The Study of Tourism Potential in Sangkhlaburi District, Kanchanaburi Province

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Abstract

The objectives were 1. to study the concept and the support of the government on tourist attractions in Sangkhlaburi District, Kanchanaburi Province; 2. to study the concept of related entrepreneurs in supporting tourist attractions, according to government’s guidelines and tourists’ demand; 3. to study the demand of tourists. The evaluation of problems from 472 sampling and 50 related entrepreneurs in tourist attractions were at a medium-level: the lowest one is transportation and signboards (X̅ = 3.22), and the highest one is adequacy of foods and drinks (X̅ = 3.98). The activities; were evaluated to be in high-level: the least popular is traditional performance (X̅ = 4.01) and the most popular is historical site and temple tour (X̅ = 4.10). The problems about quality of tourist attractions were in a medium-level: the least problem is the usage of foreign languages (X̅ = 3.77) and the biggest is convenience and facilities of hotel accommodation (X̅ = 3.95). Furthermore, the aspect of safety and security was in a medium-level: the lowest one is sales promotion (X̅ = 3.85) and the highest one is safety of lives and belongings (X̅ = 3.98); there are nothing needed to be improved now, and the image of the tourism sites was evaluated to be a high-level (X̅ = 4.00). Researcher found that if the municipal office cooperates with the Tourism Authority of Thailand and the Ministry of Tourism and Sport, there will be no problems and easily to improve. Finally, the SWOT analysis and TOWS Matrix strategy show 3 types of tourism should be promoted: historical and cultural tourism, religious tourism, and natural tourism. And in order to raise the tourism standard, the following 5 aspects should be improved: basic element management, quality of the services and the usage of foreign languages, security and sanitation management, knowledge provision for local people and officers, and publication via multimedia.

Keywords: Tourism Potential; Tourist attractions in Sangkhlaburi; Tourists’ demand in Sangkhlaburi

Introduction

There are 5 administrative parts of Thailand: Northern part, Central part, North-eastern part, Eastern part and Southern part; and can be divided into 77 provinces. Each province, there are many tourist attractions all over. Government supports tourism in Thailand to be flourished accordingly and receive revenue to the country continuously. There are many government sectors help to support tourism such as Tourism Authority of Thailand, Ministry of Sport and Tourism along with private sectors such as hotel accommodation business, tour operators, food shops and restaurants business, transportation business, and souvenirs business which help and support Thai economy.

Kanchanaburi province located in the central part of Thailand; there are number of tourists and visitors travel to the province both Thai tourists 737,890 and Foreign tourists 42,433 in 2016; and in 2017 the number of tourists and visitors increasing to be 831,169 (12.64%) and 46,433 (9.41%) respectively. (Department of Tourism, 2017) In Sangkhlaburi district, Kanchanaburi province, is one of the most important of tourism in Thailand, long bordering to Union of Myanmar, there are number of tourists come to visit and stay overnight due to the distance of travel from Bangkok and Kanchanaburi province itself. There are diversity of tourist attractions in Sangkhlaburi, cultural and religious tourist attraction: Wangwiwekaram temple where Uttama, the famous Mon Buddhist monk used to live; he is the most respect of all Mon and Thai people, the Three Pagodas Pass which is the routing of Myanmar army invaded into Ayutthaya in the old days, at the present this pass becomes border between the people of 2 countries exchange their products and made economy grows etc. natural attraction: the beautiful 36 levels Kratongcheng waterfall, Krengkravia waterfall etc. (Kanchanaburi province: 2017). However, there are lack of the study of real tourists’ demand, tourists’ behaviours and tourism potential in the area about strength points, weakness points, problems and threats because mostly previous
researchs were study tourism potential of the whole province: Guidelines to Develop the Tourism Potential of Kanchanaburi (Irinang, P., 2015: 1), The Potential Development Guideline of Tourism in Kanchanaburi Province to Support ASEAN Community (Bunnag, O. and Charoenbun, R., 2015: 1); study about motivation in specific area: Tourist Motivations Affecting Decision Making in Cultural Tourism in Bannorkhao Community, Kanchanaburi province (Sangatsri, V., 2015: d); and study in specific field, religious tourism: Guideline for Religion Tourism Development for Supporting Retirement Community Tourist in Kanchanaburi (Laophuangpsak P., 2016: 35) and Ecotourism: Ecotourism management guideline in Sangklaburi district, Kanchanaburi province (Rattanabunpot, I. 2010: 4).

Researcher, therefore, choose to study tourism potential of Sangkhlaburi district, Kanchanaburi province to acquire data and present to government and private sector related to tourism to improve and develop tourism in the area to serve tourists’ demand and increasing the number of tourists, to stay overnight and to make more income to local people, entrepreneurs and the community and finally lead to develop tourist attractions of the area and the province.

