

Development of health and historical tourism routes by communities, Nopphitam District, Nakhon Si Thammarat Province

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Abstract

Development of health and historical tourism routes by communities, Nopphitam District, Nakhon Si Thammarat Province, aims to develop health and historical tourism routes by communities, Nopphitam District, Nakhon Si Thammarat Province. This research is a Mixed Methods Research by collecting qualitative research data and quantitative research. The sample group used in the research consisted of 24 people from 3 villages, namely Village No. 1, Village No. 2 and Village No. 8. The results found that it can be specified in 2 tourism routes, namely historical tourism route and health tourism route also 2 tour programs along the tourism routes, namely on the trail of Hakka, and pan for minerals. The results on the development of tourism routes found that the tourist attraction potential in the area of villages, namely Village No. 1, Village No. 2 and Village No. 8, is at high level by the assessor gave an opinion for management potential has mean of 2.48, for supplying facilities has mean of 2.91, and for safety of life and property has mean of .2.48

Keyword: tourism routes, program creation, tourist attraction potential

Introduction

Therefore, increasing competency to create value-added in health and historical tourism to be balanced and sustainable is absolutely necessary in order to response to the government's policy on promoting community-based tourism as a mechanism that drives sustainable grassroots economy.

Nopphitam District is a district where gains strategic advantages in terms of natural

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resources, environment and diverse culture also it has many important resources on historical tourism in vary locations of Nopphitam District such as Khao Lek, Japanese mine, Chinese community, locomotives, etc. Moreover, it has waterfalls, rock islet all over canal and white sand ridge but still a lack of tourism development that will help increase competency to make tourists to visit as much as in the area of Krung Ching Sub-District.

Tourism route and tour program are indicators of tourist attraction potential in the area. Therefore, tourism routes are like opening doors for tourists to experience nature, history, lifestyle and community culture which are a very important part in generating income for the community in another way.

Purposes

To develop health and historical tourism routes by communities, Nopphitam District, Nakhon Si Thammarat Province.

Conceptual Framework

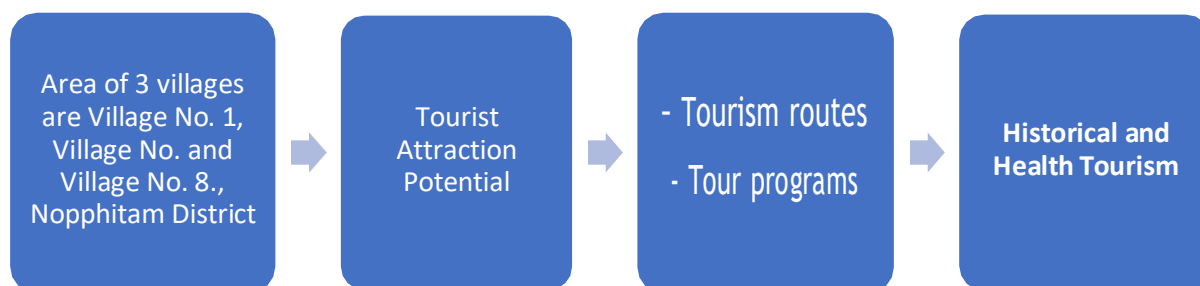


Figure 1: Conceptual Framework

Literature review

Concept regarding tourist attraction potential

The tourist attraction potential is readiness of tourist attractions that facilitates the development, improvement or transformation as well as interesting of such locality that contain enough to attract tourists to decide whether to visit to such tourist attraction or not. Wiwatchai Boonyaphak ()42 -40 :1986 has proposed the criteria for consideration, and determining potential or importance of tourist attractions as follows:

- 1) Tourist attraction value includes beauty, own character, historical oldness, cult and religious significance, atmosphere, natural landscape and way of life.
- 2) Ease of access includes condition of tourism routes, travel type, duration from the city to tourist attractions.
- 3) Facility includes accommodation, restaurants, beverages, entertainment places, electricity, plumbing, telephone and security.
- 4) Environment includes geography, weather, ecosystem and other conditions of tourist attractions.

- 5) Restriction includes restrictions on area, services, utilities, tourist safety.
- 6) Tourist attraction current situation includes popularity and number of tourists.

Selecting tourism routes

Tourism route management concept, Wiphawan ()2008 said that the tourism route means to select a route for tourists to visit interest points in various tourist attractions easily, conveniently and safely, as well as gaining knowledge and enjoy. Sometimes tourism routes may arise from different tourist groups regularly who use the same route, could be route for car, route for walking, route for boat or some other route that may be used together with the regular city thoroughfare or may select a new route specifically. Before selecting tourism routes, should be explored and observed based on the behavior of tourists and also supposed trends by beginning with considering the location of various tourist attractions within the city and prioritizing and attractiveness then consider the ability to connect different attractions together. It may select tourism routes in a converging circuit style by the starting point and the last point are not the same route, this will allow tourists to see something new and enjoyable along the route without having to go back to the same route again and also may select route into 2types, eg starting with walking and changing to use boat when return.

