraction at a particular site using the two major indicators: 1) cultural value (35 points) which included seven sub-indicators (5-points each): lifestyle and wisdom uniqueness, continuing traditions, cultural beauty, local wisdom, cultural source, local relation, and identity conservation; 2) physical potential and activities (15 points); 3 sub-indicators (5-points each): accessibility, safety, and variety of activities.

Assessment category 2: carrying capacity of tourism (10 points)

The carrying capacity of tourism attractions was evaluated based on two major indicators: infrastructure development (5 points), external factor development (5 points).

Assessment category 3: tourism management (40 points)

There are two major types of indicators used to evaluate the cultural resource management as follows: 1) conservation of tourism resources (15 points) which included three sub-indicators (5-points each): conservation and recovery tourism resource, land use management, undertaking resource management, 2) tourism management (15 points) which included five sub-indicators (5-point each): service and public utilities, activities, tourism value consciousness, community-based resource management, and community income.

The maximum score a site could be assigned was 100. Sites with scores below 50 were assigned as low, from 51-70 were assigned as medium, and more than 71 were assigned as high potential attraction.

The third part involved the development of GIS database and map production. Tourist places collected during field surveys were entered and stored in a Geographic Information System (GIS). A tourist map was produced. The scoring system applied in the previous part was then calculated and coded as a tourist assessment map according to the assessment potentials given as shown in Table 1.

Table 1. Example of a list of 28 tourist attractions classified by type and potential

No.	Name	Type of Tourist Attraction					Potential of Tourist Attraction*		
		C	H	R	N	A	Low	Medium	High
1	Hadsay Huay Krasiao			X			X		
2	Pha Thang Temple	X							X
3	Phu Nam Ron				X		X		
4	Krasiao Dam			X				X	
5	Weluvan Cave				X			X	
...
28	Huai Kha Khaeng wildlife sanctuary				X				X

Remark: The abbreviation "C" stands for Cultural, "H" stands for Historical, "R" stands for Recreational, "N" stands for Natural and "A" stands for Agricultural

* The assessment of the potential of tourist attractions was adapted from those created by the Environmental Research Institute Chulalongkorn University, Thailand

Finally, the SWOT analysis was conducted to analyze the strengths, the weaknesses, the opportunities, and the threat of tourist attractions for future tourism development in the study area.

IV. Results And Discussion

According to the study, 78% of the total tourist attractions in the study area were used for the analysis. As previously mentioned, the missing 22% from the total is due to the fact that some tourist places could not be found or were unknown by local people. Among these available visited places (see Figure 7. and 8.), 12 places can be classified as natural tourist attractions, 10 places as culture-based tourist attractions, 3 places as recreational tourist attractions, 2 places as agricultural tourist attractions, and 1 place as an historical tourist attraction.

Based on the assessment of potential results (see Figure 9, 10 and Table 2), 25% of the overall tourist places are considered high potential. Among the highest ones, four

places (57%) are cultural tourist attractions. They are Wat Thum Khao Wong, Wat Phathang, Baan Pha Tang Local Weaving Center and Paijit Hand Weaving Group. Two places (about 29%) are natural tourist attractions. They are Phu Toei National Park and Huai Kha Khaeng wildlife sanctuary. The remaining place (14%) is an agricultural tourist attraction. It is E-mart, E-sai Cultural Center. The description of these high potential seven tourist places are given in an appendix part.