Objectives of this study were:

1. to study the concept and the support of the government on tourist attractions in Sangkhlaburi District, Kanchanaburi Province.
2. to study the concept of related entrepreneurs within the area in supporting Sangkhlaburi District’s tourist attractions, then optimize it according to government’s guidelines and tourists’ demand.
3. to study the demand of tourists, who visit Sangkhlaburi District, Kanchanaburi Province. 1. to study the concept and the support of the government on tourist attractions in Sangkhlaburi District, Kanchanaburi Province.

Materials and Methods

Researcher used 2 methods for the research as the following:
1. Qualitative method: researcher used interviews to be the study tools by purposive sampling technique to the groups of people: 5 leaders of the community in Sangkhlaburi district, a director and 5 officers of central part, Tourism Authority of Thailand head office, a head and 5 officers of Tourism Authority of Thailand, Kanchanaburi office, a head and 5 officers of Tourism and Sport, Kanchanaburi province, and 10 managing directors and 17 staffs of private enterprises related to tourism of the area; total number is 50 samplings. Researcher used triangulation for data validation by 1) Surveying the area to compare data obtain from government officers and local people 2) Observation without participating to collect data and 3) Data collection in different time such as week day, week end and holidays etc.
2. Quantitative method: researcher used questionnaires to be a study tools by accidental sampling technique to 3 groups of people: 1) 472 Thai and foreign tourists, 2) 50 staffs of private enterprises related to tourism of the area, and 3) 50 local people; before questionnaires used, they were examined by an advisor and 2 specialists to find Index of item object Congruence (I.O.C.) after that they were tested by 30 different samplings to find Cronbach’s Alpha for validity and reliability (0.56). After the questionnaires were completely validity and reliability; and data completely collected; the study tools were in frequency distribution, average, percentage and standard deviation; hypothesis testing by (SPSS). One sample t-test was also used.

Results and Discussion

Researcher used questionnaire as a tool for quantitative research by accidental sampling of 472 Thai and foreign tourists, and 50 related entrepreneurs related service provider business. Qualitative research used interview as a tool by purposive sampling of 50 staffs of private enterprises related to tourism of the area and
50 local people 50 persons. Researcher found the findings as the following:

Table 1 Tourists' opinion about tourism problems and threats

<table>
<thead>
<tr>
<th>Problems and Threats</th>
<th>$\bar{x}$</th>
<th>levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tourist attractions interesting</td>
<td>3.30</td>
<td>Medium</td>
</tr>
<tr>
<td>2. Routing and sign boards</td>
<td>3.22</td>
<td>Medium</td>
</tr>
<tr>
<td>3. Officers’ services</td>
<td>3.33</td>
<td>Medium</td>
</tr>
<tr>
<td>4. Facilities</td>
<td>3.28</td>
<td>Medium</td>
</tr>
<tr>
<td>5. Safety</td>
<td>3.28</td>
<td>Medium</td>
</tr>
<tr>
<td>6. Participation of the community</td>
<td>3.24</td>
<td>Medium</td>
</tr>
<tr>
<td>7. Tourist attractions’ public relations</td>
<td>3.27</td>
<td>Medium</td>
</tr>
<tr>
<td>8. Cleanliness in tourist attractions</td>
<td>3.29</td>
<td>Medium</td>
</tr>
<tr>
<td>9. Number of toilets and their cleanliness</td>
<td>3.26</td>
<td>Medium</td>
</tr>
<tr>
<td>10. Number of trash boxes in the area</td>
<td>3.26</td>
<td>Medium</td>
</tr>
</tbody>
</table>

From table 1 shows tourists’ opinion about tourism problems and threats in all aspects are in a medium level; indicated that there were no main problems needed to be immediately solved.

Table 2 Private enterprises’ opinion about tourism problems and threats

<table>
<thead>
<tr>
<th>Problems and Threats</th>
<th>$\bar{x}$</th>
<th>levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tourist attractions interesting</td>
<td>2.97</td>
<td>Low</td>
</tr>
<tr>
<td>2. Routing and sign boards</td>
<td>2.94</td>
<td>Low</td>
</tr>
<tr>
<td>3. Officers’ services</td>
<td>2.83</td>
<td>Low</td>
</tr>
<tr>
<td>4. Facilities</td>
<td>2.94</td>
<td>Low</td>
</tr>
<tr>
<td>5. Safety</td>
<td>2.80</td>
<td>Low</td>
</tr>
<tr>
<td>6. Participation of the community</td>
<td>3.03</td>
<td>Medium</td>
</tr>
<tr>
<td>7. Tourist attractions’ public relations</td>
<td>3.00</td>
<td>Medium</td>
</tr>
<tr>
<td>8. Cleanliness in tourist attractions</td>
<td>2.97</td>
<td>Low</td>
</tr>
<tr>
<td>9. Number of toilets and their cleanliness</td>
<td>2.91</td>
<td>Low</td>
</tr>
<tr>
<td>10. Number of trash boxes in the area</td>
<td>2.80</td>
<td>Low</td>
</tr>
</tbody>
</table>