Research scope

- 1 Area; the research area consisted of 3 villages, namely Village No. 1 , Village No. 2 and Village No. 8, Nopphitam District, Nakhon Si Thammarat Province.
- 2 study only the tourist attractions potential, tourism routes, and tour programs.

Research hypothesis

The tourist attraction potential affects the creation of tourism routes and tour programs to meet tourist needs.

Research methods

This research is mixed method research with both quantitative research and qualitative research. The researcher used the study method from the documentary along with survey research by using in-depth interviews to ask questions in which the researcher proceeded with step as follows:

- 1 Documentary research; from collecting, synthesizing and analyzing documents by studying the concepts and theories of research and articles on product development and community identity tour program.
- 2 Survey; non-participation and participation observation from time to time then record phenomena and events that related to interesting tourism.
- 3 Phenomenon observation form; the researcher selected to use both participation and non-participation observation models with observing by itself and took photos as evidence and used phenomenon record form by requesting the underprivileged children, families and communities (public and private agencies) who were involved in the incident wrote memo or described details of the phenomenon into the phenomenon record with retrospective study together with using other tools throughout the research period to add more complete information (Preecha Samakkee and Panya Lertkrai,)64-62 :2014

- 4 Survey the target community area, Nopphitam Sub-district, Nopphitam District, as well as determine the guidelines, methods, and procedures and review the basic information.
- 5 Provide project orientation meeting and select 15 community researchers together with readiness preparation for those researchers to have the same approach to survey and data collection by using purposive sampling, the main informants were representatives from 3 villages, 3 people in each village, consisting of community scholars, people who perform duties related to tourism and community leaders or community enterprises.
- 6 Provide training and assess knowledge and skills of community researchers and develop tools/skills in the community-scale research process in the manner of on the job training to create a Participatory Learning Process (PLP) within community.
- 7 Study projects/activities of potential development, route creation and create a new alternative tour program.
- 8 Route and tour program test.

Results

Qualitative research results

The researcher conducted an in-depth interview with people who is information source and analyzed from interview with executives as defined in the research methodology. The information obtained appears as follows:

The results of non-participation and participation observation from time to time found that tourism in the area has sufficient potential to be developed into a tourist attraction such as the area of 3 villages, namely Village No. 1 , Village No. 2 and Village No. 8 , Nopphitam District, Nakhon Si Thammarat Province by part of which is an existing tourist attraction but lack of improvement and another part is new tourist attractions that lack of development.

The results of phenomenon observation; the researcher selected to use both participant and non-participant observation models with observing by itself and took photos as evidence and used phenomenon record form which was found that some tourist attractions in the area of 3 villages, namely Village No. 1 , Village No. 2 and Village No. 8 , Nopphitam District, Nakhon Si Thammarat Province have tourists visiting during the holidays, which those places are existing tourist attractions but lack of improvement on facilities and safety for supporting tourists, also the tourism routes still lack of improvement in many places, such as Khao Lek sea of mist, Mines, Pho Than Klai shrine, etc.

The results of target communities survey, Nopphitam Sub-district, Nopphitam District, by collecting data in 3 villages, namely Village No. 1 , Village No. 2 and Village No. 8 , Nopphitam District, Nakhon Si Thammarat Province, found that original and new tourist attractions still lack of caring and supporting on management to meet standards but it has the potential to be a tourist attraction by communities.

The results of project orientation meeting and selecting 15community researchers together with readiness preparation for those researchers to have the same approach to survey and data collection by using purposive sampling, the main informants were representatives from 3 villages, 3 people in each village, consisting of community scholars, people who perform duties related to tourism and community leaders or

community enterprises to get researchers in the area with direct experience and have knowledge of natural capital, cultural capital to be able to develop and upgrade according to the community-based tourism process.

Provide training and assess knowledge and skills of community researchers and develop tools/skills in the community-scale research process in the manner of on the job training to create a Participatory Learning Process (PLP), bringing people who have real experience in that work to become community researchers to continuously enhance tourism performance. By conducting to select community researchers for food, namely Mrs. Yuppadee Lueangkae and Mrs. Panadda Noudam; for homestay, namely Mrs. Piangphen Suthin. From the community researcher selection found that they were able to connect their knowledge and experience in tourism and transferred to food processing and health tourism community enterprises, Nopphitam district, Nakhon Si Thammarat province with members participating in each training as follows:

- 1) Mr. Boonlert Pongsawat
- 2) Ms. Artita Sutin
- 3) Ms. Napasorn Raekchamrong
- 4) Ms. Sudkanung Nuan-ui
- 5) Ms. Wasana Charoensuk
- 6) Ms. Chonthicha Kongsanit
- 7) Mrs. Ampai Kachaphon
- 8) Mrs. Kruewan Kongsanit
- 9) Mrs. Nipaporn Chularik
- 10) Mrs. Achiraya Chitsak
- 11) Ms. Saowapa Krotkangkan

As a result of the development of tourism routes; found 2 tourism routes, namely historical tourism route and health tourism routes which contain tourist attractions including old mines, Ban Rong Lek, Pho Than Klai shrine, Hin Dan rock islet, Wat Phu Khao Lek, Khao Lek sea of mist (Krung Ching) to be used as highlights and selling points in tourism marketing that is in accordance with the identity and context of the community.