Table 2. Type and Potential of Tourist Attraction in the study area

Type of Tourist Attraction	Potential of Tourist Attraction			Total
	Low	Medium	High	
Cultural tourist attraction	1	5	4	10
Historical tourist attraction	1	0	0	1
Recreational tourist attraction	1	2	0	3
Natural tourist attraction	3	7	2	12
Agricultural tourist attraction	0	1	1	2
Total	6	15	7	28
%	21	54	25	100

iafor

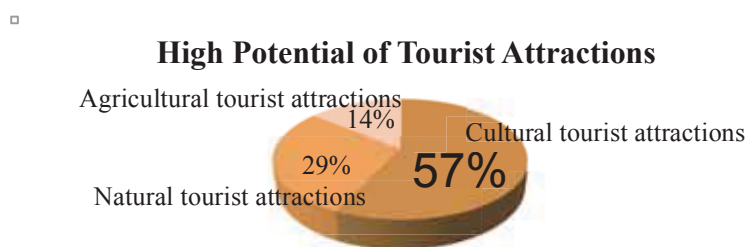


Figure 9. The percentage of seven high potentials of Tourist attractions in the study area

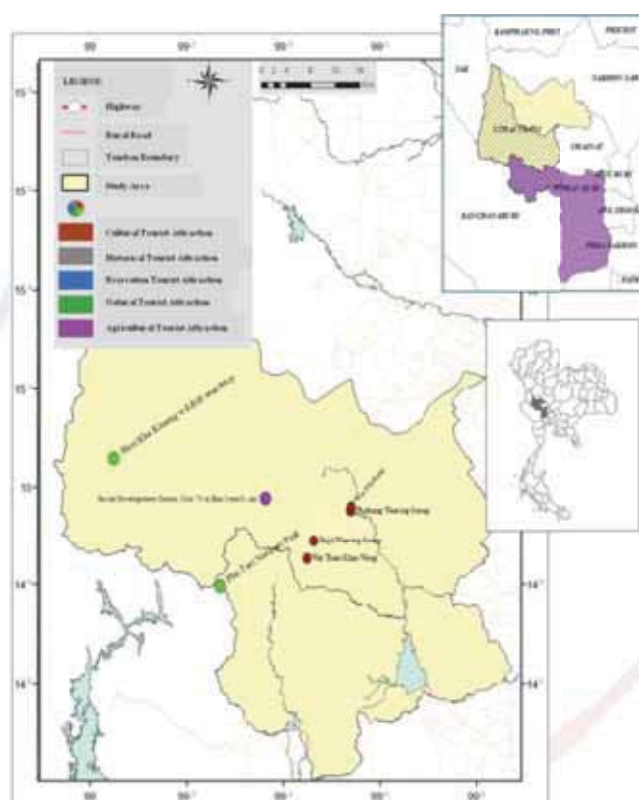


Figure 10. Seven high potentials of Tourist attractions in the study area

In Table 3, the results based on the evaluation of SWOT analysis was outlined. In terms of its *strengths*, it could be concluded that the study area has a wide variety of tourism resources: natural, cultural and agricultural. . Diversity of ethnic groups and their unique cultures and products are other strengths. The richness and abundance of forests and wildlife as well as the high topographical areas allow temperate plants to grow in winter. Despite its strengths, the *weaknesses* are that this area is in an early stage of tourism development. TAT does not train local people for tourism management and sustainability. Tourism management is thus rather weak and is operated by inexperienced or untrained local staff. Moreover, there is no clear stakeholder to operate and manage tourist activities. Each province operates tourism management separately. Connection and continuity in managing and promoting tourism activities between the two districts does not occur. This is due to the fact that each district has by different government leadership and uses different tourism

policies. As a result, the connecting area lacks cooperative efforts. In terms of accessibility, the road network linking the two connecting districts - Dan Chang district, Suphan Buri province and Ban Rai district, Uthai Thani province – is inconvenient. In the rainy season, some roads linking the two connecting regions cannot be used. Only a four-wheel drive car can access these roads. *The opportunities* are that this area can be promoted to be a new tourist attraction because it is not far from the new ASEAN hub – the intersection of East-West and North-South (GMS) Economic Corridors⁶ (Figure 10). It is only three hour-drive from Bangkok (Figure 11), hence the access to this area can be set as a one or two-day trip from Bangkok to respond to tourist demands both domestic and international . Moreover, one of the main strategies of the Thai Government Policy on National Tourism Development Plan 2012 – 2016 is to promote tourism at local levels and develop infrastructure to support tourism. It implies that the basic infrastructure in this area will be developed in the near future. *The threats* are that the natural resources, especially wildlife sanctuaries and forests in hills and mountains, are being destroyed continuously by swidden agriculture. Also during the high seasons, in some tourist areas such as Ban I-mat I- sai center, tourists may exceed the limitation of carrying capacity. Further study in sustainable tourism is needed to maintain fragile and valuable resources in the study area.