From table 2 shows private enterprises’ opinion about tourism problems and threats different from tourists: tourist attractions interesting, routing and sign boards, officers’ services, facilities, safety, cleanliness in tourist attractions, number of toilets and their cleanliness, and in low level; but Participation of the community and tourist attractions’ public relations in a medium level. These aspects show there were no main problems needed to be improved at this moment.

Chart 1 The Opinion of both tourists and private enterprises in 10 aspects of tourist attraction
From chart 1 shows the 10 aspects of tourist attractions are in medium level and should be improved later to be standard by the cooperation of local municipal office, Tourism Authority of Thailand and Ministry of Tourism and sport.

Chart 2 The opinion of both tourists and private enterprises in suggestion of solving problems and tourism development

From chart 2 shows the opinion of both tourists and private enterprises in suggestion of solving problems and tourism development which are all in a medium-level and needed to be improved later.

Chart 3 The opinion of tourists and private enterprise in ways to solve problems and develop tourism
From chart 3 shows the opinion of tourists and private enterprise in ways to solve problems and develop tourism which are in a medium-level and needed to be improved later.

Researcher had also done the qualitative research by interview all related persons as the following:

1. Officers at tourism and sport, Kanchanaburi office
   1.1 Administration, participation and tourist attractions’ problems
       1) There are development projects to make the improve the accessibility to the area, organize tourists assistant centre, making sign boards and clean the area and conserve the environment of the area.
       2) Cooperate meeting the development plan of infrastructure such as water supply, electricity, road condition, however, there is still lack of plan to do it to be friendly in the nature and environment.
       3) After received the budget from ministry of Tourism and Sport; the budget distributed to the projects and integrated to all related units to create tourism activities to the community to receive more income such as stay at least 1 night in the area, Buddhist monks offering in the morning, and cruise in the lake to watch beautiful sun rise.
       4) Problems and obstacles are no long plan to control flooding and no plan to plant trees to preserve the origin of water of one of the important rivers.
       5) Lack of wide public relation and lack of new tourist attraction to draw the attention to tourists.
   1.2 Ways to promote tourism
       1) There is way to promote community base tourism but lack of doing to be tangible.
       2) Lack of information and public relation to promote all tourist attractions
       3) Lack of public transportation to tourist attractions
       4) Lack of officers to take care of safety in the area
       5) Most of facilities are incomplete
       6) Tour operators and personnel are limited in number
   1.3 Tourist attractions’ strengths points
       1) There is diversity of tourist attractions in history and religion especially Wangwiwekaram temple which is the heart centre of Buddhist and local people in the community
       2) There are minority group of people which are Karen hill tribes and Mon
       3) There is unique tradition and customs
       4) There is Mon bridge which is the longest wooden bridge in Thailand
       5) There are unique local foods and desserts
   1.4 Tourist attractions’ weaknesses points
       1) Infrastructure and facilities still incomplete
       2) Lack of tourism personnel
       3) Public transportation still incomplete
   1.5 Public relations and channels
       1) Create application in smart phone to promote tourist attractions and delicious food resources
       2) Organize booth to display local products and promote tourist attractions
       3) Permission to movies maker to use the area to be their location
2. Tourism Authority of Thailand, Central Office and Tourism Authority of Thailand, Kanchanaburi Office

2.1 Administration, participation and tourist attractions’ problems

1) Participation in public relations tourism activities in the area, promote the existence activities such as local food festival to be wide known among tourists

2) Coordination in meeting to all units in the community such as SME, fishery group, and agriculture group etc. Distribute tourism principle policies from Tourism Authority of Thailand and tourism community plan to the area.

3) After received the budget from Tourism Authority of Thailand, distribute it to develop area and implement according to government’s policies

4) Problems and obstacles are people in the community lack of confidence in developing and local products potential and there is conflict among people in the community when activity created in the area, no one want to come.

2.2 Ways to promote tourism

1) Promote community base tourism in the community such as historical area, property area, and Chinese community area etc. for public relations widely.