As a result of creating tour program; found 2 tour programs, namely on the trail of Hakka, and pan for minerals.

Quantitative research results

Result from the potential assessment form of tourist attractions in Nopphitam District in the area of 3villages, namely Village No. 1, Village No. 2and Village No. 8, being tourist attraction assessment by academics in tourism, community developers, tourists, and academics in health, amounting of 10people, information as follows:

Table 1; Results of tourist attractions potential analysis of Nopphitam District in the area of 3villages, namely Village No. 1, Village No. 2and Village No. .8

Criteria to identify natural potential	\bar{x}	SD	Level
1 .Unique	3.60	0.58	High
2 .Abundant natural	3.65	0.67	High
3 .Beautiful scenery	3.60	0.54	High
Total	3.55	0.62	High

From Table 1 , the assessor gave an opinion on the tourist attractions potential of Nopphitam District in the area of 3villages, namely Village No. 1, Village No. 2, and Village No. 8 , for nature potential has mean of 3.65 at a high level, followed by mean of 3.60 the same, namely unique and beautiful scenery.

Table 2; Results of management potential analysis

Criteria to identify administrative and managerial potential Facilities supplying	\bar{x}	SD	Level
1 .Have sign for explaining tourist attractions	2.81	0.78	Fair
2 .Have enough facilities such as electricity, water supply, telephone, toilet, parking lot	3.02	0.56	Fair
Total	2.91	0.52	Fair
Life and property safety			
1 .Have enough staff and thoroughly care	2.50	0.60	Less
2 .Install signs and alarms appropriately	2.17	0.51	Less
3 .Have disaster relief equipment and tools	2.21	0.52	Less
4 .Have first aid kit	2.74	0.65	Fair
Total	2.40	0.41	Less
Giving knowledge and creating awareness of tourism value			
1 .Have tourist information center	2.30	0.59	Less
2 .Preparation of publications	2.16	0.51	Less
Total	2.23	0.50	Less
Overview in 3aspects	2.48	0.37	Less

From Table 2 , overview in 3 aspects, the assessors gave an opinion on potential for management has mean of 2.48, facilities have mean of 2.91, and life and property safety has mean of .2.48

Discussions and conclusions

Development of health and historical tourism routes by communities, Nopphitam District, Nakhon Si Thammarat Province has purpose as follows:

- 1 Tourism in the area has sufficient potential to be developed into a tourist attraction in the area of 3 villages, namely Village No. 1 , Village No. 2 and Village No. 8 , Nopphitam District, Nakhon Si Thammarat Province which it requires cooperation between community and government agencies to develop tourist attractions where contain potential of natural, historical and culture to become a new tourist attraction.
- 2 There are tourists visiting the tourist attractions during the holidays but still lacking in improvements for facilities and safety to support tourists. In addition, many tourism routes are still lacking in improvements such as Khao Lek sea of mist, Mines, Pho Than Klai shrine, etc.

Therefore, it is necessary to create a process of awareness, understanding of community tourism management for people in the community, including government agencies,

entrepreneurs and communities.

- 3 Community-based tourism management to ensure that tourist attractions in the area have a certain standard, is of paramount importance to tourists that all stakeholders should create a learning process.
- 4 Community researchers are the key to making a mechanism for developing of tourism routes and tour programs arise from the area context and meet the needs of tourists because they have direct experience and knowledge of natural capital, cultural capital to be used to develop and enhance the process of community-based tourism to achieve the goals.
- 5 Provide training and assess knowledge and skills of community researchers and develop tools/skills in the community-scale research process in the manner of on the job training to create a Participatory Learning Process (PLP), bringing people who have real experience in that work to become community researchers to continuously enhance tourism performance. It was found that after training and assessing skills according to the tourism model, community researchers were able to connect their knowledge and experience in tourism and transferred to food processing and health tourism community enterprises, Nopphitam district, Nakhon Si Thammarat province.
- 6 As a result of the development of tourism routes; found 2 tourism routes, namely historical tourism route and health tourism routes which contain tourist attractions including old mines, Ban Rong Lek, Pho Than Klai shrine, Hin Dan rock islet, Wat Phu Khao Lek, Khao Lek sea of mist (Krung Ching) to be used as highlights and selling points in tourism marketing that is in accordance with the identity and context of the community.

The tourism routes have natural beauty and preserve history that is suitable for development as a creative tourist attraction but still a lack of concrete route development from relevant people and stakeholders in tourism to be able to attract more tourists.

- 7 As a result of creating tour program; found 2 tour programs, namely on the trail of Hakka, and pan for minerals.

On the tour program; there are 2 tour programs and activities that are in line with the context of area, namely on the trail of Hakka, and pan for minerals. There are also various activities along the tourism routes but still lack of proactively publicize to match the tourism market of the target group.

On the tourist attraction management potential; management potential still is at low level because has just started to develop in the area of 3villages to connect tourism routes and should have an agency to provide support seriously and continuously.

Suggestions

- 1 Local organizations should actively and continually support their development.
- 2 Should proactively publicize all 3villages.
- 3 Agencies should promote service skills and being a good host.

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