Table 3. SWOT Analysis of the study area

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - a wide variety of tourism resources - diversity of ethnic groups and cultural products - temperate plants 	<ul style="list-style-type: none"> - early stage of tourism development - weak tourism organization and management - lack of connection and continuous of tourism activities - lack of linking road between border
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - close to intersection of East-West and North-South (GMS) Economic Corridors - a possible day-trip from Bangkok - development of domestic tourism by the National Tourism Development Plan 2012-2016 	<ul style="list-style-type: none"> - natural resources degradation by swidden agriculture - exceed the limitation of carrying capacity

⁶ Greater Mekong Sub- Region (GMS) Economic Corridors is the cooperation program which has contributed to the development of infrastructure to enable the development and sharing of resource bases, and promoting the free flow of goods and people in the subregion.



Figure 11. Intersection of East-West and North-South (GMS) Economic Corridors

Figure 12. The areas within radius distance of car-driven: 1 hr., 2 hrs. and 3 hrs. from Bangkok

The result of potential assessment and SWOT analysis suggest that this area has potential to be set as cultural and natural tourism resources. The ethnic diversity leads to a wide variety of cultural traditions. That is unique costumes, handicrafts, handwoven fabrics as well as demonstration of weaving, e.g. Lao Krung tribe's weaving can become the products for tourism industry in this area. As well, the richness of forestry and wildlife in the area and nearby attracts many tourists. Activities such as bird watching and hiking can be set as a package tour in the future. However, without giving knowledge about sustainable tourism to local people, this area can be at risk for the cultural invasion from newcomers as well as the unplanned conversion of forest and agricultural lands. Setting-up a sustainable program of joint working between private tourism agencies and relevant local authorities in the study area should be initiated. Suggestions based on the results in relation to the level of potential of tourist attractions in this study are as follows:

- For tourist attractions having low and medium potential, there is a need to develop basic tourism facilities, e.g., such as transport links, and support facilities, e.g., as tour operators and restaurants, communications, access to surrounding attractions.
- For tourist attractions having high potential, there is a need - to develop tourism activities, service and marketing to promote the area. Setting quality standards of local products is another important factor that can increase product value. Online advertisement might be another way to promote cultural tourism in the study area and tourists can directly contact local people.

V. Conclusion

Tourism resources in the study area, the connecting area of Amphoe Dan Chang, Suphan Buri and Amphoe Ban Rai, Uthai Thani, have been investigated. This paper presents the first stage of the project entitled “Geographical Techniques for the Study of Cultural Diversity and Tourism Development”, which aims to explore and identify the potential of tourist attractions. Methodology involved making field surveys, development of GIS tourism databases, and implementation of SWOT analysis. Results showed that tourist attractions are based almost entirely on their cultural and natural heritages. Although their strengths in terms of the cultural uniqueness and the richness of forestry and wildlife in the area and nearby, there are major weaknesses regarding the incompleteness of physical transportation and facilities, and the uncooperative attitudes between relevant government agencies. This demonstrates that planning for the study area requires more supporting infrastructure and superstructure, services, local product development and cooperation of relevant provincial authorities. Some specific policy and planning for sustainable tourism approaches are advisable. Further study in the second-year stage, determining tourism potentials of this area from the local community’s perspective, will be carried out.