2) Motivate local tour operators and tourism personnel to do the tour within the area and develop tourism personnel.

2.3 Tourist attractions’ strengths points

1) There is natural beauty suitable for cruising.

2) There are plenty of historical attractions such as Three Pagodas Pass, Wangwiwekaram temple etc.

3) There are old markets and Ban Mai market.

4) There is tradition both on land and on water which is pay homage to the sunk ordination hall.

5) There is unique local foods and desserts

2.4 Tourist attractions’ weaknesses points

1) General people and tourists knew only Wangwiwekaram temple, they do not know another historical tourist attraction which should be promoting to be known.

2) Lack of public transportation, there still no connection to all the area

3) Lack of sign boards to show tourist routes to connect to all tourist attractions.

4) Lack of English brochures and English-speaking officers

2.5 Public relations and channels

1) Tourism Authority of Thailand should create web page of Kanchanaburi province.

2) Introduce and recommend media come to visit the area and create blog recommend tourist attractions such as Pantip and Gen Y etc.

3) Produce leaflets and brochures provide tourist attraction information and new tourism routes and widely distribute them.

4) Use all medias to ease to reach by the public such as café, food shop and accommodations etc.

3. Head of community, Sangkhlaburi, Kanchanaburi province

3.1 Administration, participation and tourist attractions’ problems

1) There are cleaners to take care of cleanliness and there are polices take care of safety in the area.
2) There are local people in the community take care of all incoming tourists wherever they go if any problems occurred; they will help those tourists.
3) Budget received from the government used to take care the community and help SME and private enterprises.

3.2 Ways to promote tourism
1) Implement order of all tourist attractions and provide all facilities such as parking lot and cleanliness etc.
2) Lack of officer man power.
3) Still not enough budget to develop facilities.

3.3 Tourist attractions’ strengths points
1) There are cultural and religious tourist attractions.
2) There are unique local foods and desserts.

3.4 Tourist attractions’ weaknesses points
1) Lack of public transportation, there still no connection to all the area.
2) Infrastructure and facilities still incomplete.
3) Lack of officers

3.5 Public relations and channels
1) There are still lack of well cooperation among tourism parts.
2) Lack of person who know and understand about tourism.
3) Tourism support still not cover all the area.

From the details above; researcher found that all the government side know the cause of problems and how to solve the problems; they know how to develop the area and improve all facilities, however still lack of persons who will come to drive the plan and still lack of the government’s drive. For the private enterprises had to change to promote and do the business in their areas to get more tourists.

For the study of tourists’ demand in the area; researcher found the results as the following:
1. The study of fundamental structure of the area.

Chart 4 The fundamental structure of the area

From chart 4 shows all the fundamental structure of the area in a medium-level; all of them can serve the need of tourists; however, they should be improved to be international standard later.
2. The study of activities in the area

Chart 5 The activities in the area

From chart 5 shows all the activities in the area in a high-level and the most popular of tourists is ancient monuments and temple tour; therefore, all activities in the area can already serve the need of tourists very well.

3. The study of tourist attraction’s quality

Chart 6 Tourist attraction’s quality
From chart 6 shows most of tourist attraction’s quality in a medium-level but quality of local products and souvenirs were in a high-level. Thus, if the rest of tourist attraction’s quality can be improved to be the same level of local products and souvenirs; all of them can serve the need of tourists very well; however, there is no need to do it at this moment.

4. The study of service by local government officers

Chart 7 Service by local government officers

From chart 7 shows all service by local government officers are in a medium-level; these can be improved but not necessary to be done right now.

5. The study of welfare and safety in the area

Chart 8 Welfare and safety in the area
From chart 8 shows all welfare and safety in the area is in a medium-level; they do not need to be improved right now, however, all of them can be improved later.

6. The study of marketing of the area

Chart 9 Marketing of the area

From chart 9 shows 2 aspects of marketing of the area in a medium-level and 1 aspect (tourist attraction image) in a high-level; tourists know the image of tourist attraction very well, however the other 2 aspects: the image of media for advertising and public relations, and sales promotion should be developed later.

For the SWOT analysis, researcher found that:

1. Strengths
   - There are 2 identical tourist attractions at Sangkhlaburi district, Kamchanaburi province which are Wangwiwekaram temple and the longest wooden bridge.
   - Wangwiwekaram temple is heart-centre of Thai and all ethnic groups of people
   - There are plenty and diversity of historical, natural, cultural and traditional tourist attractions which are unique.