Appendix:

High potential cultural tourist attractions

Wat Thum Khao Wong (Khao Wong Cave) is a splendid Buddhist temple. It is situated some 12 kilometers from Amphoe Ban Rai. This monastery was established in 1987. It is a beautifully decorated 4-storey Thai-style pavilion made by teakwood having limestone mountain scenery on the back. There are seven or eight caves which are kept as a meditation area for monks. In front of the building there are artificial waterfalls, a fish pond and beautiful garden decorated by stones and flowers creating an atmosphere suited for meditation and contemplation. (Figure 13A).

Wat Phathang (Phathang Temple) is one of the oldest temples in Amphoe Banrai. There is Luang Pho Toh the very exquisite and huge Buddha's statue. Nearby Wat Pahthang, there is a weaving hub, which was awarded as excellent cotton cloth product prize from UNESCO.⁷ (Figure 13B)

Baan Pha Tang Local Weaving Center (Phathang Weaving Group): about two hundred years ago, people from Laos, known as the Lao Krung, settled in the region bringing with them their weaving tradition. This cultural heritage has still been preserved unchanged until this day. Ban Rai Village still actively engages in weaving. It forms a secondary source of income after farming. Most of the weaving is done in cotton, producing items that are customarily used by the people of that area. The superb quality of the weaving products- hand-woven cotton wedding bed sheet, from Ban Rai is confirmed by the fact that they won UNESCO awards both in 2004 and 2005. Most designs follow old patterns which have been passed on for generations. The inspiration for the designs is usually taken from observing normal daily life. Visitors can view every part of the weaving process and get to know what a weaver's life is like. (Figure 13C)

⁷ <http://thebest.uthaithani.go.th/en/home.html>

Paijit Hand Weaving Group is located in Natapho village, Amphoe Ban Rai. It is one of the most well-know Lao Krung hand weaving groups. The Lao Krung use hand-woven cotton fabrics in many ways; for daily life use, for religious use and sell to tourists which is one of the services in our tourism industry. This group used to have homestay service for tourists but now there is none. (Figure 12D)

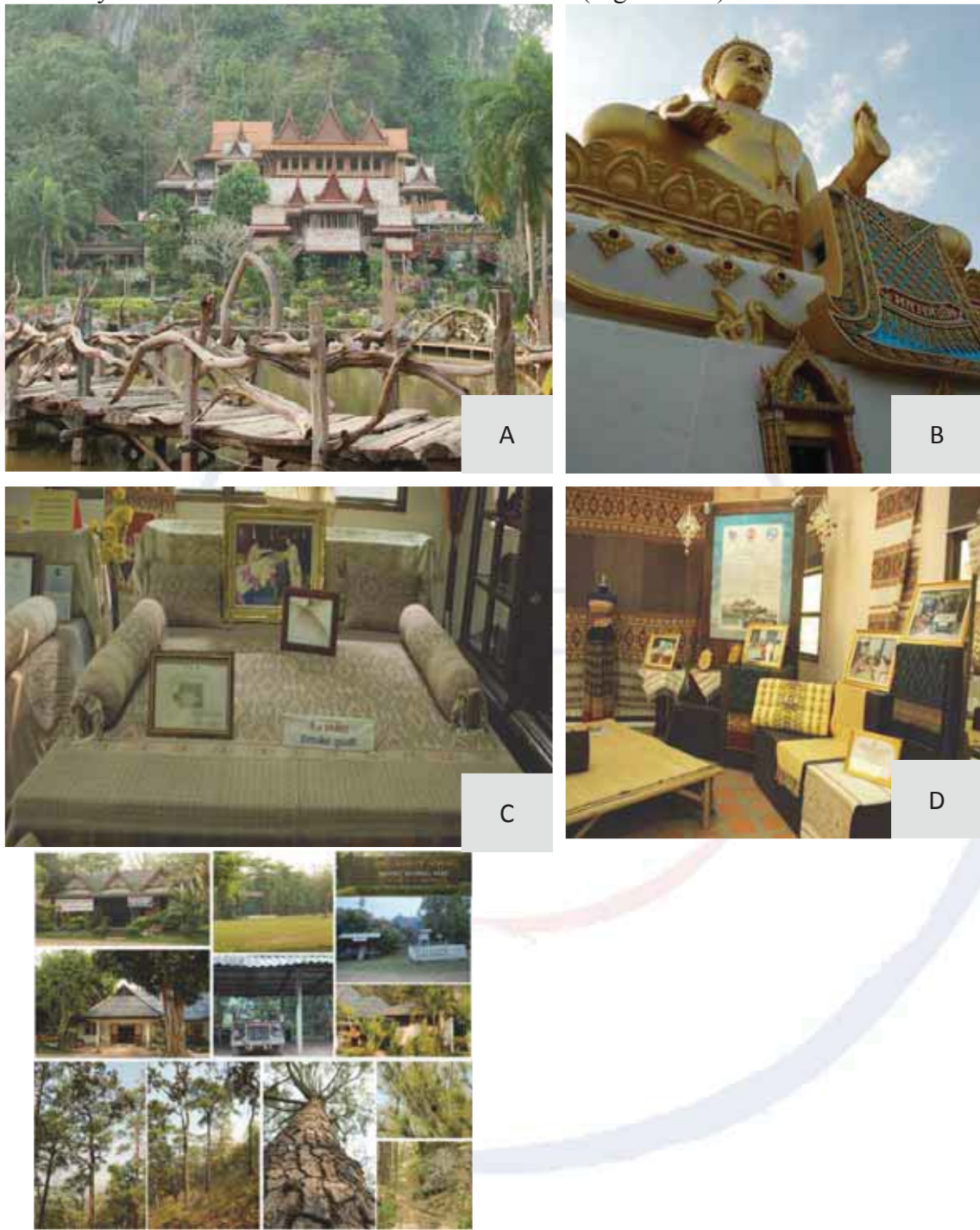


Figure 13. High potential of cultural tourist attractions in the study area

Figure 14. Phu Toei National Park

High potential of natural tourist attractions

Phu Toei National Park is a 319 square kilometer national park located in Amphoe Dan Chang. It has been a national park since September 30, 1987. On 26 May 1991,

Lauda Air Flight 004 crashed in a site five kilometers north of Phu Toei. One feature of the park is Khao Thevada (Angel Mountain), a 1,123-metre mountain that is the highest in the province. The mountain is on the borders of Kanchanaburi and Uthai Thani provinces. There is a forest (2-needle-leaf pine trees) situated on Phu Toei Hill which is only 736 meters above mean sea level. This is the only and last pine forest in the central part of Thailand.⁸ At the national headquarters office, there are tourism services such as camping grounds, accommodations and tents, but tourists have to make reservations.

Huai Kha Khaeng wildlife sanctuary is a UNESCO World Natural Heritage site. It is located on the west side of Amphoe Ban Rai and it is part of a large area of National Parks and Wildlife Reserves spanning several Western Thai provinces, stretching to the border with Myanmar (Burma). They are home to a very diverse array of animals, including 77% of the large mammals (especially elephants and tigers) and 50% of the large birds can be found in this region.⁹



Figure 15. Huai Kha Khaeng wildlife sanctuary

High potential of agricultural tourist attraction *The Social Development Centre, Unit 73 in Ban I-mat I-sai (E-mart, E-sai Cultural Center)* is located in Tambon Kaen Makrut, Amphoe Banrai. It is located on the 600-meter hill above mean sea level which has cool weather all year long. In recent years, this center has become popular among domestic tourists because there is a Demonstration on Agricultural Plantation which was established in 2009 under the cooperation of the Social Development Centre, Department of Agriculture and TAO. The first purpose of this project is to be a self-sufficient agricultural plantation prototype for local communities by initiating the planting of temperate plants and flowers instead of swidden agriculture and now it has become a new agricultural tourist place. The best time to visit this center is during winter. Tourists can join agricultural activities in a pleasant natural ambience, beautiful flowers such as tulips, lilies and strawberries. Moreover, tourists can visit Pwo Karen villages surrounding this area and buy their products such as hand-woven fabrics and agricultural products.