2. Weaknesses
   - Infrastructure in the area still incomplete; they should be improved.
   - Trash collection system should be improved; trash boxes should be increased in number; many tourist attractions should be cleaner.
   - Tour operators in the area should operate tour in the area.
   - Lack of cooperation among stake holders in the area such as accommodation business, food service business, souvenir shops and others etc. to attract incoming tourists.
- Lack of specialists of marketing, sales promotion and public relations to promote tourism of the province.

3. Opportunities
- There is diversity of tourist attractions in the area which can organize many activities but there is still no knowledge and understanding of tourism provided to all parts.
- There is variety of accommodation and many of them in big size where can accommodate and organize meeting and convention of all local and outside government and private units to increasing number of tourists and revenue to the area.

4. Threats
- There is full support from direct to tourism government units, however, lack of full support from others.
- Lack of modern and updated tourism information to response to all tourists.
- Local people still lack of knowledge and understand of tourism; they therefore, not cooperate to promote tourism.

For the TOW Matrix, researcher paired SO to use strengths to create advantage from opportunity strategy; WO to win over weaknesses and take the usage of opportunities strategy; ST to use strengths and avoid threats strategy, and WT to reduce weaknesses and avoid threats strategy as the following:

1. SO
   1.1 Try to organize meeting, seminar or convention for both government side or private enterprises in difference sizes of hotels or resorts at Sangkhlaburi, Kanchanaburi province.
   1.2 Organize local cultural tourism centre, ethnic groups study centre or minorities group study centre.

2. WO
   2.1 Accelerate cooperation to develop infrastructure to be complete as soon as possible.
   2.2 Increasing number of trash boxes and improve trash collection system.
   2.3 Promote tourism in the area and get together to promote sales promotion and public relations increasingly.
   2.4 Organize meeting all related units to get well cooperate to attract more incoming tourists to the province.
   2.5 Training tourism officers and making more medias to promote tourism both online and offline.

3. ST
   3.1 Organize meeting all related tourism organization both government and private to cooperate to promote tourism in the area.
   3.2 Establish provincial tourism centre to present tourism information
   3.3 Training or give knowledge of tourism to people in the area both government and private organization.

4. WT
   4.1 Develop communication to all government and private organization to promote public relations of the province.
   4.2 Develop and training tourism information to local people, entrepreneurs, and all people to help promote all information to the tourists.
   4.3 Promote knowledge and skill the usage of foreign languages to entrepreneurs and local people to communicate to all foreign tourists.
These strategies can create implementation to the area as the following:
1. Fundamental infrastructure management strategy
2. Quality service development strategy
3. Cleanliness and safety management strategy
4. Knowledge providing strategy

Conclusion
Tourists, related government officers and private enterprises thought that there are many numbers of tourists came to visit Sangkhlaburi district, Kanchanaburi; and there will be more to come because there are many attractions and activities in the area. In the future, the number of tourists will be increased if government and private enterprise are cooperated to solve the problems of the interesting of tourist attractions, routing and signages, service provider of officers, facilities provided, safety, community’s participation, public relations, cleanliness of tourist attractions, cleanliness and number of toilets, and number of trash boxes and collecting system are improved to be enough and standard. After the improvement, all the organization including people in the area should well cooperate to improve and launch marketing strategy to attract more tourists to come to the area and receive more revenue to develop, preserve the environment, and conserve the culture sustainability.

Suggestion
Researcher suggests both government and private organization should well cooperate to organize well improvement and development and create strategies and implementation to the area to increase number of tourists and revenue to the area.

Table 3 Strategies and Implementation

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Implementation</th>
</tr>
</thead>
</table>
| 1. Fundamental infrastructure management strategy | - Contact related government units to improve infrastructure and facilities in the area to be efficient and able to provide the convenience to all tourists.  
- Examine and check all infrastructure in the area to be in complete condition. |
| 2. Quality service development strategy          | - Train both government and private officers in the area to provide tourist information and response all questions right and quick. |
| 3. Cleanliness and safety management strategy    | - Contact related organization to provide trash boxes to be sufficient and in order.  
- Contact related organization to take care of trash collecting system. |
| 4. Knowledge providing strategy                 | - Organize training program to all officers to provide all information to all tourists.  
- Train foreign languages to all officers especially English to officers and people to be able to communicate to tourists. |
| 5. Promotion and public relations strategy      | - Establish tourist information centre.  
- Distribute tourist attractions to entrepreneurs, officers and local people to help to promote tourist attraction widely to the public. |
Extended research
1. Study tourism attractions in different districts to find the connection and promote tourism throughout the province.
2. Study the participation of local people to create more tourism activities.
3. Study and develop historical and local cultural tourist attractions to develop to be community base tourism, creative tourism or new way tourism

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- Make internet and web sites to promote tourist attractions worldwide.