⁸ <http://www.dnp.go.th>.

⁹ <http://www.thaicountrytrails.com/index.php?lay=show&ac=article&Id=145130&Ntype=2>



Figure 16. Temperate plants in E-mart, E-sai Cultural Center

References

- Amphoe Ban Rai, Uthai Thani Province. (2010). *Summary report of Amphoe Ban Rai*. Uthai Thani Province. Thailand. (in Thai)
- Butler, R.W. (1980). *The Concept of a Tourism Area Cycle of Evolution: Implications for Management Resources*. *The Canadian Geographer*, 24(1), 5-16.
- Department of social development and welfare, Ministry of Social Development and Human Security. (2002). *Highland communities within 20 provinces of Thailand*. Bangkok: NETIKUL Printing Company. (in Thai)
- Environmental Research Institute Chulalongkorn University. (2006). *Potential assessment of tourist attractions*. Thailand. (in Thai)
- Gunn, A. Clare. (2002). *Tourism Planning, Basics, Concepts, Cases*. New York.
- Hu, Jian and Podhisita, Chai.(2008). Differential Utilization of Health Care Services among Ethnic Groups on the Thailand-Myanmar Border: A Case Study of Kanchanaburi Province, Thailand. *JOURNAL OF POPULATION AND SOCIAL STUDIES*, Volume 17, Number 1, July, 115-132. [www2.ipsr.mahidol.ac.th/Journal/index.php?]
- Routledge.Leiper, N. (1995). *Tourism management*. Collingwood:Victoria, RMIT Press.
- Priskin, Julianna. (2000). Assessment of natural resources for nature-based tourism: the case of the Central Coast Region of Western Australia. *Tourism Management*, 22, 637–648.
- Second Regional Office of Fine Arts. (2009). *Archaeological excavations in the pre-historic Ban Kao, Kanchanaburi, Central Thailand*. Suphanburi, Thailand. (in Thai)
- Swarbrooke, J. (1999). *Sustainable tourism management*. Oxford: CABI.

Thai Government. (1994). Tambon Council and Tambon Administrative Authority Act 1994.

Bangkok, Thailand: Thai Government.

Tourism Authority of Thailand (TAT). (1989). *A preliminary study for tourism planning in*

Nakhonsawan, Uthaithani, Chainat, and Singburi. Thailand. (in Thai)

Tourism Authority of Thailand (TAT). (1996). *A preliminary study for tourism planning in*

central-west provinces of Thailand: Kanjanaburi, Uthaithani, Ratchaburi, Suphanburi,

Ratchaburi and Prajuabkirikhan. Thailand. (in Thai)

Tourism Authority of Thailand (TAT). (1990). *A preliminary study for tourism planning in*

Suphanburi, Anghong, Lopburi, and Saraburi. Thailand. (in Thai)

Tourism Authority of Thailand (TAT). (2000). *National Tourism Development Plan 2012 –*

2016. Bangkok, Thailand: Tourism Authority of Thailand. (in Thai)

Wight, P. (1995). Sustainable ecotourism: balancing economic, environmental and social

goals within an ethical framework. *Tourism Recreation Research*, 20 (1), 5-13.

World Tourism Organization. (1999). *Global Code of Ethics for Tourism*. World Tourism

Organization. Adopted by resolution A/RES/406(XIII) at the thirteenth WTO General

Assembly (Santiago, Chile, 27 September -1 October ,1999).

Acknowledgements

The authors wish to thank the Faculty of Arts and Chulalongkorn University's Academic Development Plan (CU Centenary) for the financial support that made this study possible. Without their support this study would not have been completed.